

Better Sleep.

Your New Business Opportunity



Rest, assured.

India's First & Only
CURATED EXPERIENTIAL EXHIBITION
for the Sleep Business


 AIR & TEMPERATURE


 LIGHTING

 FRAGRANCE


 ACOUSTICS

 INNOVATIONS & TECHNOLOGY

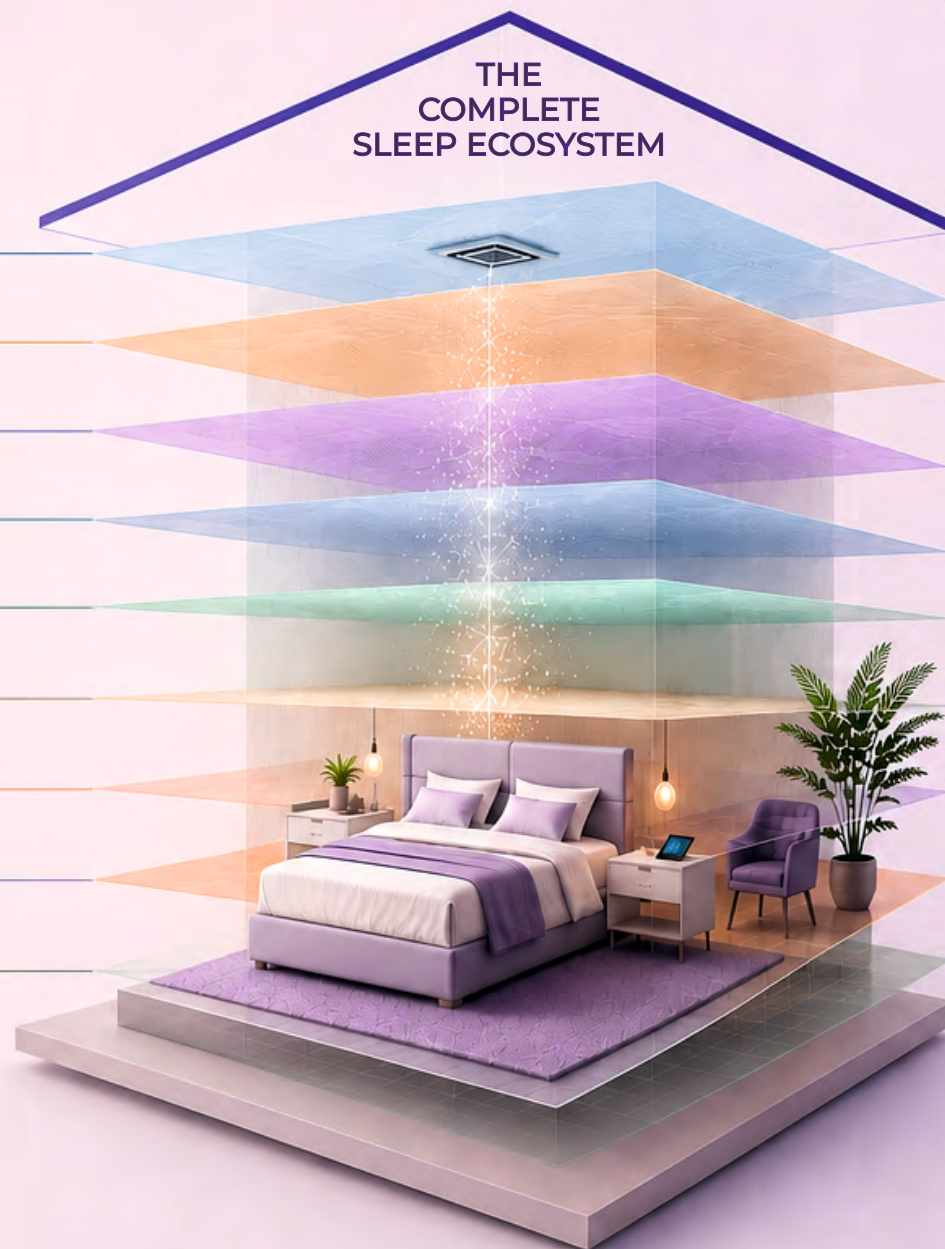
 TEXTILES & COMFORT

 MATTRESS & SUPPORT

 FURNITURE & DÉCOR

 WELLNESS & LIFESTYLE

THE
COMPLETE
SLEEP ECOSYSTEM



MARCH 05 – 07, 2027
HITEX, HYDERABAD.

Better 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. While consumers readily invest in fitness, nutrition, and lifestyle upgrades, few prioritize the environment and products that directly influence sleep quality.

The World Health Organization (WHO) has called poor sleep a global health pandemic & 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 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 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 no longer emerging - it is evolving.

Better sleep isn't a product. It's an ecosystem.

Every element in the sleep environment influences how well we sleep. World of Sleep brings them all 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 the 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 and solutions, engage with sleep and wellness experts, and find personalized ways to improve their sleep and 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 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, 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 brands, this is more than participation - it is an opportunity to lead and define sleep, a category that is rapidly evolving in India.

India doesn't
need another product.
It needs a complete
sleep ecosystem.

Every night, millions of homes
try to create better sleep.
Every choice, every product,
every detail plays a part.

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

A night cityscape with a glowing digital canopy over it. The canopy is a large, glowing, dome-like structure made of many thin, curved lines that converge at a single point at the top. The lines are illuminated with a gradient of colors, from purple and blue at the top to orange and yellow at the bottom. The city below is lit up with many small, warm lights, suggesting a dense urban area. The sky is dark with some stars visible.

BETTER SLEEP

Sleepscapes

Sleep Essentials

Products designed to provide physical support and restorative comfort.

- Mattresses
- Tech-enabled Mattress
- 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

One ecosystem.
Infinite ways
to sleep better.

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

One ecosystem.
Better sleep for all.



Event Highlights

Product Experience

Showcase your product line and innovations to consumers.

Consumer Engagement

Connect with the right audience and demonstrate your product features effectively.

Supporting Events

Attend insightful discussions decoding industry trends and the science behind sleep and wellness.

Expanding impact. Elevating every connection.

From ideas to interactions,
from discovery to relationships,
each layer adds value.
Together, they create an experience
that goes far beyond an exhibition.

One event. Infinite possibilities.



Visitor Profile

World of Sleep 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 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 and Healthcare Institutions
- Architects
- Interior Designers

One ecosystem.
Every stakeholder.
Infinite opportunities.

From decision-makers to influencers, from creators to consumers, everyone shapes the future of sleep.

Different perspectives.
Shared purpose.
Stronger together.

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 distinctive white-space opportunities 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 a new customer occasion - Direct access to consumers seeking better sleep
- Expand positioning into the sleep ecosystem
- A platform to launch, test, and build consideration
- Real-time consumer insights
- Build cross-category partnerships
- Engage with medical and sleep experts
- Opportunity to identify new growth channels and spot retail sales



YOUR CATEGORY CAN OWN BETTER SLEEP.

01

GROW

YOUR CATEGORY

Elevate relevance.
Expand the market.

02

BUILD

STRONGER BRANDS

Be the preferred choice
in an integrated ecosystem.

03

DRIVE

MORE VALUE

Increase conversion.
Improve lifetime value.

04

SHAPE

CONSUMER CHOICE

Lead the narrative.
Influence decisions.

05

STAND

OUT TOGETHER

Collaborate.
Co-create impact.

06

BUILD

THE FUTURE OF SLEEP

Innovate today.
Define tomorrow.

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 Will Include:

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

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

Target Reach

Direct Reach:

100,000 consumers per city per show.

Indirect Reach:

~20+ million consumers through media & PR.

Every ripple reaches.
Every reach brings visitors.

A nationwide ecosystem of campaigns. One destination for the industry.

We reach India.
They reach us.



DIGITAL
Amplifying across platforms.



PR
Building credibility. Creating buzz.



INFLUENCERS
Trusted voices. Wider impact.



CONSUMER CAMPAIGNS
Awareness that drives demand.



RETAIL OUTREACH
Partner networks. Stronger reach.



ARCHITECT OUTREACH
Design connections. Industry influence.



MEDIA
Stories that travel further.



The future of better sleep
will not be built by one brand.
It will be built together.

**JOIN THE MOVEMENT.
LET'S BUILD BETTER SLEEP. TOGETHER.**

Organized by:

TEXZONE

Supported by:



About
the
Organizer

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.

To know more, visit:



Corporate Office: Texzone Information Services Pvt. Ltd., 201 Rajan House, Appasaheb Marathe Marg,
Opp. Century Bhavan, Prabhadevi, Mumbai 400 025. Tel.: +91 (22) 6997 1122. E-mail: exhibitors@worldofsleep.com

www.worldofsleep.com