

The

Ideal Home



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The Ideal Home and Garden, March 2021 Vol 15 Issue 05

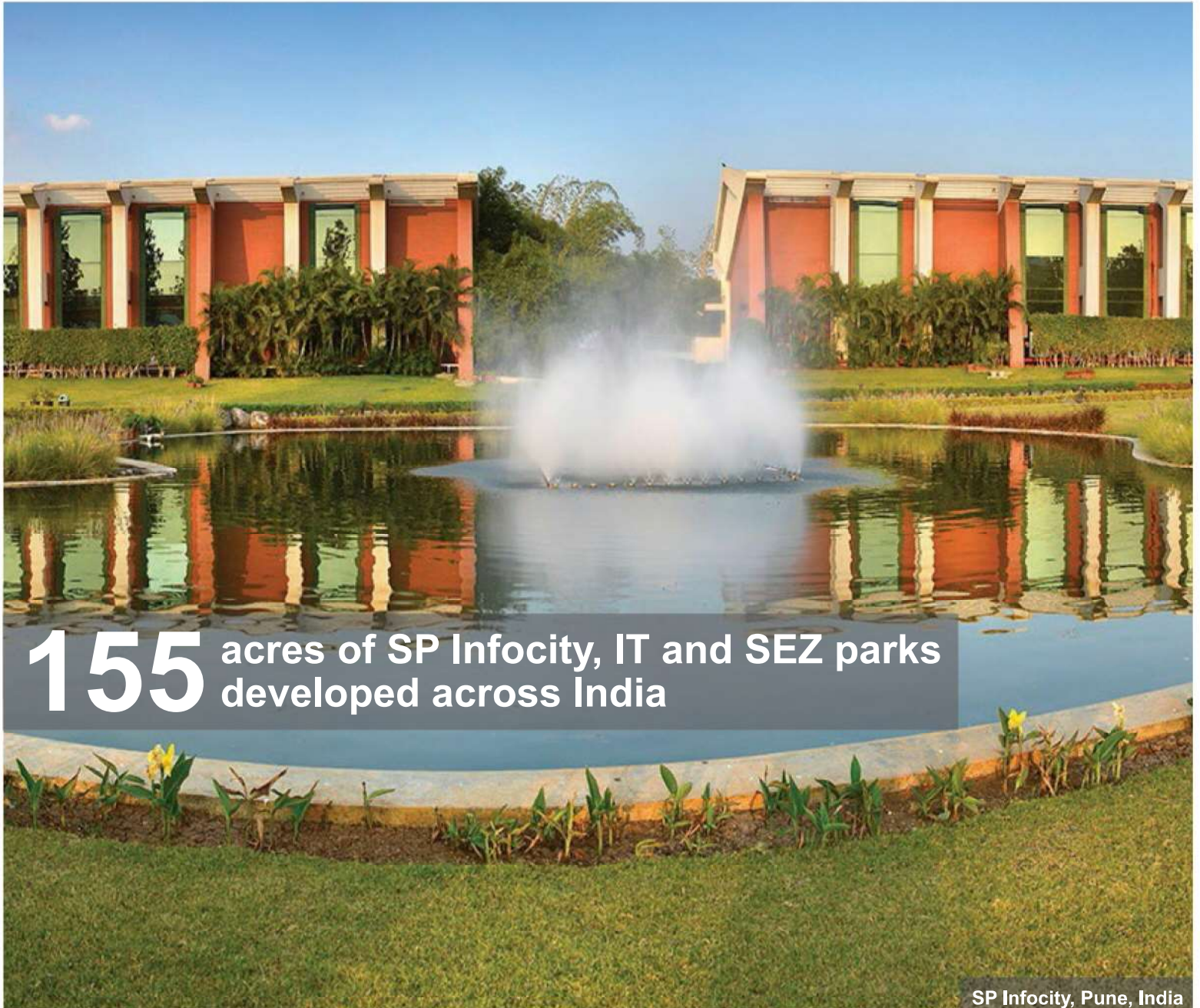
and Garden

- COOL BLUE DECOR
- CLASSIC FLORAL FEEL
- RENOVATION PROJECT
- PINK IS IN!

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Real-life problems need a real-life solution

A story of every household

Ever since it was launched 18 years ago, Fenesta has been the market leader and India's No.1 brand of windows and doors. Naturally so, when plans were afoot to do it's first ever TVC, the team, instead of going to the drawing board, went and met the customer first. After all, that's been Fenesta's credo all along. The findings were along expected lines.

How many times have you dreaded the prospect of coming back to a dusty, messy home after a long vacation? Across the length and breath of the country, irrespective of where you live in the city, this is a problem, which everybody has to deal with. And this was the one problem that Fenesta overcame. Reason why, customer after customer sang paeans of just how their life transformed after they had Fenesta installed at home. Insulation from dust, noise and pollution were not just hollow claims of the brand but were for real.

These were people who did not fear coming back to a locked house, whether it is after a week or a month. These were people who chose the best for their homes and Fenesta on their windows. These were people who had now become used to coming back to a spotlessly clean home - just the way they left it. No layer of dust. No rain water seepage. These were the people whose experience became the platform for the TVC.

This real-life problem is the narrative that drives Sharma ji's plight in the new Fenesta commercial that's just been released.

Sharma ji is our guy next door, the happy go lucky gentleman, a character that we all easily associate and relate with.



So what's Sharmaji's problem?

Its the problem of every household with not so great quality windows.

Shot at the height of the pandemic, it was a first for the team to monitor a shoot digitally.

So go ahead and catch the commercial across various digital platforms and if you share your story of how you have evaded going out of town because of this problem you could end up with a surprise hamper from Fenesta.

How many times have you dreaded the prospect of coming back to a dusty, messy home after a long vacation?

For the complete story just scan the QR code



Fenesta
Better by Design

India's No.1 Windows & Doors Brand

Keep the Outside Outside Forever



The multi-chambered profiles and fusion welded joints improve overall sealing and insulate windows to keep icy winds out of your home, keeping the inside warm forever.

Science@work



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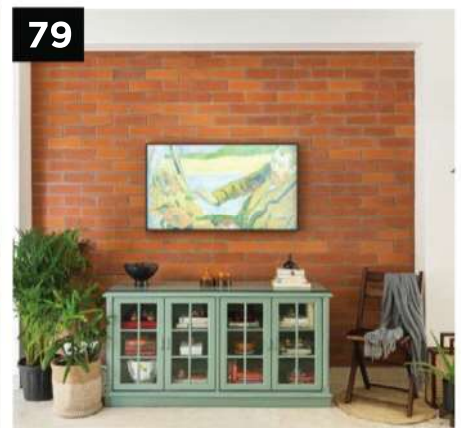
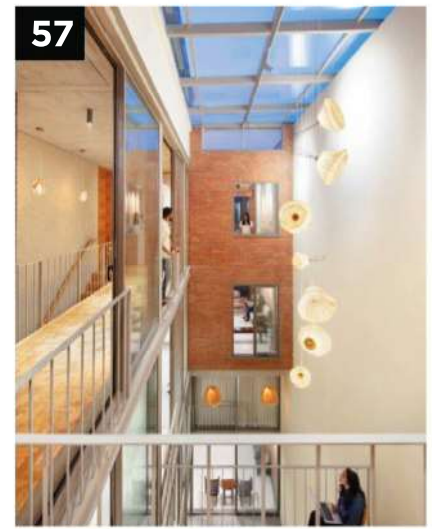
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www.magzter.com/publishers/Next-Gen-Publishing-Ltd

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for Print
subscriptions

Digital
subscriptions

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Apple Newsstand & Magzter Queries:

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Zinio Queries: <http://in.zinio.com/help/index.jsp>

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Srinivas Gangula. (Hyderabad) Mob: 09000555756
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Printed by Stephen Cyril D'Lima Next Gen Publishing Pvt. Ltd., 105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West, Mumbai - 400013. .
Published by Stephen Cyril D'Lima on behalf of Next Gen Publishing Pvt. Ltd., 105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West, Mumbai - 400013.
Printed at Kalajyothi Process Pvt. Ltd, 1-1-60/5 RTCX Roads, Hyderabad - 20.
Published at Next Gen Publishing Pvt. Ltd., 105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West, Mumbai - 400013. .

Editor Ruhi Singh





The Ideal Home and Garden

EDITOR'S NOTE

I am having a love affair with my plants. I know for some people growing greens has become so therapeutic that they religiously spend hours getting their hands dirty. And then there are people who think they are born with a brown thumb, but the truth is that there is no divine gift when it comes to gardening. I had read Lazygardener's post that says you must fail at gardening in order to master it. This is the season, and the best time to start with your seeds, saplings or green cuttings. The idea is to be patient and then a little more patient. Coming back to the issue, I have decided to go with my all-time favourite theme – Celebrating Women In Design. We have featured 30 pioneering women designers who are achievers in different ways. This issue celebrates their remarkable work, and designs that have been exceptional. From furniture, lighting, furnishings to designing homes, the feminine creativity is surely going to touch you. Also, we are bringing the colour of the sky and the sea into your home. Yes, a cool blue therapy to evoke clarity, pureness, and increased intuition. In the home, this shade is immediately calming and welcoming, whether used in a deep navy for a touch of drama or a lighter hue to soothe your senses. By the by, if floral patterns are your thing, we have done good research in terms of textures, colours, prints, motifs, etc to give your home a nature-centric feel. Last but not the least, Happy International Women's Day, folks! Stop judging yourself and remember to give yourself extra care and love today and every day.

A handwritten signature in black ink that reads "Ruhi".

Ruhi Singh

Executive Editor

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LETTER OF THE MONTH

Awesome and Fun

With 2021 starting off with much grace and enthusiasm, I was looking forward to the February edition eagerly. The articles were just awesome and perfect as it truly upgraded my knowledge. The Ideal Living just gave me ample ideas for my new home upliftment. Another article was the Pantone colour of the year which is an apt colour combination this year. Can't wait for the March edition.

Sadhna Sharma, Gurugram

Innovatively Unique

I love the way The Ideal Home and Garden always comes up with new and innovative topics which make it unique and interesting. The partition story was one of a kind and engaged me to the core. In the compact apartments of today it is important to have intelligent partitioning and the ideas there were just amazing. We would like the team to come up with more such ideas and do a story of green architecture as well.

Raghuvendra Sikka, Pune

Thanking From the Core

Starting my day with the articles of TIHG is a bliss and a blessing. I am grateful to the entire team for introducing me to such cozy projects and products. Being an IT consultant, I never get time away in my work from home routine but the magazine uplifts my mood every time and motivates me to the core. I am looking forward to completing some of the DIY'S which I have registered from the past issues. Thank you team.

Siddharth Singh, Mumbai

Grateful Enough

No words can express my sincere thanks to The Ideal Home and Garden magazine for their support throughout the year of 2020. Although we missed the magazine initially yet the team came with much better options of exploring the design. Lockdown has been a boon for all the design fanatics and TIHG has surely supported this. I am really grateful for the ideas specially DIY's which are super easy and creatively awesome. Thanks a lot.

Simran Jaiswal, Agartala

More Than Decor

The one thing I love the most about the magazine is that it covers various other subjects apart from decor and architecture. The Food Fetish section is just my favorite and there are lovely options available for healthy living. My entire family looks forward to checking out the new articles and lately they are a big fan of Instagram updates as well! We love the way the team kept us up with the changes during lockdown and made it a success

Sunita Jain, Kolkata

DECLARATION

Statement about ownership and other particulars about THE IDEAL HOME AND GARDEN, as required to be published in the first issue of every year after the last day of February.

Form IV (See rule 8) (Press and Reg. Of Books Act, 1867)

Place of Publication : Next Gen Publishing Pvt. Ltd., 105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West. Mumbai - 400013

Periodicity of Publication : Monthly

Printer's Name : Mr. Stephen Cyril D'Lima,

Nationality : Indian, and printed at Kala Jyothi Process Pvt. Ltd, 1-1-60/5 RTCX Roads, Hyderabad - 20

Publisher's Name : Mr. Stephen Cyril D'Lima,

Nationality: Indian,

Address: Next Gen Publishing Pvt. Ltd.,

105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West. Mumbai - 400013

Editor's Name : Ruhi Singh,

Nationality: Indian, Address: Next Gen Publishing Pvt. Ltd., 105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West. Mumbai - 400013

Names and addresses of individuals who own the newspaper and partners or shareholders holding more than 1% of the total paid up equity capital:

Next Gen Publishing Pvt. Ltd., 105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West. Mumbai - 400013

Next Gen Publishing Pvt. Ltd., 105-106, Trade World, 1st Floor, B Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel West. Mumbai - 400013

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Limited who are holding more than 1% paid up equity capital of the company as on January 31, 2021 .

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Date: February 14, 2021

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