

Better Sleep

Your New Business Opportunity



Rest, assured.

India's First Curated
Consumer Exhibition for Sleep



AIR &
TEMPERATURE



LIGHTING



FRAGRANCE



WELLNESS
& LIFESTYLE



INNOVATIONS



TEXTILES
& COMFORT



MATTRESS
& SUPPORT

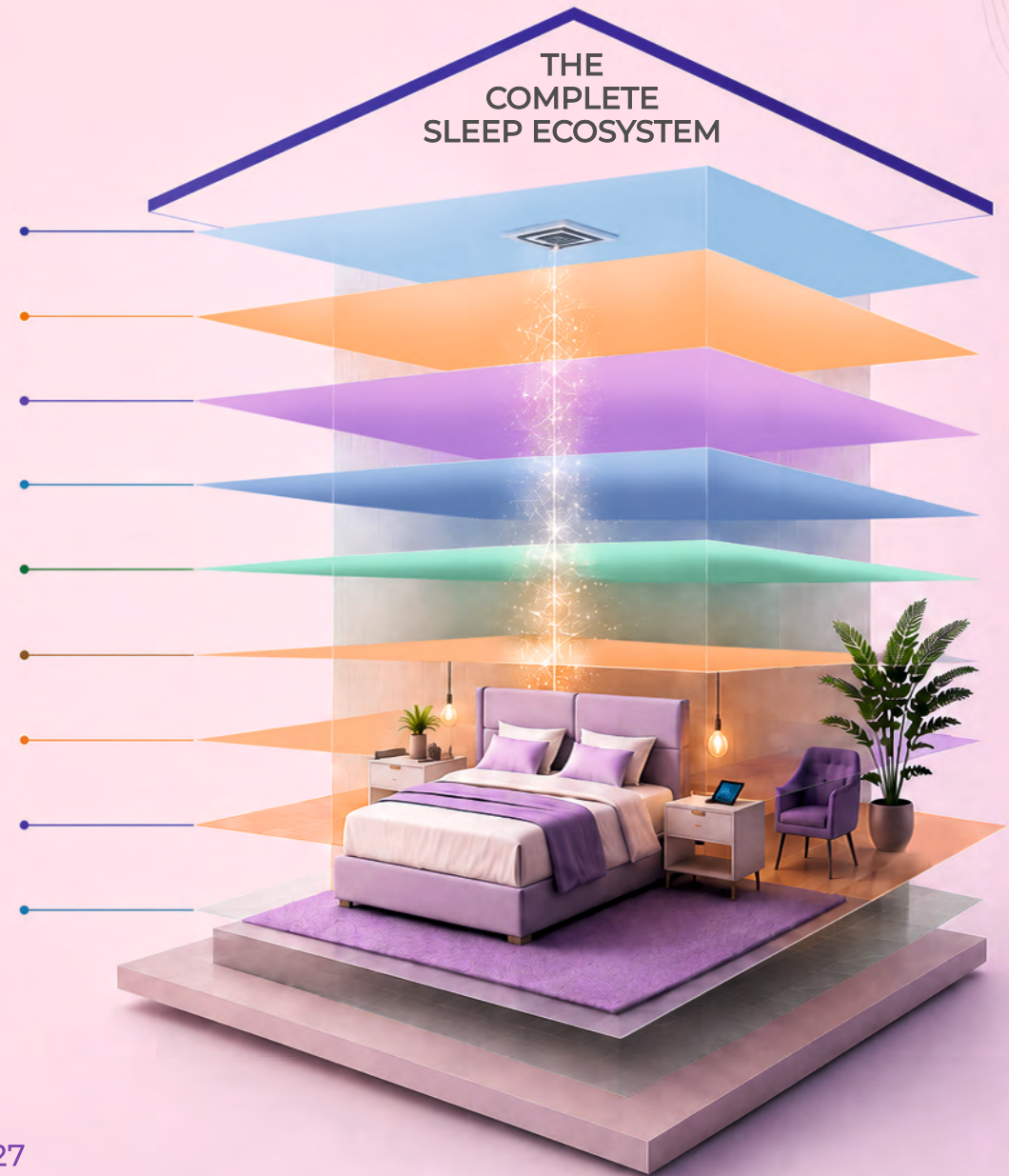


FURNITURE
& DECOR



ACOUSTICS

THE COMPLETE SLEEP ECOSYSTEM



March 05 – 07, 2027
HITEX, Hyderabad

Sleep – Emerging Lifestyle of New India

Everyone spends nearly one-third of their lives asleep, yet sleep remains one of the most undervalued pillars of health.

The World Health Organization (WHO) has called poor sleep a global health pandemic and a fundamental pillar of overall human health. In India, nearly 61% of people report getting less than six hours of uninterrupted sleep.

The consequences are far-reaching—impacting memory, productivity, immunity, mental health, and overall well-being.

Quality sleep is not a luxury—it is foundational. It influences memory consolidation, workplace productivity, mood stability, physical recovery, and overall longevity. In an increasingly fast-paced, digitally connected world, disrupted sleep patterns are becoming a norm rather than exception.

Today, however, a shift is underway. Consumers are beginning to recognize that how they sleep, what they sleep on, and the environment they create around bedtime, all directly impact restorative rest.

From breathable bedding and sleepwear to controlled lighting, air quality, sound, temperature, and guided wellness support—sleep is emerging as a holistic lifestyle category.

World of Sleep is curated to bring together experiences, innovations and insights that encourage consumers to discover, understand, and prioritize better sleep.

For forward-thinking brands, this is an opportunity to lead this wellness wave that is not only emerging— but evolving.

Make your product part of the Sleep ecosystem

Every element in the sleep environment influences how well we sleep. World of Sleep brings these elements together under one roof for the first time in India.

**One ecosystem.
Infinite impact.**



Building India's Sleep Ecosystem

World of Sleep brings together brands, manufacturers, innovators, and service providers who are shaping the future of sleep. It has been conceived to help brands, products and services around sleep engage with consumers directly and enable them to explain how they help in improving their sleep quality.

A three-day exhibition curated like an experience center, it enables consumers to discover the elements of better sleep, explore products & solutions, engage with sleep & wellness experts, and find personalized ways to improve their sleep & overall well-being.

More than a showcase, World of Sleep is an immersive experience designed to transform mindsets, spark meaningful conversations, and inspire consumers to prioritize investment in healthy sleep like never before. Hence, every element that is involved in creating one's sleep environment for better rest and comfort finds a spotlight here.

World of Sleep reimagines the pursuit of quality sleep as the next significant cultural shift, a living, breathing experience.

Through immersive product experiences, expert-led seminars, yoga and sound therapy sessions, interactive zones, quizzes, and consumer engagement activities, World of Sleep creates a comprehensive ecosystem that informs, educates, coaches and empowers. Supported by sleep specialists and the medical fraternity, it offers visitors a holistic understanding of sleep and the personalized solutions available to enhance it.

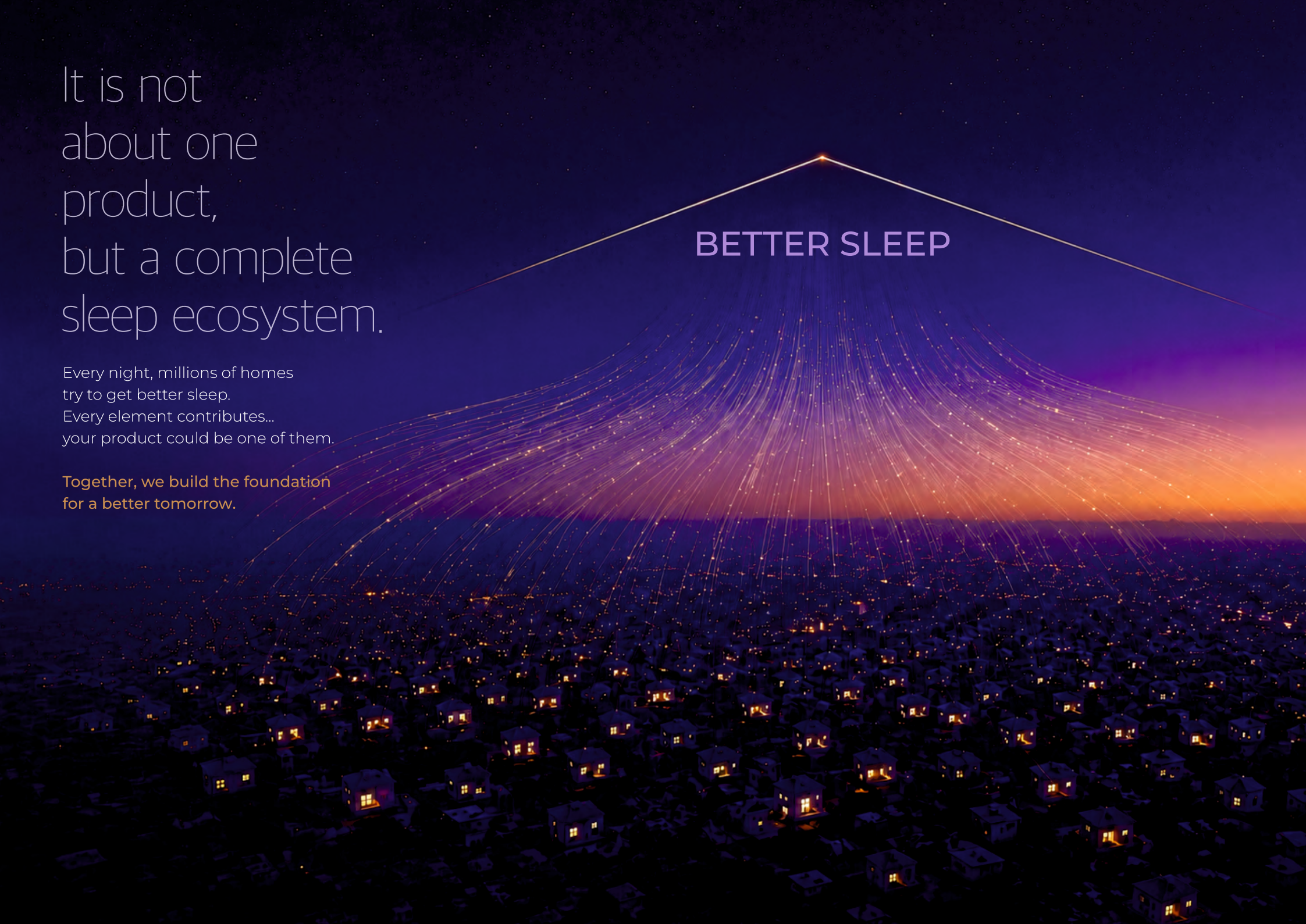
For your brand, this is more than participation—it is an opportunity to lead and define sleep, a rapidly evolving category in India.

It is not
about one
product,
but a complete
sleep ecosystem.

Every night, millions of homes
try to get better sleep.
Every element contributes...
your product could be one of them.

**Together, we build the foundation
for a better tomorrow.**

BETTER SLEEP



SleepScapes

Sleep Essentials

Products designed to provide physical support and restorative comfort.

- Mattresses
- Tech-enabled Mattresses
- Bed Sheets
- Blankets
- Comforters
- Pillows
- Sleepwear & Loungewear
- Bathing Comforts
- Kids' Linen

Sleep Technology

Products that monitor and personalize quality sleep.

- Sleep Gadgets
- Sleeping Pods
- Sleep & Health Monitoring Tools
- Sleep Apps

Sleep Furniture

Furniture re-imagined for better sleep.

- Bedroom Furniture
- Bedroom Seating
- Recliners
- Sofa-cum-beds
- Nursery & Junior Beds

Sleep Environment

Products seamlessly working together for effortless rest.

- Smart Bedroom
- Air Conditioners
- Air Purifiers
- Blackout Window Solutions
- Home Fragrance
- Indoor Plants
- Insect Repellents
- Paints & Wall Finishes
- Interior Design
- Lighting
- Music

Sleep Wellness

Products and services that elevate sleep experiences.

- Sleep Diagnostics & Clinics
- Food for Better Sleep
- Medical Aids
- Skincare
- Sleep Tourism
- Tranquil Homes
- Wellness Centers
- Hotels & Spas

Sleep Wisdom

Information and possibilities on sleep science, mental wellness, and better bedtime habits.

- Blogs & Podcasts
- Books
- Sleep Coaches
- Sleep Events
- Sleep Institutions
- Sleep Research

Your opportunity to lead

Better sleep emerges from the perfect balance of everything around us. When every element works in harmony, sound sleep becomes possible.

Make your product part of this ecosystem, and lead the emerging sleep market.

**One ecosystem.
Better sleep for all.**



Event Highlights

Product Experience

Better sleep is never the result of one product. It is the sum of everything working in concert—the mattress that supports, the temperature that soothes, the light that dims at the right moment, the fragrance that signals rest.

At World of Sleep, products are not displayed in isolation. They are experienced as part of the complete sleep environment. Visitors can touch, test, and evaluate mattresses, pillows, sleep furniture, advanced sleep technology and wellness solutions.

This side-by-side immersion helps consumers understand how each element contributes to the whole, enabling decisions that are informed, confident, and personal.

Consumer Engagement

World of Sleep is designed to transform visitors from passive observers into active participants. Through a thoughtfully curated mix of interactive experiences, themed installations, wellness activities, personalized consultations, and engaging brand activations, consumers will discover multiple dimensions of better sleep in an enjoyable and memorable way.

From exploring model bedrooms and relaxing at the Sleep Café to participating in quizzes, photo experiences, guided wellness sessions, and expert consultations, every touchpoint is designed to educate, inspire, and encourage meaningful interaction.

These experiences create stronger consumer recall, deeper brand engagement, and valuable opportunities for exhibitors to build lasting relationships.

Supporting Events

Complementing the exhibition are a series of experiential events that deepen consumer understanding of sleep and wellness. These include expert-led talks, panel discussions, yoga sessions focused on the science of sleep, emerging innovations, and future lifestyle shifts. Supported by sleep specialists, medical professionals, and market leaders, these sessions provide valuable insights into improving sleep quality and overall well-being.

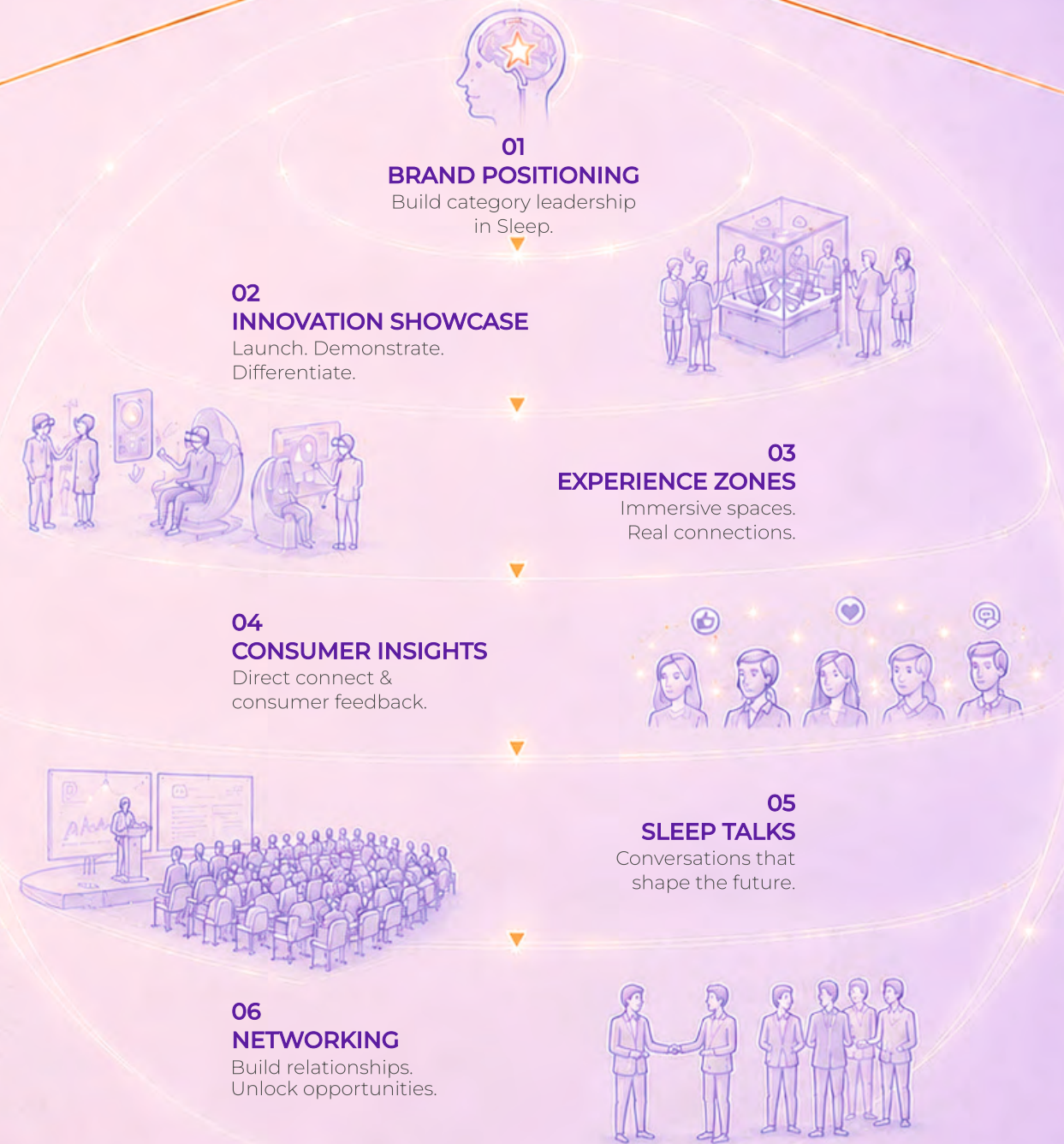
Such curated activities not only enhance visitor engagement but also position the participating brands as part of a credible, knowledge-rich sleep ecosystem.

Expanding impact. Elevating every connection.

From ideas to interactions,
from discovery to relationships,
each layer adds value
to your consumer engagement.

Together, they create an experience
that leaves lasting recall for your brand.

**One event.
Multiple benefits.**



Visitor Profile

World of Sleep will cater to all consumers who wish to enhance their sleep quality for better health & well-being. It's the perfect avenue for everyone looking for personalized sleep solutions and services.

At World of Sleep, solutions will also be available for consumers with special needs, like:

- Adults with sleep disorders
- Infants & kids
- Elders
- Pregnant women
- Menopausal women

In addition, decision-makers and influencers from:

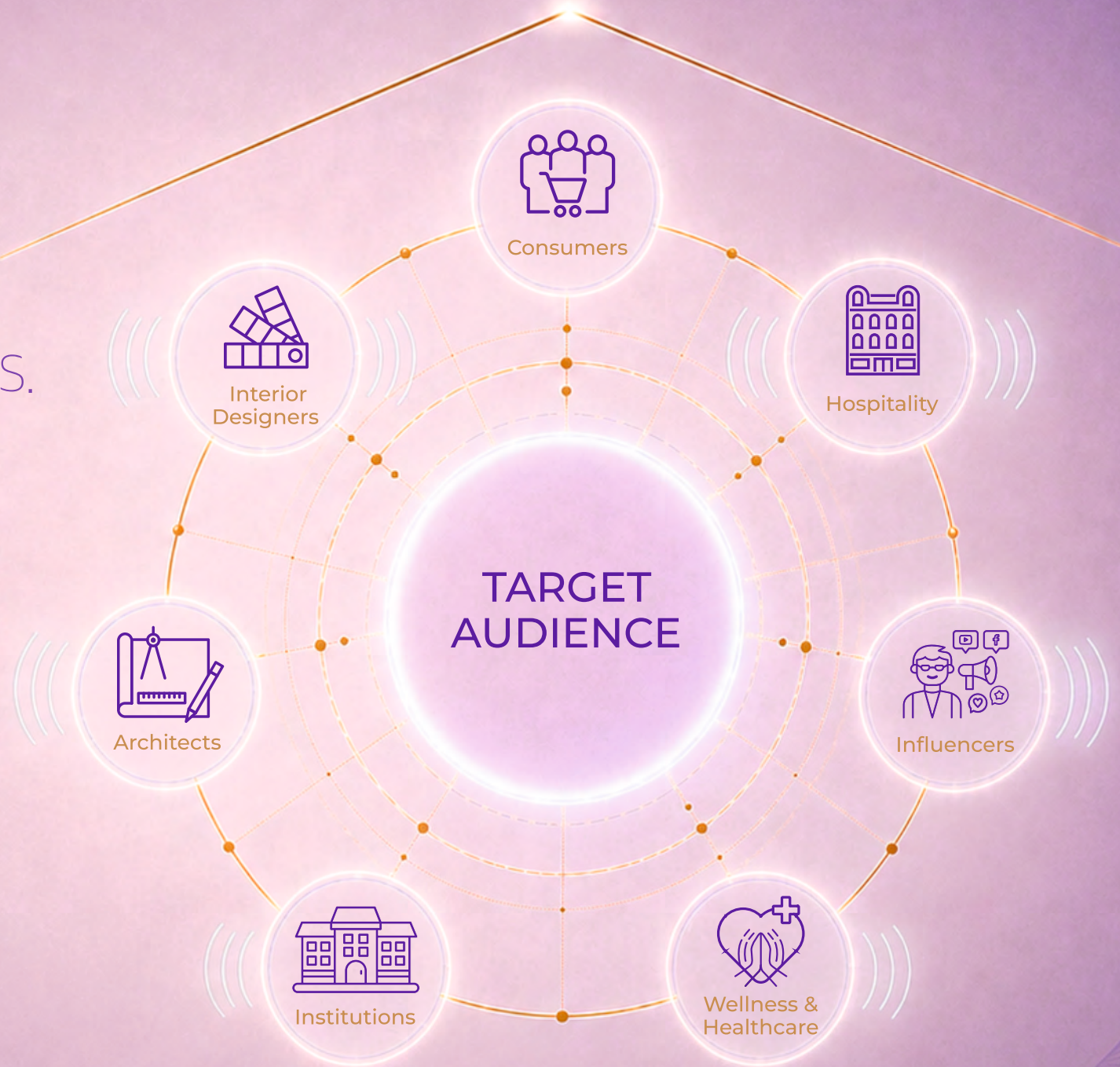
- Hospitality
- Hospitals
- Wellness & Healthcare Institutions
- Architects
- Interior Designers

One ecosystem. Every stakeholder. Infinite opportunities.

From consumers to influencers,
from architects to health experts,
everyone shapes the future of sleep.

Different perspectives.
Shared purpose.
Stronger together.

**World of Sleep enables
Better Sleep for all.**



Brand Advantage

World of Sleep empowers brands, manufacturers, retailers, and designers to build a strong and direct connection with consumers through a highly focused, curated platform.

It offers a powerful opportunity to elevate brand presence, communicate brand philosophy, and showcase the complete product portfolio in an immersive environment dedicated to well-being and be part of the evolving sleep industry.

The platform enables brands to own a distinctive white-space opportunity to build early relevance, deeper consumer engagement, and long-term category leadership not merely through brand presence, but through thought leadership, consumer education, innovation, and experience creation. It also provides valuable, real-time consumer feedback, helping brands better understand preferences and refine their positioning.

By participating in World of Sleep, brands can play an important role in defining and evolving this ecosystem in a space that is only set to grow.

Additional Benefits

- Own India's next growth market - Direct access to consumers seeking better sleep
- Expand positioning into the sleep ecosystem
- Launch, test, and build consideration
- Gain real-time consumer insights
- Build cross-category partnerships
- Engage with medical and sleep experts
- Identify new growth channels and spot retail sales



YOUR BRAND CAN OWN BETTER SLEEP



Outreach & Consumer Engagement

A comprehensive outreach program is designed to build awareness around the importance of quality sleep and create meaningful consumer engagement before, during, and after the event.

Key Initiatives:

- Public relations and media outreach to amplify the sleep conversation and category awareness
- Corporate and community outreach programs focused on 'Better Sleep, Better Output'
- Educational content and awareness campaigns across digital and social media platforms
- Influencer and content creator collaborations to drive consumer engagement and interaction
- Strategic partnerships with healthcare, wellness, hospitality, real estate and lifestyle organizations
- Expert-led conversations with sleep specialists, doctors, psychologists, nutritionists and wellness practitioners
- Panel discussions on sleep, health, productivity, mental well-being and lifestyle trends
- Wellness activities including yoga, meditation, relaxation and sleep-preparation routines
- Consumer contests, quizzes, surveys and engagement-led initiatives

Direct Reach:

~100,000 consumers

Indirect Reach:

~2 million consumers through mass media advertising and PR activities

World of Sleep brings together all elements to a highly engaged audience while positioning partnering brands at the forefront of India's growing sleep and wellness movement.

Every ripple
reaches.
Every reach
brings visitors.

A nationwide
outreach.
One destination
for the industry.

We reach India.
They reach us.



CORPORATE OUTREACH

Amplifying strategic
collaborations.



PR

Building credibility.
Creating buzz.



INFLUENCERS

Trusted voices.
Wider impact.



CONSUMER CAMPAIGNS

Awareness that
drives demand.



ASSOCIATIONS

Partner networks.
Stronger reach.



ARCHITECT OUTREACH

Design connections.
Industry influence.



MEDIA

Stories that
travel further.



Join the movement.
Let's build better sleep together.

Organized by:

TEXZONE

World of Sleep is organized by Texzone Information Services Pvt. Ltd., a domain expert in home, textiles, fashion and lifestyle. Texzone has business interests in B2B publishing, trade shows, conferences, communications and business promotion services. The company is also the organizer of HGH India, India's well-established trade show for home textiles, home décor, houseware, gifts & lifestyle.

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Let's Connect

