

Tempur world's no.1 brand in mattresses (2000 to \$ 7000), pillows (300 to \$ 450).

Through a distributor whom the company cancelled and appointed Springwel Mattresses Pvt. Ltd, New Delhi in 2005. However, they could not generate sales as they had no experience in promoting such products.

This brand required retail experiences for which branded showroom was needed. The company did not want to open:

- (A). as they were not confident of selling.
- (B). they did not have exclusive legal agreement and did not wish to invest

The principals wanted to cancel and open their own office or appoint 3rd distributor. Meanwhile I was appointed as General Manager, Marketing on September 15, 2008. I was confident as I had successes with previous marketing of premium brands like TRAMONTINA, Brazil; OSIM, Singapore; HERMAN MILLER, USA; ADMONTER, Austria.

I made a 5 year marketing plan, submitted to principals and we were given 6 months to open first branded retail store in Delhi and show results. I made my database, 1000 direct mailers across India daily, organized staff training and took 1500 sq. feet showroom in prime South Delhi Market. We designed the interiors as per companies' requirement. We fixed bill boards and prepared dress for frontline and back staff. We prepared branded delivery van and invited HNIs.

We created sleep experience centers with MP3 Audio presentation for couples to test the mattresses, first time in India. The executives from principals were invited, were thrilled and described it one of the best showrooms in the world. The company signed an exclusive 5 year agreement against promise of opening 14 showrooms across India in 4 years and meeting the sales targets.

All India staff training and conference was organized, incentives were

declared. We appointed staff for front line and in back office. We launched India centric website www.tempur.co.in, did analytics, CRM and created special info pack which contained complete catalog, AV presentation DVD and a mini demo sample with cover letter.

2nd show room was opened in June at prime Mumbai market Linking Road and we followed the same strategy here as in Delhi. 3rd show room will opened in Ahmedabad. We also created a shop-in-shop in Mumbai, Pune with leading furnishing dealers. We hired a PR agency I used my own PR skills. We were covered by NDTV India, NDTV 24x7, Focus TV, Asian News and several premium magazines like BEDTIMES, USA and others.

1st time in world sleep industry, we launched a blog www.sleepingtimes.com which started getting hits in many countries. We also used web 2.0 with digital marketing. Today Indian case study is being quoted in their International Conferences. Before my joining all India sale was \$ 6000 and in 6 month it became \$ 70000.

I put them on auto - pilot mode, discussed with management to start my marketing consulting firm, overdue by many years and launched BRANDTROTTER[®] on November 1, 2009.