



INDIAN SLEEP PRODUCTS FEDERATION



## World of Sleep

# "Evolving Indian Sleep Market: The Way Forward"

A knowledge sharing session

4th December, 2024 | 10.30 am to 1.15 pm.

Parijatha Hall, BIEC, Bengaluru

Scan here to register





INDIAN SLEEP PRODUCTS FEDERATION

HGH India will continue to pursue its long-term commitment to the World of Sleep by organising a knowledge sharing session on the second day of 16th HGH India, i.e. 4th December, 2024 from 10.30 am to 1.15 pm. Objective is to bring the stakeholders in the sleep products business, from marketing, manufacturing to retailing, on a common platform and share their ideas and vision on the future of their business.

Involving opinion leaders and industry experts in manufacturing, marketing, retailing and consultancy, the session will consist of five presentations and one panel discussion around the key topic "Evolving Indian Sleep Market: The Way Forward."

Good sleep leads to good health, is a universally accepted fact. Consumers are today looking for sleeping solutions for their individual needs.

This Knowledge Sharing Session at HGH India will impart useful information for the retailers and channel partners on the upcoming market and consumer trends in sleep products like mattresses, pillows, blankets, comforters, mattress protectors, sleeping bags and sleeping gadgets. The experts will also address the role of right music, light, room temperature, colours, aromas and fragrances, air purifiers etc.; in ensuring a good quality sleep.

World of Sleep is an initiative by HGH India and supported by Indian Sleep Products Federation (ISPF).

While the program is free for all HGH India visitors and exhibitors, Registration is mandatory. Please scan the QR code for Registration.

#### **Registration**

**Time:** 10.30 am to 11 am

#### **Welcome Address**

**Mr. Arun Roongta, MD, Texzone Information Services Pvt. Ltd.**

**Time:** 11.00 am to 11.10 am

#### **Presentation 1**

**Time:** 11.10 am to 11.25 am

**Topic:** Overview of the Indian sleep market in 2024 & Way forward

**Speaker: Mr. Tushaar Gautam, Managing Director, Sheela Foam Ltd.**

He is the youngest board member of Sheela Group, with a degree in Industrial Engineering & Management from Purdue University. He leads R & D and Business Development, is a tennis enthusiast, and values teamwork.

#### **Presentation 2**

**Time:** 11.25 am to 11.40 am

**Topic:** Transforming Sleep Quality Through Innovative, Consumer-Centric Bedding Solutions

**Speaker: Mr. Hari Prasad Balasundharam, Managing Director, The Kadri Mills (CBE) Ltd.**

He leads innovation in textiles, pioneering premium bedding under the Micro Cotton brand through Sleep Space, improving sleep experiences in India and the USA.

#### **Presentation 3**

**Time:** 11.40 am to 11.55 am

**Topic:** The Future of Consumer Loyalty, CPG Innovation, and Technology-Driven Engagement

**Speaker: Mr. Priyaranjan Kumar, Sales & Marketing Professional**

With 20 years of leadership in top consumer brands, he specialises in GTM strategies, retail analytics, and business transformation for D2C brands. He is also an author, consultant, and teaches at leading management schools in India.

#### Presentation 4

**Time:** 11.55 am to 12.10 pm

**Topic:** How will retailing of sleep products undergo a transformation by 2027-28? Role to be played by brands, retailers and manufacturers.

**Speaker: Mr. Shubbam Sharrma, Chief Growth Officer, Pepperfry**

He holds 17+ years of experience in retail, e-commerce, and omnichannel growth. Shubbam previously led ImpactGuru & CarDekho, and co-founded a D2C fashion brand. Additionally, he holds an MBA from IIM Lucknow & a B.Tech degree from College of Engineering, Roorkee.

#### Presentation 5

**Time:** 12.10 pm to 12.25 pm

**Topic:** Evolution of Indian Sleep Market and role of consumers, E-commerce and Retail in shaping the industry

**Speaker: Mr. Harshil Salot, Founder, The Sleep Company**

An IIM Calcutta graduate and co-founder of The Sleep Company, he revolutionized the comfort-tech industry with SmartGRID technology. The brand has seen 400% YoY growth and raised INR 190.4 CR, aiming for ₹ 500 Cr by 2024.

#### Panel Discussion

**Time:** 12.25 pm to 1.00 pm

**Topic:** Panel Discussion from retailers on ideas for World of Sleep

**Panelist 1: Mr. Sitaram Kumar, CEO, Home Centre**

He has driven Home Centre's growth from its first to over 93+ locations. With expertise in digital transformation and team development, he's focused on expanding to 100 stores.

**Panelist 2: Mr. Chinmay Bhatt, Customer Care Associate & Head-Home, Shoppers Stop**

He is the Business Head of Home at Shoppers Stop Ltd, leading the transformation of the home business to drive growth and profitability. He also acquires key skills in Home Business, P&L Management, Leadership, Retail Sourcing & Merchandising, and Brand Development.

**Panelist 3: Ms. Vandana Rao, Co-Founder, Colosseum**

She leads luxury furnishings with a focus on design excellence and co-founded Stitch Story, promoting sustainable, handcrafted decor that blends heritage with contemporary design. She is co-founder of one of the largest home improvement luxury store Colosseum.

**Panelist4: Mr. Suleman Hirani, Founder & Managing Director, Darpan Furnishings**

Darpan Furnishings is the fastest-growing furnishing fabric retailer in India, with over 10 stores in Hyderabad.

**Moderator: Mr. Rajiv Merchant, CEO, Texzone Information Services Pvt. Ltd.**

With 30+ years of experience in home accessories and fashion, he has established brands like Portico, New York, and Trigger Jeans. He also represented global brands like Corelle and Umbra in India and organizes HGH India, the country's largest B2B home trade show.

01:00 pm: Q&A

Scan here to register



More Information and assistance

**TEXZONE**

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