

Changing the way NEXA Shines



NEWMAT India helped MSIL Nexa elevate their showroom experience with improved backlighting, eliminating prior LED issues.

Targeting a premium customer experience, Maruti Suzuki envisioned a completely revamped design language for their NEXA showrooms. The team formulated a car delivery experience for the

customers and left no stone unturned to elevate the grandeur at the delivery area.

The design consists of a delivery area with premium lacquered finished walls, adorned by a huge seamless 5m x 2.5m NEWMAT translucent stretch ceiling for a voluminous lighting experience.



When the initial Nexa showrooms were constructed in 2015, they raised the bar for the Indian automobile industry. Nexa offered plush interiors, exceptional lighting, and a customer experience the Indian market wasn't expecting. This success was largely due to the aesthetic aspect of the design, which was new to the target audience and shattered the general perception of MSIL as an entry-level car manufacturer.

To maintain these high standards, MSIL



While NEWMAT's translucent stretch ceilings initially provided MSIL Nexa showrooms with a stunning visual experience, we encountered some challenges with early LED strip technology



Learning from this, we partnered with industry-leading lighting experts to develop a more robust solution using long-life LED modules. This new standard was implemented across all new Nexa showrooms starting in 2018.

Today, with over 550 Nexa showrooms across India, our confidence in this enhanced system is so strong that we offer a 5-year warranty with free maintenance on all NEWMAT stretch

implemented regular and strict audits. They developed a network of capable vendors to ensure any maintenance needs could be met for their showrooms across the country. With a vast network of professionally trained installers across India, NEWMAT India was uniquely positioned to take on the task of supplying and installing the stretch ceiling systems for these showrooms.



a few years ago. Some showrooms experienced black patches or lines due to LED failure. We swiftly addressed this by servicing over 110 showrooms within 60 days back in 2018.



ceiling LEDs. This commitment to quality and ongoing support ensures that Nexa showrooms continue to provide a premium customer experience for years to come.



This experience with MSIL Nexa has been invaluable. The logistical challenges of coordinating installations and maintenance across a vast network of showrooms have enabled us to develop robust processes and systems. This has allowed us to streamline our operations, ensuring we can efficiently serve customers in every corner of the country, no matter the scale or complexity of the project. Today, we can proudly say that if there's a NEXA showroom around you, there's an 75% chance it's got a NEWMAT Stretch Ceiling System installed!

Building on our success with Nexa, NEWMAT India strives to be the most reliable stretch ceiling provider in the Indian Subcontinent. We've leveraged our expertise to partner with other leading automobile companies like:

- Kia
- Honda
- Nissan
- Tata
- Hyundai

Delivering exceptional stretch ceiling solutions for their showrooms. All our products are manufactured at our state-of-the-art facility at NEWMAT SAS, France, and we are committed to providing optimal and practical stretch ceiling



solutions for every project.

No matter what the industry—hospitality, healthcare, education, retail, or corporate—we have delivered functional solutions across all sectors. We understand the unique needs of your organization and have a proven track record of success. With NEWMAT India, your projects are in safe hands.

NEWMAT[®]

STRETCH CEILINGS

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