

INDIA mattresstech expo + upholsterysupplies

7th International Trade Fair for Mattress
and Upholstery Production Technology,
Machinery and Supplies

2 3 4 5 MARCH, 2023

India Expo Centre and Mart (IEML),
Greater Noida, Delhi-NCR

POST SHOW REPORT 2023

ENVISION . EXPLORE . ENGAGE

www.indiamattresstechexpo.com

Supported by:



Indian Sleep
Products Federation



Official Publication:

Comfort Times

Co-located with:



6363

Visitors from

345

Cities and

26

Countries

EVENT HIGHLIGHTS

Dates:

2 - 5 March 2023

Location:

Greater Noida

Edition:

7th

Frequency:

Annual

Spread Over:

7800 SqM

Exhibitors:

110

INDIA MATTRESSTECH + UPHOLSTERY SUPPLIES EXPO (IME) concludes with Record-Breaking Attendance and Enthusiastic Participation



The 7th edition of INDIA MATTRESSTECH + UPHOLSTERY SUPPLIES EXPO (IME), the premier event for the mattress manufacturing industry in India, concluded its highly successful 2023 edition on 5th March 2023 at India Expo Mart & Centre, Greater Noida, DELHI NCR, drawing record attendance and showcasing the latest trends and innovations in the industry. The exhibition witnessed an impressive turnout of over 6,363 visitors, including industry experts, manufacturers, suppliers, distributors, and buyers from India and abroad.

Sonia Prashar, Managing Director, NuernbergMesse India said, "We are thrilled with the success of this year's IME, which was bigger and better than ever before. We are proud to have provided a platform for the industry to come together, share knowledge and ideas, and explore new business opportunities. The mattress manufacturing industry has the potential to create jobs, boost exports, and contribute to the overall growth of the Indian economy. We are confident that this expo will help

the industry to achieve its full potential and create new opportunities for growth and development. "

The 2023 edition of IME featured over 110 exhibitors from India and other countries, who displayed their products and services related to latest technology in the mattress and upholstery industry. The expo also had various panel discussions, workshops, and seminars, which provided a platform for the attendees to exchange notes and insights on the latest industry trends, challenges, and opportunities.

Speaking on the occasion Rakesh Chahar, Chairman, Indian Sleep Products Federation said, "The mattress industry is undergoing changes in both product development and retail strategies. Consumers are becoming increasingly aware of the crucial role that a good mattress plays in promoting quality sleep. To cater to this demand, retail outlets are investing in experience centres that showcase the latest mattress offerings and emphasize the importance of quality sleep.

The exhibition organized by NuernbergMesse India is very impressive, with a professional layout that highlights the latest advancements in the industry. I commend them for the innovative idea of combining DELHIWOOD with IME, as both industries complement each other and attract a diverse range of visitors with overlapping interests”.

The sentiment was also echoed by Mathew Chandy, Managing Director, Duroflex Mattresses, “The customer is much more aware now and therefore the importance of offering them a great product and experience that is also value for money, is of utmost importance. The best part is that the industry is growing and modernizing so the number of vendors, suppliers and partners are also growing in the industry. Being here at IME and seeing all of them here is a great sight for us and we are happy that now we do not have to go to other countries to source and that it’s all available right here”.

The mattress industry in India has been growing at a steady rate with increasing demand from both domestic and

international markets. This has led to a surge in investment and innovation, with manufacturers adopting new technologies and designs to meet the evolving needs and preferences of consumers.

Sivakumar Venugopal, Group Director, NuernbergMesse India, summed up the 7th edition of the event, “With record attendance and participation from leading players, IME 2023 has set the stage for the continued growth and development of the mattress industry in India. The event has highlighted the importance of innovation, sustainability, and customer-centricity in the industry and has provided valuable insights and ideas for manufacturers, suppliers, and retailers”.

The next edition of the expo, is scheduled to take place in Bengaluru from the 22 – 25 February, 2024.

Further information can be found here:
www.indiamattresstechexpo.com

CONFERENCE

The IME conference agenda reflected the current trends and innovations in the mattress manufacturing industry. The Indian Sleep Products Federation curated and presented the programme, which covered a wide range of relevant topics.

Attendees had the opportunity to connect with industry and domain experts.

Topics:

- Automation in Mattress Manufacturing • Automation in Mattress Packaging • Changing Supply Chain • Comfort Science
- Colour as a Differentiator • Emergence of Online Shopping • Environment & Human Safe Adhesives • Evolution in Mattress Retail • Mattress Circular Journey • Sleep to Good Health • Spring / Latex • Trends in Mattress Ticking

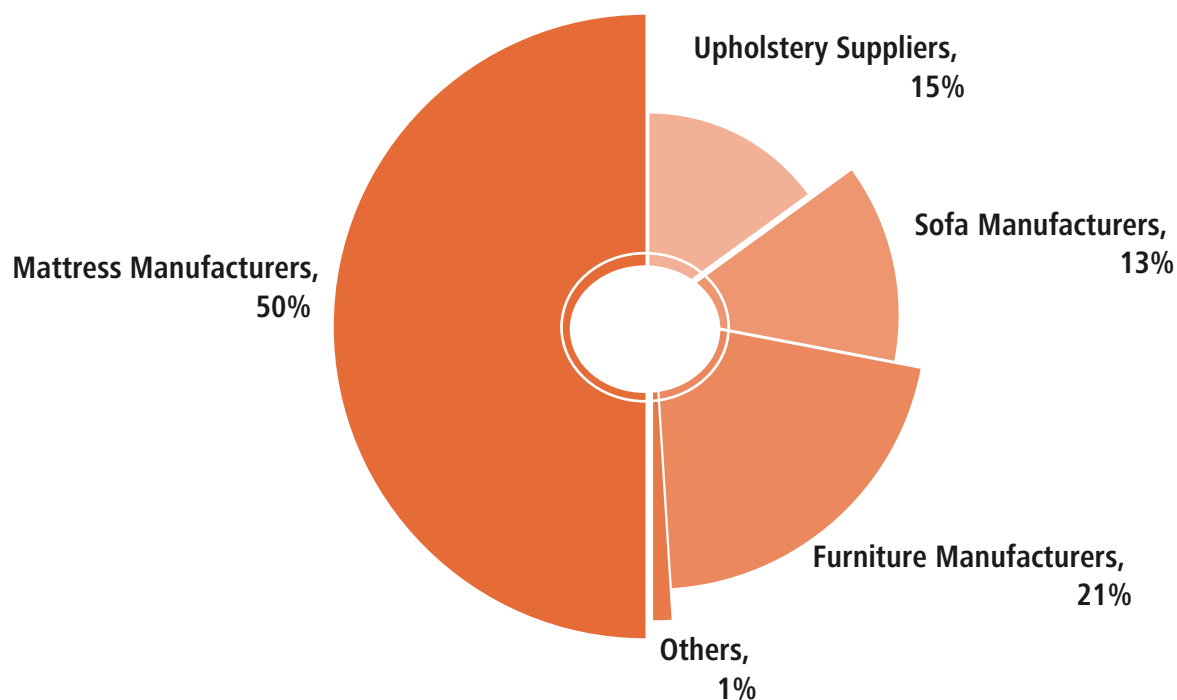
Exhibitor Profile:

- Mattress Finishing Machinery & Supplies
- Mattress Production Machinery & Supplies
- New Materials
- Production Tools & Equipments
- Trade Associations, Business Services & Media
- Upholstery Production Technology, Machinery & Supplies

Visitor Profile:

- Mattress Dealers & Distributors
- Mattress Manufacturers
- New Entrepreneur
- Sofa & Soft Furniture Manufacturers
- Upholstered Furnitures and Manufacturers

INDUSTRY SECTOR

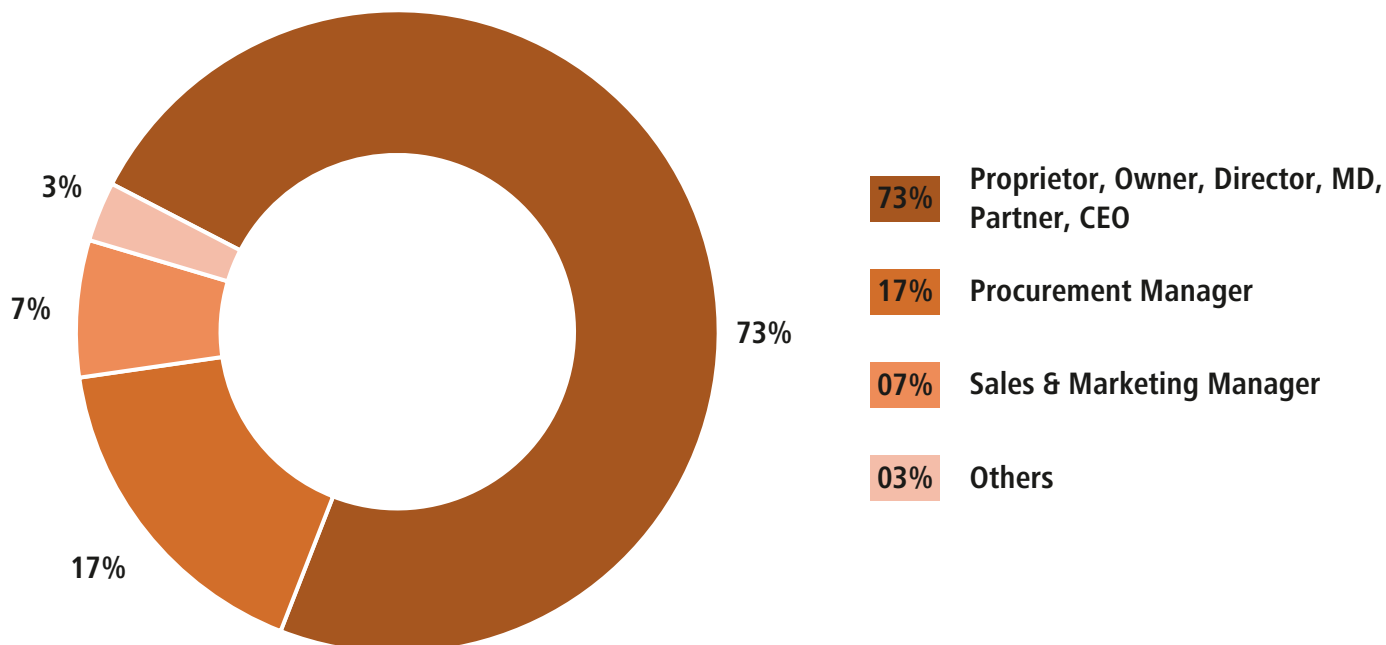


AREA OF INTERESTS



Deviations from 100% possible due to rounding up

VISITOR PROFILE



IMPRESSIONS OF THE EVENT

“ The customer is much more aware now and therefore the importance of offering them a great product and experience that is also value for money is of utmost important. The best part is that the industry is also growing and modernizing so the number of vendors, suppliers and partners are also growing in the industry. Being here at India Mattresstech and Upholstery Supplies Expo and seeing all of them here is a great sight for us and we are happy that now we do not have to go to other countries to source and that it's all available right here. ”

Mathew Chandy, Managing Director - Duroflex



“ We're actually exhibiting at this show for the fifth time and we're thrilled because it's been a great source of clients and customers for us. We've been able to connect with them and showcase our latest designs and innovative fabrics. We're so pleased with the results that we plan to continue exhibiting at this show.

Ali Oğuzsağırıcı, Sales Coordinator - Boyteks



“ Overall, the expo was very productive for us, and we're pleased with the level of interest that customers showed in our equipment. We've always had positive experiences in India, and this expo is definitely a must-attend for us.

Serkan Guler, CEO - Elektroteks



“ I'm participating at India Mattresstech & Upholstery Supplies Expo for the second time and I've had an excellent experience at both the Bangalore and North editions. Most of my clients are based in the south, so we were keen to explore the north, and IME provided the perfect opportunity. Our company has been in the industry for over 45 years and is the oldest manufacturer of latex foam. Since we started participating in IME, we've noticed a significant positive shift in how customers perceive us as a prominent latex manufacturer which was previously missing. In addition to being the go-to platform for the mattress industry, IME also does a great job of educating the industry as a whole, year after year.

Sohail Mansuri, Managing Director - Comfort Foam products

“ The Expo is running very smoothly and we're receiving a positive response from people all over the world. Visitors from Greece and the UK are among those attending, and we've been thrilled to host a diverse range of customers from across India. It's been an amazing experience interacting with so many different individuals, and we're thoroughly enjoying every moment. ”

Rishabh Jain, Business Developer - AADI POLYMERS



“ We were pleasantly surprised by the high level of attention we received at the exhibition! Throughout the morning, we attracted a significant amount of interest and met many potential customers who were keen to explore investment opportunities with our machines. We are highly satisfied by the positive response we are getting from Indian market. ”

Mehmet Demirok, Sales Manager - Mert Makina



“ The exhibition has been excellent, with a significant number of customers from all over the country. It's not just a North edition, but rather an Indian edition, indicating that the mattress industry is growing and evolving as people recognize the importance of getting a good night's sleep after a hard day's work. Compared to the last exhibition in Bangalore, this time, the show is much larger, with a bigger crowd, and even small players in the industry are showcasing themselves. Overall, the exhibition has been a success, and there's a broad client base all over. ”

Anil Anand, President - Hari Chand Anand & Co

“ The mattress industry is undergoing changes in both product development and retail strategies. Consumers are becoming increasingly aware of the crucial role that a good mattress plays in promoting quality sleep. To cater to this demand, retail outlets are investing in experience centres that showcase the latest mattress offerings and emphasize the importance of quality sleep. The exhibition organized by NürnbergMesse is very impressive, with a professional layout that highlights the latest advancements in the industry. I commend them for the innovative idea of combining the Wood show with the Mattress show, as both industries complement each other and attract a diverse range of visitors with overlapping interests. ”

Rakesh Chahar, Chairman - Indian Sleep Products Federation



“ We have been participating at IME for the past 3 editions now. We are very satisfied with the response we get at IME – both Bangalore and Delhi have been fantastic for us! ”

Muhammed C, Managing Director - Remex International



“ Mattress industry today is evolving dynamically so the opportunity is huge. You can see this dynamism here at IME 2023. The footfall has been great and there is a lot of new products and innovations on display. Overall, it is a very good and positive vibe to the expo. ”

Siddharth Malani, Managing Director - Shree Malani Foams Pvt. Ltd.

“ Participating for the first time in this event has been an outstanding experience for us. The response from our customers has been overwhelmingly positive, with excellent feedback on our materials, variety, and stunning designs. We are delighted to have received such a great response and are also thrilled to have gained promising leads for Expo export. It was surprising and gratifying to see a diverse range of international attendees, including visitors from Turkey, Dubai, Sri Lanka, Canada, and Kenya. ”

Anupam Kansal, Director - Rachit Prints



“ The experience at India Mattresstech & Upholstery Supplies Expo has been nothing short of amazing. I can confidently say that it's one of the most well-organized exhibitions out there. We're closely involved with both the foam and mattress industries, so this is a fantastic platform for us to connect with the entire industry. The four-day duration of the exhibition is a huge advantage, as it allows for extensive discussions and networking that simply cannot be replicated in smaller exhibitions or office visits. We're incredibly grateful for this opportunity. ”

Gaurav Sachdeva, Director - Chemie Products Pvt. Ltd.



“ The experience has been phenomenal. We were not anticipating such a good response from our customers as well as the suppliers. It's been great to see such enthusiasm from everyone, and we're optimistic about the outcomes that this exhibition will bring. ”

Rishabh Jindal, Managing Partner - Jindal Petro Foam.

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22 - 25 February, 2024

Bangalore International Exhibition
Centre (BIEC), Bengaluru, India

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