

BRINGS SLEEP CLOSER TO THE CONSUMER

**WORLD
OF
SLEEP[™]**

Rest, assured.

March 05 - 07, 2027
Hitex, Hyderabad



SLEEP AND WELLNESS

We spend nearly one-third of our lives asleep, yet sleep remains one of the most undervalued pillars of health. While consumers readily invest in fitness, nutrition, and lifestyle upgrades, few prioritise the environment and products that directly influence sleep quality.

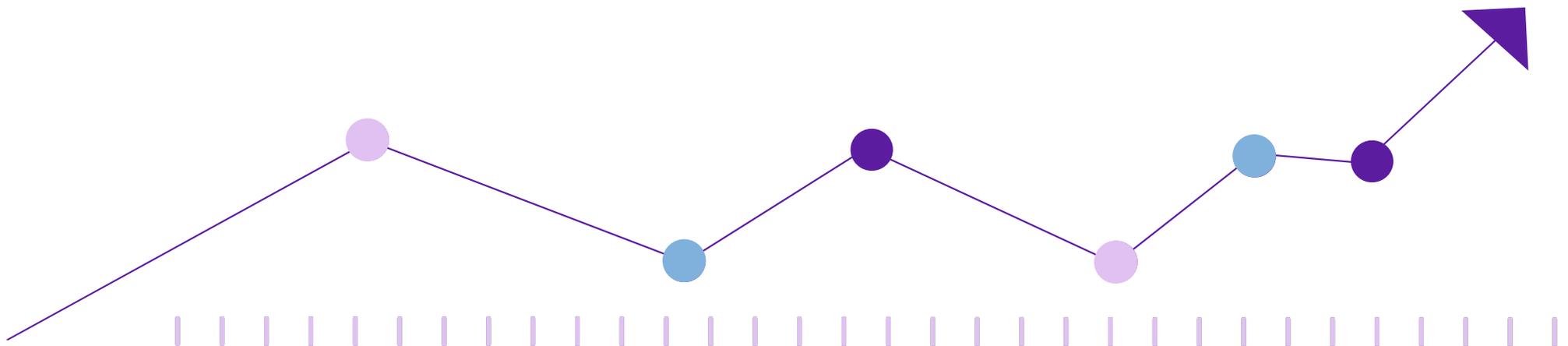
The World Health Organization (WHO) has called poor sleep a global health pandemic & fundamental pillar of overall human health, and in India, nearly 61% of people report getting less than six hours of uninterrupted sleep. The consequences are far-reaching—impacting memory, productivity, immunity, mental 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 the norm rather than the 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 created to accelerate this movement; to build awareness, shift mindsets, and help consumers prioritize healthy sleep like never before.

For forward-thinking brands, this is an opportunity to lead a category that is no longer emerging—it is evolving.





Source: Mordor Intelligence and Grand View Research

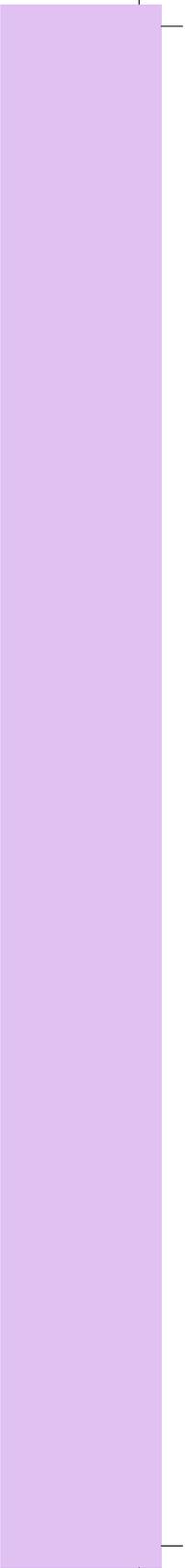


AN IMMERSIVE CONSUMER EXHIBITION FOR THE SLEEP INDUSTRY

A curated platform that brings together brands, manufacturers, innovators, and service providers who are shaping the future of sleep. More than an exhibition, it is an awareness-building initiative designed to transform mindsets, spark conversations, and help consumers prioritise healthy sleep like never before. Hence, every element that is involved in creating one's sleep environment for good rest and comfort finds a spotlight here.

World of Sleep reimagines the pursuit of adequate 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, and empowers. Supported by sleep specialists and the medical fraternity, it offers visitors a holistic understanding of sleep and the personalised solutions available to enhance it.

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



PRODUCT CATEGORIES

Sleep Essentials

Products designed to provide physical support and restorative comfort.

-  Mattresses
-  Pillows
-  Bed Sheets
-  Blankets
-  Quilts
-  Tech-enabled Mattress
-  Sleepwear
-  Loungewear
-  Kids' Linen

Sleep Technology

Products that personalise rest and wellness.

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

Sleep Environment

Products crafted to optimise sleep.

-  Air Conditioners
-  Air Purifiers
-  Music
-  Interior Design
-  Lighting
-  Smart Bedroom
-  Blackout Window Solutions
-  Calming Colour Palettes
-  Aroma Oils & Fragrances
-  Insect Repellents

Sleep Furniture

Furniture designed for comfortable sleep.

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

Sleep Health & Wellness

Products and services that address sleep-related conditions.

-  Sleep Clinics & Hospitals
-  Sleep Diagnostics
-  Medical Aids
-  Yoga
-  Food for Better Sleep
-  Wellness Centres
-  Skin Care
-  Light & Sound Therapy

Sleep Wisdom

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

-  Books
-  Videos
-  Blogs & Podcasts
-  Sleep Institutions
-  Reference Materials
-  Articles & Editorials

EVENT HIGHLIGHTS



Product Showcases & Launches

Showcase your product line and innovations to consumers.



Product Experience

Demonstrate your product features to the right audience.



Expert Talks

Attend informative discussions decoding industry trends and the medical connection between sleep & wellness.

VISITOR PROFILE

The exhibition will cater to all consumers who wish to enhance their sleep quality for better health & well-being along with consumers who are sleep-deprived, have special needs, or are looking for customised solution 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, visitors, decision-makers and influencers from:

- Hospitality
- Architects
- Hospitals
- Wellness and Healthcare
- Interior Design

INDUSTRY ADVANTAGE

World of Sleep helps brands, manufacturers, retailers and designers establish a direct consumer connection and offers them a highly focused brand promotion opportunity. It helps exhibitors communicate their brand philosophy, introduce their entire product range, induce product trials, showcase innovations and get consumer feedback on their brand experience.

Besides, the industry comes together on a single platform to create awareness amongst consumers about the importance of well-rested and quality sleep for a healthy lifestyle. From the industry perspective, brands can promote their value-added products and services amongst consumers at World of Sleep.

BRAND ADVANTAGE

- Direct access to consumers
- A platform to launch, test, and build credibility
- Product demonstration and experience
- Real-time consumer feedback
- Engage with medical and sleep experts
- Opportunity to spot retail sales



TARGET REACH

Direct Reach: Aim to reach 100,000 consumers per city per show.

Indirect Reach: Aim to reach an additional 2 – 2.5mn consumers through mass media advertising and PR activities.



LEAD THE SHIFT

With direct access to market research and knowledge of consumer activity, World of Sleep can help promote your business in any number of ways. For brands looking to expand or position in this evolving space, World of Sleep provides several advantages:

- Branding that builds recall
- Meaningful connections
- Long-term brand equity in a high-growth category
- Consumer trust
- Brand differentiation
- Media & PR engagement



ORGANISER

World of Sleep is organised 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 organiser of HGH India, India's well-established trade show for home textiles, home décor, home furniture, houseware & gifts.

The company has its offices in Mumbai, Delhi, Bengaluru and Dusseldorf, Germany.

The World of Sleep exhibition is supported by the Indian Sleep Products Federation.

Organised by:

TEXZONE

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Supported by:



To know more, visit:

