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Tempur's bedtime stories arrive in India

By **Sarimul Islam Choudhury**

Tempur, the Denmark-based brand for home improvement, has entered India with the launch of an exclusive brand outlet at Central Market, Lajpat Nagar in New Delhi. Spread across 1,800 square metres, the store retails products including mattresses, multi-adjustable beds, seat cushion and travel pillow. The brand focuses on catering to every class of customers with "pressure relieving feature" as the unique selling proposition of its products.



Concept

Tempur is a high-tech, visco elastic material developed originally by NASA for the US space programme in the 1970s. The Denmark-based company acquired the rights to produce the material at the end of '80s; this led to the transfer of NASA's technology to private homes and the healthcare sector throughout the world. Currently, Tempur products are available in 80 countries worldwide. Its consolidated revenues in 2008 touched USD 1 billion. Tempur pillows and mattress are recognised by NASA and are certified by 'The Space Foundation' of US as well. The brand is available in 76 countries globally with exclusive stores including countries in Asia Pacific region like Thailand, Japan, China, Malaysia and Singapore.

India venture

The brand Tempur has been introduced in India by Springwel Mattresses Pvt Ltd, whose products are retailed in over 400 retail outlets across India and posted a consolidated revenue of Rs 45 crore in 2008. The Springwel brand enjoys 18 per cent market share in the sleep products segment in India. Speaking about Springwel's association with Tempur, Puneet Sachdeva, marketing manager, Springwel Mattresses Pvt Ltd, said, "The products have been available in the US market for the past 12 years. We at Springwel have been distributing the products across India and are now launching an exclusive store as part of the company's plan to reach out to more and more prospective customers in the country."

Product offering

Tempur has on offer four different product categories at different price points. The products include mattresses, multi-adjustable beds, seat cushions and travel pillows. Elaborating on the product range, Sachdeva said, "Depending on the usage and comfort levels, we have mattresses in Deluxe, Royal, Celebrity and Sensation sub brands. Further, we have a product range called the Combi mattress, which is a combination of two different layers; the 'sinking' effect is lower in this range." Prices range from Rs 67,500 to Rs 325,000 for each mattress.

Space cabin

With a promise to give shoppers the experience of Scandinavian-style sleep that appeals to all five senses and promises 'weightless relaxation', the store houses a unique concept called 'Space Cabin', which is a small, darkened room with a starry ceiling containing a king-size, split adjustable bed with a Tempur special pressure-relieving, temperature-sensitive mattress and pillow. It allows visitors to experience the luxury of relaxing on the Tempur multi-adjustable bed, lying in the zero-gravity comfort of a Tempur mattress, and with the

neck, back and head in perfect alignment while being cradled in a Tempur pillow. The specially designed 12-minute interactive experience simulates a shuttle launch in a totally enclosed, private capsule showcasing the Tempur adjustable sleep system, which moves in conjunction with the audio. The programme relaxes the shoppers while educating them on the benefits of Tempur products.

At a Glance

Tempur, New Delhi

Location: Central Market, Lajpat Nagar, New Delhi

Area: 1,800 square metres

Store Designer/Architect: Design Radianc

Architecture and Facades: Tempur design team

Decorative and Props: Fabindia / Jagdish Store

Fixtures: Marc (toilet fixtures only)

Flooring: Laminated wooden flooring by Kronotex

Lighting: Philips / Havells

Signage and Graphics: Rana Advertising

Looking forward

Springwel has announced an aggressive expansion plan to strengthen Tempur's retail presence across India. As part of the roll out, the company plans to open five more stores by the end of March 2010 in cities including Mumbai, Bengaluru, Kolkata and Ahmedabad. "Initially we are targeting major metros like Mumbai and Kolkata," Sachdeva stated.

He further stated that all planned stores will be company owned outlets. However, the company does not altogether discount the possibility of partnering with franchisees for expansion in the long run. "We are open to franchising for expansion in the long run," Sachdeva concluded.

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