

Hotelier India

Serta comes to India

Date: 28/11/2012 | Edition: National | Page: 52 | Source: Bureau | Clip size (cm): W: 21 H: 10



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The mattress company is represented by the newly formed Emirates Sleep Systems

NEW VENTURE

US-based Serta has ventured into India through Emirates Sleep Systems, a new venture set up in India as a subsidiary of Dubai Furniture Manufacturing, which is part of the ARENCO Group in Dubai. Emirates Sleep Systems has been formed to market Serta-branded sleep solutions products in India. Dubai Furniture Manufacturing manufactures and markets King Koil and Serta Branded products in the entire Gulf.

ESPL has its registered office in Pune and outlets all over India via

their franchise retail network.

Currently the size of the mattress industry globally stands at US \$ 15 Billion. With over 80 years' brand legacy, Serta has patents on some of its products such as its unique Continuous spring technology known as Posture Spiral Spring Technology and Advanced Comfort Quilt Technology (ACQ).

Today Serta has 27 manufacturing facilities in USA and Canada and one each in Dubai and India apart from several other international markets.

Serta already supplies mattresses to several hotels in India,



Serta already provides mattress solutions to several properties in India.

and its customer base includes the Grand Hyatt Mumbai, The Hilton Chennai Guindy, the Hyatt Regency hotels in Pune and Delhi,

the Marriott Hotel & Convention Centre in Pune and Double Tree by Hilton properties in Bengaluru and in Gurgaon.