

German Mattress Brand Emma Launches in India; Announces Festive Offers



In an era where sleep quality has become synonymous with health and well-being, the arrival of German mattress powerhouse Emma in India signals a new chapter in the subcontinent's sleep culture. Positioned as a purveyor of technologically advanced sleep solutions, Emma has made its foray into the Indian market, carrying a banner of affordability coupled with high-quality German engineering.

Emma's entrance into the burgeoning online mattress segment in India is not just about expanding its global footprint; it's a testament to the brand's dedication to adapting and tailoring its products to the unique sleeping patterns and preferences of the Indian populace. With a revenue that soared past the \$1 billion mark in 2022, Emma is banking on India's diverse market to bolster its global success story.

At the heart of Emma's strategy is a meticulous two-year research program that involved intimate engagement with over 1,500 Indian customers to fine-tune their mattresses for the Indian consumer. "India's sleep preferences are complex and varied. We've taken a deep dive into understanding this diversity to adapt our globally successful products to meet these specific needs," says Karthik Mohan, India Head of Emma.

Now available on its Indian website and Amazon, Emma has strategically introduced four models from its international portfolio:

The Emma Original: This European sensation, hailed for its comfort and orthopedic properties, has been reimagined to cradle the Indian customer into a restful sleep.

The Emma Hybrid: With its signature Aeroflex spring system, the Hybrid promises a sleep experience that feels like an embrace, complete with cooling technology and motion isolation.

The Emma Adapt: This budget-friendly option does not skimp on quality, offering a dynamic firmness level that caters to different postures, backed by a 15-year replacement warranty.

The Emma Wave II: Representing the zenith of luxury, the Wave II boasts Emma's Diamond Degree technology and Evo+ Nanospring system, promising an unmatched sleep experience.

Dr. Dennis Schmoltzi, Emma's CEO, echoes the brand's excitement: "We're not just selling mattresses; we're offering a sleep revolution tailored to the Indian consumer. From the value-driven Emma Adapt to the luxurious Emma Wave, our range has something for every sleeper."

Aligning with the festive spirit of India, Emma has unveiled significant discounts, with prices spanning from INR 5,779 to INR 50,000, alongside a special coupon code: SLEEP10 for an extra dash of savings.

As Emma unfurls its array of mattresses in India, the brand reinforces its commitment to redefining the sleep experience. "We're not just selling mattresses; we're nurturing well-being. And with our festive offers, we aim to ensure that quality sleep is not a luxury, but a standard," concludes Dr. Schmoltzi.

With this strategic move, Emma is poised not only to contribute to healthier sleep patterns but also to become a part of the Indian household's quest for wellness and comfort.