



Online Coverage

Emirates Sleep Systems

PR Log

SERTA, the No 1 international brand for mattresses enters India

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FOR IMMEDIATE RELEASE

PRLog (Press Release) - Oct 30, 2012 -

SERTA, the No 1 international brand for mattresses enters India

- Serta has over 80 years of experience in Mattress Manufacturing
- Serta, the World's Largest Mattress Manufacturer enters India with an investment of Rs. 10 crores
- Serta is distributed internationally in more than 100 countries and has 27 manufacturing facilities in US and Canada and one each in India and Dubai

India, October 30, 2012: Serta, a US brand headquartered in Chicago has acquired the No 1 position amongst mattress companies in the world and plans to increase its presence around the world and enter India with an initial investment of Rs. 10 crores and plans to invest another Rs. 10 crores next year. The rich heritage of the brand enabled it to expand quickly in areas outside the US and the brand has steadily made significant progress and impact in the mattress industry.

Emirates Sleep Systems Pvt. Ltd. (ESPL), India, is a new venture set up in India as a subsidiary of Dubai Furniture Manufacturing Co. LLC (DFMC), which is part of the well known ARENCO Group in Dubai. Emirates Sleep Systems has been formed to market Serta branded sleep solutions products; one of the global leaders in the spring mattress category, in India. Emirates Sleep Systems have set up their manufacturing plant in Jejuri, Maharashtra which manufactures 200 mattresses a day.

In India, Serta is currently available in Pune, Delhi, Gurgaon and Ahmedabad with plans of opening outlets in Bangalore, Chennai, Hyderabad, Jaipur, Indore, Chandigarh, Cochin, Coimbatore and Calcutta among other cities. Serta also plans to venture into e-commerce, making mattresses available online.

The market size for the spring mattress category in India is about US\$ 25 Million, though the total market size for all types of mattresses is more than US\$ 500 Million. The mattress industry in India is dominated by small scale & unorganized sector which caters to more than 90% of the mattress requirement. Currently there are no quality manufacturers in the spring mattress segment due to which the growth in this category is too slow. Serta would be filling up this vacuum by manufacturing and marketing hi-tech and high quality products which will provide the consumer a unique sleep experience. The focus of the brand would be to provide consumers the required support, comfort, feel and the luxury they deserve at competitive prices.

Having over 80 years experience in mattress manufacturing, Serta has patented its unique Continuous Spring Technology known as 'Posture Spiral Spring Technology' and 'Advanced Comfort Quilt Technology' (ACQ).

Today Serta has 27 manufacturing facilities in the USA & Canada and one each in Dubai and India apart from other international markets. It is considered to be the world's largest mattress brand in the Inner Spring category, synonymous with quality, comfort and style.

"Serta's unique strategy in the Middle East coupled with innovation in product line backed by superior quality products have contributed significantly to the brand image of Serta" said Mr. S. Sundar Rajan, CEO – DFMC & Executive Director – ESPL, India.

Serta also provides mattresses to the hospitality sector and works with all the major hotels in India like Grand Hyatt - Mumbai; Hilton - Chennai; Hyatt Regency - Pune; Hyatt Regency - Delhi; Marriot Hotel & Convention Centre - Pune; Double Tree by Hilton - Bangalore and Gurgaon. With over 80 years of experience, Serta has earned its stars with the finest hotels in the world delivering technologically superior sleeping systems and innovative solutions to the hospitality industry at large.

About Emirates Sleeping Systems Pvt Ltd. (ESPL):

Emirates Sleep Systems Pvt. Ltd. (ESPL), India is a new venture set up in India as a subsidiary of Dubai Furniture Manufacturing Co. LLC. (DFMC), Dubai, which is a part of well-renowned ARENCO Group, Dubai, to market Serta branded sleep solutions products; one of the global

leaders in spring mattress category, in India. ESPL has its registered office in Pune and operations all over India. They provide free delivery across India, via the franchise retail network.

Dubai Furniture Manufacturing Company LLC (DFMC) is a multinational company with its corporate office in Dubai, UAE and sister concern companies in the other regions namely Kuwait, Qatar, Bahrain, Oman and India. Established in 1993, DFMC manufactures and markets King Koil and Serta Branded products in the entire Gulf.