



# Power of Voice

## SERTA, the No 1 international brand for mattresses enters India

Date: 06/11/2012 | Edition: Pune | Page: 4 | Source: Bureau | Clip size (cm): W: 9 H: 17

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Pune(Voice News Service):- 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.

“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.