

PROMINANCE
UPVC WINDOW SYSTEMS

**20
25**

**NEW PRODUCT
INNOVATOR**

*Pioneering New Features and Functionality to
Exceed Customer Expectations*

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL ECO-INTELLIGENT BUILDING INTERIOR
SOLUTIONS INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Prominance excels in many of the criteria in the eco-intelligent building interior solutions space.

RECOGNITION CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

The Transformation of the Eco-Intelligent Building Interior Solutions Industry

Eco-intelligent building interior solutions, including uPVC doors and windows, and the interior architecture market in India have seen remarkable growth over the last two decades. Initially, the adoption of uPVC systems was slow due to limited awareness, market preference for traditional wooden fixtures, and high price sensitivity. Over time, awareness campaigns, trade exhibitions, and the recognition of uPVC's advantages—such as durability, low maintenance, sound insulation, and eco-friendliness—have transformed the market. Today, the sector is expanding at an annual growth rate of 12% to 15%, driven by infrastructure development and growing customer preference for modern, sustainable solutions.

Challenges persist, including the dominance of imported designs from Europe and China, a limited focus on indigenous innovation, and a lack of understanding of customer needs. Prominance has emerged as one of the leading players in the market by offering highly engineered, locally adapted products. Prominance is notable for its advanced R&D, stringent quality control, and features tailored to Indian weather conditions, such as resistance to UV radiation, extreme temperatures, and heavy rain. Its focus on sustainability, such as 100% lead-free profiles and innovative design solutions, ensures performance and aesthetic appeal while supporting eco-conscious development.

Prominance’s products exemplify the blend of tradition and modernity. The company addresses market demands with unique features such as enhanced weather seals, termite-proofing, and noise insulation, ensuring the brand stands out in a competitive landscape.

Redefining Innovation in uPVC Profiles and Building Interiors

Prominace, established in 2009 and operational since 2011, is a pioneer in manufacturing high-quality uPVC profiles, headquartered in Coimbatore, India.

“Prominace’s Uniceil baffle ceiling system exemplifies innovation in material engineering and sustainable design, delivering unparalleled value to modern interiors. By replacing conventional materials with uPVC and incorporating integrated, programmable lighting, this system not only enhances aesthetic and functional appeal but also underscores environmental stewardship.”

– Anirudh Bhaskaran
Industry Principal

With an impressive annual capacity of 22,000 metric tons, Prominace integrates advanced extrusion technology to produce durable, UV-resistant, and environmentally friendly profiles that exceed European EN12608-1:2016 standards, among others.

Guided by a vision to deliver exceptional customer satisfaction, the company emphasizes aesthetic and functional excellence in its uPVC window systems. Backed by rigorous research in polymer technology, Prominace developed lead-free formulations tailored for tropical climates. Its stringent manufacturing standards ensure top-notch quality, positioning it as a

leader in sustainable and innovative building interior solutions.

Prominace's patented Uniceil baffle ceiling systems redefine modern ceiling solutions by combining exceptional acoustic performance, ambient lighting, and seamless integration for services, including sprinklers, signage, and alarms. Designed for aesthetics and functionality, these modular, customizable systems allow flexible configurations and finishes, catering to demanding architectural requirements. With uPVC as the core material, Uniceil outshines traditional metal and wooden ceilings, offering benefits such as better sound absorption, weather resistance, and durability, while being lightweight, maintenance-free, and 100% recyclable.



Figure 1: Prominace’s Baffle Extrusion Facility in Suler, Coimbatore

Compared to metal, Uniceil’s uPVC-based ceilings are rust-free, scratch-resistant, and require no periodic maintenance, while their lightweight nature minimizes structural load. These systems also feature multi-chamber profiles for integrated lighting and acoustic fleece for noise reduction. Uniceil’s value proposition

includes eco-friendliness, fire retardancy, and resilience to humidity and UV exposure, making it an innovative and sustainable choice for high-performance and aesthetically superior ceiling designs.

Game-changing Innovation in Sustainable Building Interior Solutions

Prominance's Uniceil baffle ceiling system with side lighting represents a remarkable innovation in ceiling design, offering a sustainable, cost-effective, and technologically advanced solution for modern interiors. Here are the key innovations:

- *Material Innovation and Cost Efficiency:* Unlike conventional baffle systems made from aluminum, which are costly, heavy, and maintenance-intensive, the Uniceil system utilizes uPVC. This material is not only lighter and easier to maintain but also significantly reduces production costs.
- *Sustainability Through Recycling:* Prominance employs an eco-friendly manufacturing process by recycling 95% of its uPVC production waste. From their monthly production of 1,000 to 1,200 tons of uPVC products, 6% to 10% constitutes scrap, which is processed through four stages: crushing, grinding, pulverizing, and filtering. This recycling reduces the raw material costs for baffle production by up to 50%, contributing to environmental sustainability and affordability.
- *Integrated and Programmable Lighting:* The Uniceil system uniquely integrates static and programmable side lighting within its baffles. Featuring multiple chambers, it accommodates LED strips to deliver diffused ambient light. It also supports programmable wall lights, enabling dynamic light animations to enhance visual appeal—a feature not commonly found in competing products.

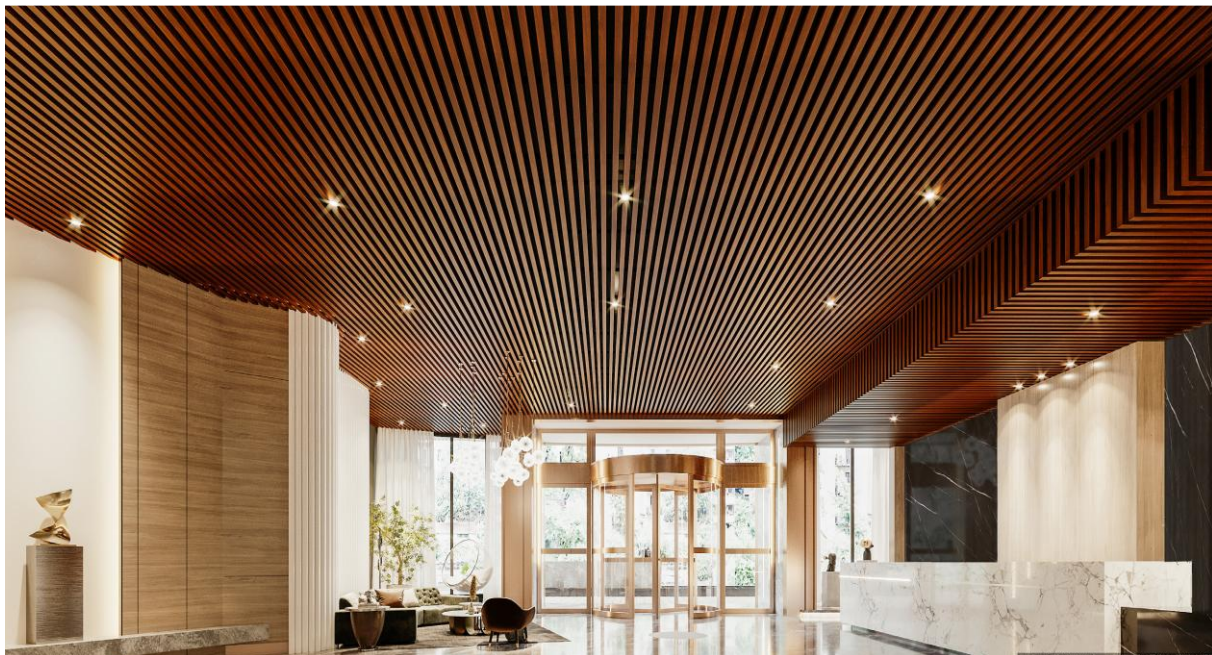


Figure 2: Uniceil Baffle Ceiling System

- *Cable Management and Utility Integration:* The Uniceil systems are rigorously tested for electrostatic performance, ensuring their suitability for seamlessly running electrical and data cables within the multi-chambered lighting profiles. These profiles are also designed to integrate effortlessly with other ceiling utilities, including sprinkler systems, fire alarms, and signages.
- *Advanced Manufacturing Excellence:* Prominence employs specialized CNC machinery capable of precision drilling on baffles up to 6 meters horizontally. This allows for intricate design patterns and seamless integration of lighting, which are unattainable with manual processes. The CNC machine ensures the exact alignment and positioning of the channels where lighting elements are installed. This precision is critical to maintaining the design's seamless appearance and ensuring consistent light distribution. The machine is pre-programmed with exact specifications, ensuring flawless execution. This innovation ensures high-quality, aesthetically refined, and functional products.

Prominence's Uniceil baffle ceiling system exemplifies innovation in material engineering and sustainable design, delivering unparalleled value to modern interiors. By replacing conventional materials with uPVC and incorporating integrated, programmable lighting, this system not only enhances aesthetic and functional appeal but also underscores environmental stewardship. Frost & Sullivan commends Prominence for setting a new benchmark in ceiling technology, combining cost efficiency, eco-conscious practices, and cutting-edge manufacturing excellence to redefine industry standards.



Figure 3: Lighting Animation of Uniceil Baffle Ceiling System with Programmable Wall Lights (1)

Setting Global Benchmarks in uPVC Quality and Durability

Prominence maintains exemplary quality standards and is accredited by renowned European and UK testing institutions for exceptional weatherability. The company excelled in the Accelerated

“Prominence's core R&D team, known as the Product Design and Estimates division, is a powerhouse of innovation comprising about 40 experts, including product designers, structural engineers, and lighting consultants. The team champions a holistic approach to product development, offering an end-to-end solution that seamlessly integrates planning, design, iteration, prototyping, manufacturing, fabrication, delivery, and service.”

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Weatherability Test, withstanding up to 25,000 hours of artificial weathering—more than double the required 12,000 hours per European standards. This remarkable durability was enabled by the incorporation of titanium dioxide, a premium material that prevents discoloration, positioning Prominence as the only global manufacturer to achieve this milestone. The company consistently exceeds industry standards across all performance metrics, showcasing its unwavering commitment to quality and innovation. The Flexural Modulus of Elasticity result of 3070 N/mm² significantly surpasses the required 2,200 N/mm² (BS EN ISO 178:2013), while the Charpy Impact Strength of 74.4 KJ/m² far exceeds the 20 KJ/m² minimum as per BS EN ISO 179-2:1999.

These benchmarks highlight the product's exceptional structural strength and impact resistance.

The Vicat Softening Temperature was measured at 80°C, exceeding the minimum requirement of 75°C (BS EN ISO 306:1997), confirming superior thermal stability.

Structural integrity remains consistent over time, as demonstrated by a minimal reduction in Charpy Impact Strength of only 10.4% post-weathering, well below the acceptable 40%. The weld strength of 25.32 Mpa also surpasses the 20 Mpa minimum set by BS EN 514:2000. Additionally, comprehensive testing under extreme conditions, including heat reversion and sub-zero impact resistance, aligns with EN 12608-1:2016, ensuring reliability across diverse environments.



Figure 4: Lighting Animation of Uniceil Baffle Ceiling System with Programmable Wall Lights (2)

Prominance also excels in environmental and safety standards. Its RoHS compliance (Directive 2011/65/EU) ensures no detectable lead content, verified by SGS, making its products eco-friendly and non-toxic. In safety assessments, the material achieved a UL-94 V-0 flammability rating, reflecting self-extinguishing properties, while scoring an impressive 47% in the Limiting Oxygen Index test (ASTM D2863), surpassing the required 45%, further validating its fire resistance.

Material properties and dimensional stability are equally noteworthy. With a density of 1.46 gm/cc (ASTM D 792), the products strike an optimal balance between strength and lightweight performance. Thermal conductivity measured at 0.137 W/mk (ASTM E-1530) showcases exceptional insulation capabilities, surpassing the typical range of 0.12–0.25 W/mk. Lastly, the Coefficient of Linear Thermal Expansion (ASTM D 696) was recorded at $3.82 \times 10^{-5}/^{\circ}\text{C}$, well below the threshold of $5 \times 10^{-5}/^{\circ}\text{C}$, ensuring minimal expansion under varying temperatures.

Frost & Sullivan recognizes Prominance for its exemplary commitment to quality, as demonstrated through its outstanding performance in rigorous international standard tests. Surpassing requirements in critical parameters, Prominance has proven its dedication to delivering high-performance uPVC solutions. These achievements establish Prominance's leadership in delivering products that are durable, reliable, environmentally responsible, and designed for excellence in performance and safety.

Driving Innovation, Excellence, and Exponential Growth in Product Design and Development

Prominance's core R&D team, known as the Product Design and Estimates division, is a powerhouse of innovation comprising about 40 experts, including product designers, structural engineers, and lighting consultants. The team champions a holistic approach to product development, offering an end-to-end solution that seamlessly integrates planning, design, iteration, prototyping, manufacturing, fabrication, delivery, and service.

This comprehensive strategy ensures a smooth customer experience, with feedback loops embedded at every stage of product development to refine and enhance outcomes. By prioritizing customer satisfaction and integrating insights throughout the process, Prominance delivers unmatched product quality and service excellence. The company's world-class approach is reflected in its successful collaborations with industry leaders, including Infosys, HCL, Bosch, IBM, Lifestyle, Homestop, Nesco, and many more underscoring its commitment to innovative design and superior customer experiences.

Prominance's financial trajectory further highlights its product success. The company achieved an impressive revenue of ₹290 crore in FY 2023-24 (April 2023 to March 2024) and is projected to surpass ₹400 crore in FY 2024-25 and ₹600 crore in FY 2025-26. Notably, the Uniceil baffle ceiling system business is expected to grow exponentially, with revenue projected to expand ninefold in FY 2024-25 compared to the previous year, underscoring its strong market demand and innovative product appeal.

Conclusion

Prominace is a trailblazer in the uPVC industry, redefining quality, sustainability, and innovation through its cutting-edge products and strategies. With a robust R&D team driving its end-to-end product development approach, the company ensures exceptional customer satisfaction and seamless feedback integration at every stage. Its patent-protected Uniceil baffle ceiling systems, showcase breakthroughs in material engineering, sustainability, and design, delivering superior acoustic performance, integrated lighting, and eco-friendliness.

Exceeding rigorous global standards, Prominace consistently demonstrates its commitment to excellence with industry-leading metrics in durability, thermal stability, and fire resistance. Its achievements, including accreditations from renowned European and UK institutions, highlight its dedication to providing reliable, high-performance, and environmentally responsible solutions. Prominace continues to set benchmarks for quality, innovation, and sustainability in the global market.

With its strong overall performance, Prominace earns Frost & Sullivan's 2025 Global New Product Innovation Recognition in the eco-intelligent building interior solutions industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

<http://www.frost.com>.

is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

broadest range of innovative growth opportunities
of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

