



Serta, America's top mattress brand enters south Indian market

- Launches its first ultra-premium flagship store in Hyderabad
- The one-stop-shop offers benefits in price, choice, quality, hygiene and selections

Hyderabad, October 27, 2013: Serta Inc, a US-headquartered ultra-premium mattresses brand, set its foot in the south Indian market with the opening of its first flagship store by Emirates Sleep Systems Private Limited (ESPL) in Hyderabad on Sunday.

ESPL, a subsidiary company of Dubai Furniture Manufacturing Co LLC (DFMC) is a market leader in premium mattress segment in the Middle East. It has acquired an exclusive franchisee license from Serta Inc for manufacturing and marketing the latter's branded spring mattress products in India.

ESPL, which runs Franchise showrooms for Serta in India, has its manufacturing facility at Jejuri in Maharashtra, churning out 200 mattresses a day.

Commenting on the occasion, Mr Sundar Rajan, director, ESPL. said: "We are delighted to announce the opening of a new showroom in Hyderabad for Serta, which provides best spring mattresses in India. This is in line with our strategy to meet the growing demand and cater to the untapped market in premium mattress



segment in various states of India. Serta has over 80 years of experience in mattress manufacturing, equipped with innovative technology for an extremely comfortable and supportive sleep surface.”

“Through our full-fledged factory near Pune, we are establishing a strong distribution network throughout India with the help of our partners and the new showroom in Hyderabad is a step in that right direction.” Mr Rajan added.

Serta has acquired the Number One position among the mattress companies worldwide. 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. The company has 27 manufacturing facilities in the US and 35 in locations including Dubai and at Pune in India.



“India is a market where we see a huge potential for our ultra-premium mattress products. We are overwhelmed by the response that we received from our existing showrooms in India, especially down south, and we are looking at expanding our footprints in this fast-growing market in the near-term,” said Mr Vinod Ishwar Gavli, Sr. Manager (Sales), ESPL.

Presently, Serta’s products are available in Pune, New Delhi, Gurgaon, Ahmedabad and now in Hyderabad. Its mattresses are priced at upwards of Rs 35,000.

“We plan to open outlets in Bangalore, Chennai, Jaipur, Indore, Chandigarh, Cochin, Coimbatore and Calcutta among other cities, besides venturing into e-commerce to make our mattresses available online,” Mr Gavli said.

About Emirates Sleep Systems Pvt. Ltd. (ESPL):

ESPL is a subsidiary of Dubai Furniture Manufacturing Company, which introduced Serta in the Middle East in 2001 has now acquired license from SERTA Inc. USA for manufacturing and marketing SERTA branded products in India.

Serta is America's No. 1 mattress brand; it originated in North America in 1931 with its corporate office in Chicago. Website link is www.sertaindia.com

