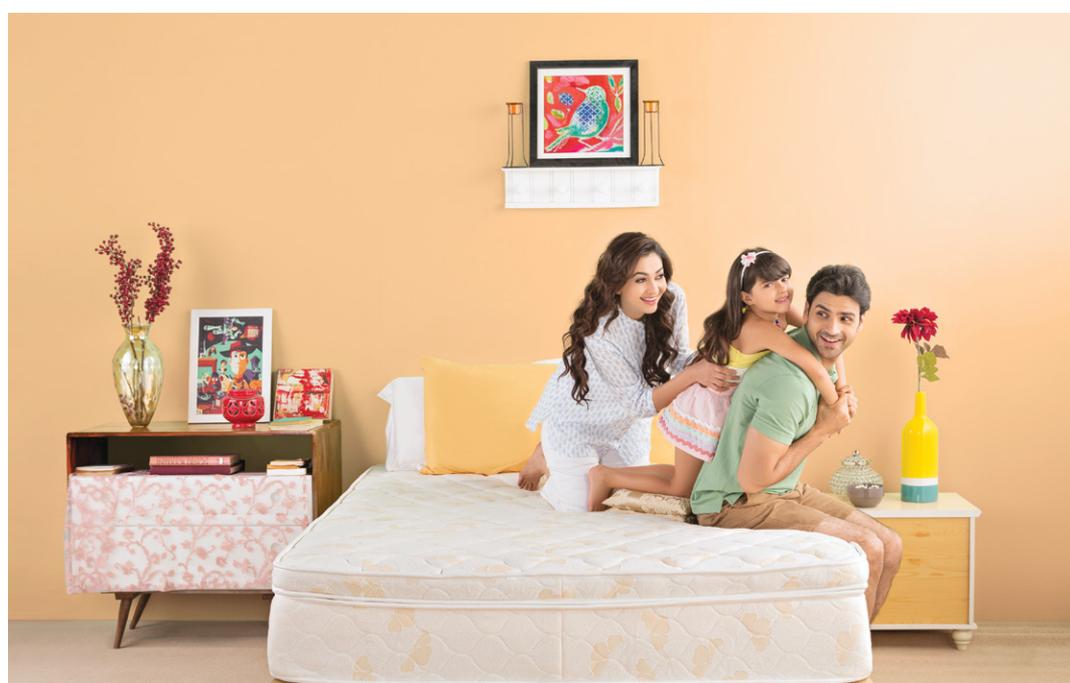




Kurl-on is a journey that was started in 1962 by Ramesh Pai, the founder of Kurl-on, with the motto to create an industry for coir. During one of his visits to Germany, Ramesh Pai found that coir was being extensively used in automobile seating. At the time coir in any form hardly had an organised market in India. But due to his pioneering insights he could see that as it was a breathable material and could provide sustained back-support, it was ideal for mattresses. With the launch of Kurl-on, he went on to create his story with coir in India. Five decades on, Kurl-on Enterprises Limited has become synonymous with premium mattresses across India with Kurl-on even becoming a generic name for mattresses. Along with the coir and rubberised mattress, the brand makes a range of spring and foam mattresses too.



Board of India, The National Safety Council, Reader's Digest, selected a Superbrand by consumers – the only mattress brand in India to have achieved this accolade and that too four times consecutively. Kurl-on has consistently won The Coir Board of India's award for Development of Domestic Market for Rubberised Coir; Outstanding Performance in Export of Rubberised Coir Products and for being the country's Largest Rubberised Coir Products Manufacturer for the past sixteen years. In 2014, Kurl-on was also awarded the Shreshtha Suraksha Puraskar from The National Safety Council of India in recognition for developing and implementing highly effective management systems and procedures and achieving outstanding performance in the occupational health and safety domain. The company has evolved and expanded its manufacturing prowess to currently manufacture mattresses in more than 135 different configurations in nine strategically located manufacturing facilities across Karnataka, Orissa, Madhya Pradesh, Uttarakhand and Gujarat. The company's state-of-the-art technology and constant research & development is for the single objective of improving standards of sleep. Kurl-on mattresses are available across India through more

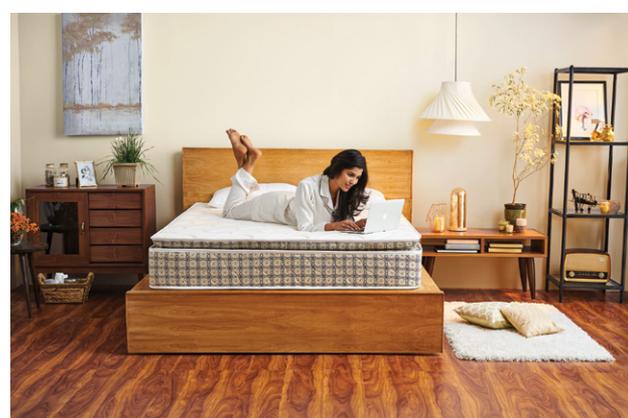
Market

Given that one-third of a person's life is spent on a bed, the science behind sleep is yet to be adequately explored. Surprisingly, despite being aware of the benefits a sound sleep can provide, we tend to compromise the most on this activity as compared to any of the other expendables in our lives. Clearly, a long arduous road lies ahead for mattress manufacturers in the organised sector to explain the benefits of the correct mattress for everyday sound sleep. Meanwhile, the unorganised

for the benefits of good quality mattresses which can be provided only by the organised mattress manufacturers has helped this market to keep growing.

The branded market in India comprising large, mid-size and smaller manufacturers constitute around 34% of the market, with around 20-25 players spread across the geographies. The residential segment constitutes 80% with the institutional segment, comprised largely by the healthcare and hospitality industries, constituting 20%. The branded market is expected to grow at a CAGR of about 13% over the next five years to constitute 37.5% of the market by 2022.

Leading the charge is Kurl-on, India's leading mattress brand.



KURL-ON MATTRESSES ARE AVAILABLE IN MORE THAN **135** DIFFERENT CONFIGURATIONS

market with poor quality and cheaper options continues to reap the combined benefits of ignorance, apathy and economic disquiet, depriving people of the sleep they deserve. While poor sleep quality leads to reduced cell regeneration and diminished restoration of body functions – all undesirable ingredients for a healthy life – a vast majority of people are unaware that many ailments are a consequence of this simple and easily correctable problem.

But the rapid development in the housing sector and awareness about lifestyle improvement techniques have led to a better understanding of the ubiquitous mattress, which is now being given the importance it deserves, a silver lining in the otherwise crowded mattress market. Appreciation

Achievements

The history of Kurl-on is studded with milestones and achievements, of which the most significant one has been to recognise, spread and sell a concept that has actually shaped and created an entire industry. Continuing this tradition, the organisation thrives to understand, innovate, and develop mattresses for everyone's good night sleep. Complementing the company's achievements, have been a series of awards, accolades and recognitions from esteemed institutions such as – The Coir



than 10,000 dealers and over 70 branches and stock points. The company has also ensured direct and indirect employment to thousands of people, contributing not only to the development of our country, but also providing a stable lifestyle to several families.

History

Kurl-on's journey is a fine lesson in entrepreneurship and has fuelled the aspirations of many entrepreneurs. During a visit to Germany, the late Ramesh Pai, founder of the Manipal Group discovered that high-end motor car seats used rubberised coconut coir fibre imported from Ceylon (now Sri Lanka). He was aware that India was one of the largest producers of coconut in the world and an untapped business potential was waiting to be harnessed. He discovered that coconut coir was being used only by the cottage industry to manufacture retted fabric. He decided to value-add the entire business and set up a company that was the precursor to the coir industry in India. He brought in state-of-the-art Austrian technology to extract fibre from the husk and curl it into ropes. Thereafter, a slew of business opportunities opened up and rather than restrict himself to only mattresses, he developed an ancillary range of products such as cushions as well as mats. As the market grew and the concept caught on, Kurl-on ventured beyond providing just a better sleep experience and extended its product range into the home comforts segment in 2004.

Product

Kurl-on is a customer centric company offering Rubberised Coir Mattresses; spring (Bonnell & Pocketed) Mattresses, Foam Mattresses, and Therapeutic Mattresses etc. And having established its supremacy in the mattress segment, Kurl-on has diversified into other areas relating to sleep as well as home comforts. Its focus is on pillows, cushions, bed sheets, bolster, comforters, mattress protectors and the Top of Bed (TOB) category, comprising of over 35 varieties and catering to several price points.

Kurl-on has also forayed into world-class furniture for bedrooms, living rooms and dining rooms. To complement this effort, it simultaneously developed an inspiring range of high-end soft furnishings such as bath linen, bedspreads, duvets and comforters.

For the commercial market, Kurl-on has been manufacturing polyurethane foam in various densities, which are primarily used by carpenters in the upholstery and furniture business.

Also, Kurl-on launched a new range of mattresses powered by Kurlopedic technology where every aspect of these mattresses has been designed with utmost precision comprising as many as eleven factors to enhance better sleeping. With features like Motion Separation Index (MSI), which ensures zero partner disturbances through localisation of loads; Zero Pressure Point (ZPP) that abates localised pressure build-up, restores normal blood circulation and thereby helps to reduce back and neck pain; Kurlo Fresh, which keeps the mattress free of bacterial and microbial contaminations and Side Support, a superior side walling, which provides additional support to the sides of the mattress and prevents side sagging,

these mattresses aim to target the premium segment through its company-owned-company-operated model store Kurl-on Home Komforts (KHK) across more than thirteen cities in over ten different configurations.

Being aware of the ever-increasing stress levels of everyday schedules, Kurl-on launched Spinekare. It is a range of mattresses that not only relaxes the body but also revitalises blood circulation and alleviates back as well as neck pain. Crafted expertly in a state-of-the-art manufacturing facility and recommended by orthopaedics, these mattresses have imbibed the most advanced sleeping technology to provide extra comfort while sleeping. Spinekare range is the first of its kind mattresses made of memory foam with therapeutic and healing benefits. The zero pressure point technology embedded in this mattress helps format the natural body shape, giving the back and spine much needed support.

Recent Developments

Riding on the e-commerce boom, Kurl-on has forayed into these platforms by offering its products on large shopping portals viz. Amazon, Flipkart, Pepperfry etc.

On the ground, Kurl-on has spun off a highly successful exclusive brand outlets named Kurl-on Home Komforts which not only increases the visibility of the brand, but also gives state-of-the-art shopping experiences to consumers, where they get to understand the art and science behind Kurl-on products.

Kurl-on also has franchisee-owned-franchisee-operated model based retail franchise programme called Kurl-on Mattress Xpress and shop-in-shop based Kurl-on Komer which strive to provide a world-class shopping experience to shoppers. The stores are ergonomically designed and aesthetically

merchandised to showcase various sleep solutions and provide customers with an evolved retail experience in a category which is looked upon as low involvement.

Promotion

Creating brand awareness and consumer pull through innovative advertising has always been Kurl-on's forte. It was the first ever brand to be aired on television, as early as the 1970s, which garnered the much required support from its customers.

Recent promotions from the company showcase it in a completely new light and charm. Har Ehsaas Shuru Kurl-on Se – reinforces the fact that some of the most important and intimate moments of a person's life are in the snug, cosy and peaceful ambience of a bedroom. A space where the family gathers to converse, share the day's happenings, gossip, bond and often together watch television, has more than ever, highlighted the importance of this living space and consequently, the humble mattress.



The recognition of this shift has helped Kurl-on transit to a more intimate plane. Its communication, from being completely product-centric, is now dominated by intimate moments of sharing joy, happiness and laughter, thereby knitting together often-unnoticed memories.

In 2019, Kurl-on stepped into the lesser tapped market of wedding mattresses – a segment so far dominated by the unorganised sector. Launched with five types of mattresses, the wedding collection came with a successful 360 degree communication. The mattresses are inspired by five traditional fabrics of five different states of India. Next, it ventured into the luxury category with the Suta bed. These are ergonomically designed adjustable luxury beds crafted to pamper your sense. It even has a back and foot massager to rejuvenate you after a long day with a relaxing head-to-toe massage.

In keeping with the company's view of providing comfortable sleep, Kurl-on has launched the Sleep Tracker which maps a person's sleep cycle, records the heart rate, monitors the respiratory rate and detects body movement to make sure that sleep is never compromised.

All efforts towards Kurl-on's marketing communications – to spread awareness about restful sleep by choosing the right product – has been designed strategically by keeping the Kurlopedic Technology at its core. This has helped numerous consumers understand and realise its true essence – when a mattress begins to matter.

Brand Values

Quality, trust, comfort, relationships and value for money are the pillars of strength for Kurl-on and can be seen in each of the company's product. Valuing highly innovative thinking and work ethics to match, the company believes that every product must add value to each consumer's life and enrich it. For Kurl-on, its buyers are its foremost priority and are seen not just as consumers of the company's products but as brand ambassadors who can have stirring stories and lasting memories to craft and share.

Things you didn't know about KURL-ON

- * Kurl-on pioneered the rubberised coir industry in India
- * Kurl-on mattresses are made from millions of tiny coir fibers
- * Kurl-on uses vertical compression technology to give more spring action to the coir in a mattress
- * Kurl-on's Luxurino is the first mattress in India with Motion Separation Index technology which ensures zero partner disturbances through localisation of loads

kurlon.com