

The logo for 'duroflex' is displayed in a lowercase, bold, sans-serif font. The letters are dark red, matching the background pattern. The 'd' and 'f' have a distinctive shape, with the 'd' having a vertical stem and a rounded bottom, and the 'f' having a long, thin vertical stem that extends below the baseline. The 'o' is a simple circle, and the 'l' is a simple vertical bar. The 'e' and 'x' are also simple, sans-serif characters.

duroflex

Great Sleep. Great Health.



THE ART  
*&* LUXURIOUS  
SLEEP

# A HERITAGE *of* EXCELLENCE

At Duroflex, we don't just craft mattresses; we curate the ultimate sleep experience. With over 60 years of unparalleled expertise, we have become India's most trusted brand when it comes to sleep.

Today, we are renowned for our exquisite craftsmanship and innovative technology. Each one of our mattresses are meticulously designed, intricately crafted and delicately woven together for the best performance and lasting durability. Our five state-of-the-art manufacturing units across India are a testament to our commitment to excellence, and as the first ISO 9001-certified mattress brand in the country, we set the gold standard in quality and innovation.



60 Years  
of Trust



Best In Class  
Innovation



Superior  
Quality



Highest Safety &  
Hygiene Standards



Unrivaled  
Trust







## TESTED BY EXPERTS

Our Duropedic range becomes India's first and only orthopedic mattress endorsed by doctors and the National Health Academy.

## EXPANDED HORIZONS

With 8 state-of-the-art facilities, we continue to craft every product in-house, using the latest technology and premium materials.

## ENTERED THE ₹1000 CR CLUB

We proudly surpassed ₹1000 crores in revenue, marking a monumental step in our journey.

Our journey began.

1963

2018

2020

2021

2022

2024

## SOLD 1 MILLION MATTRESSES

Our Duropedic range redefined sleep, becoming India's most loved mattress with over 1 million happy customers.

## OPENED 75+ EXPERIENCE CENTERS

Our exclusive centers deliver an unmatched customer experience across India.

# OUR MILESTONES OVER *the* YEARS



# UNWAVERING EXCELLENCE

Much like time, sleep patterns have changed consistently over the years.  
But through it all, one thing has stayed constant. Our unflinching and  
elentless commitment to being India's most trusted sleep solutions brand.

For over five decades, Duroflex has been at the forefront of redefining sleep,  
crafting a legacy built on uncompromising quality and innovation.  
Each mattress is a testament to our passion for perfection, combining the finest materials  
with advanced technology to deliver an experience that is as indulgent as it is restorative.  
As we continue to evolve, our promise remains the same: to deliver sleep solutions  
that are comfortable, durable and luxurious.

Today, Duroflex is not just a name; it is a legacy for those  
who appreciate the finer things in life.



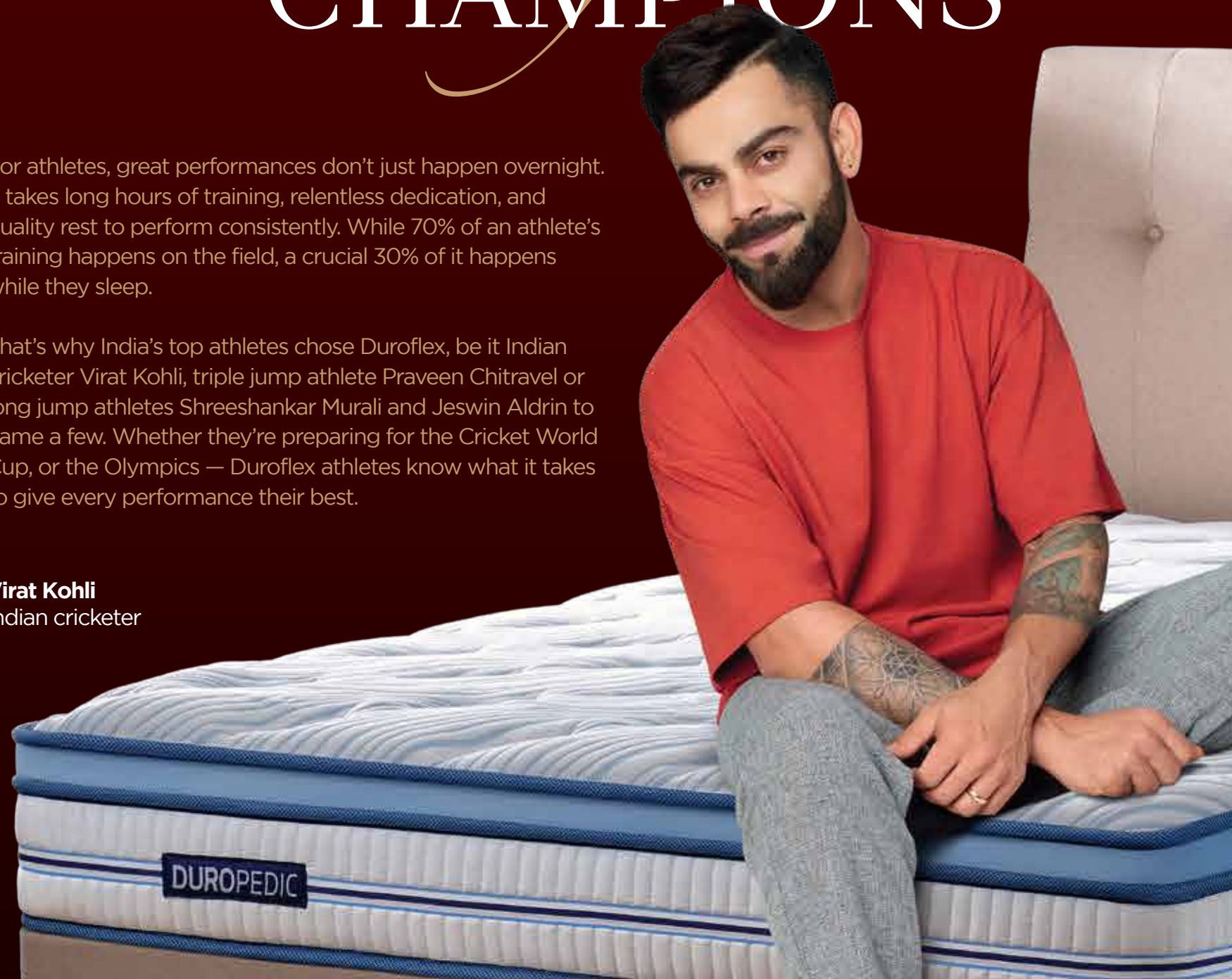


# THE CHOICE *of* CHAMPIONS

For athletes, great performances don't just happen overnight. It takes long hours of training, relentless dedication, and quality rest to perform consistently. While 70% of an athlete's training happens on the field, a crucial 30% of it happens while they sleep.

That's why India's top athletes chose Duroflex, be it Indian cricketer Virat Kohli, triple jump athlete Praveen Chitravel or long jump athletes Shreeshankar Murali and Jeswin Aldrin to name a few. Whether they're preparing for the Cricket World Cup, or the Olympics — Duroflex athletes know what it takes to give every performance their best.

**Virat Kohli**  
Indian cricketer



Duroflex was also proud to support athletes from the Inspire Institute of Sport representing India at the Paris 2024 Olympics by delivering over 500 scientifically-crafted mattresses to help them rest, recover and perform better.

Great performances don't just happen overnight — but they sure begin there.



**Jeswin Aldrin**  
Indian Olympian, Long Jump





# BESPOKE *Luxury.*

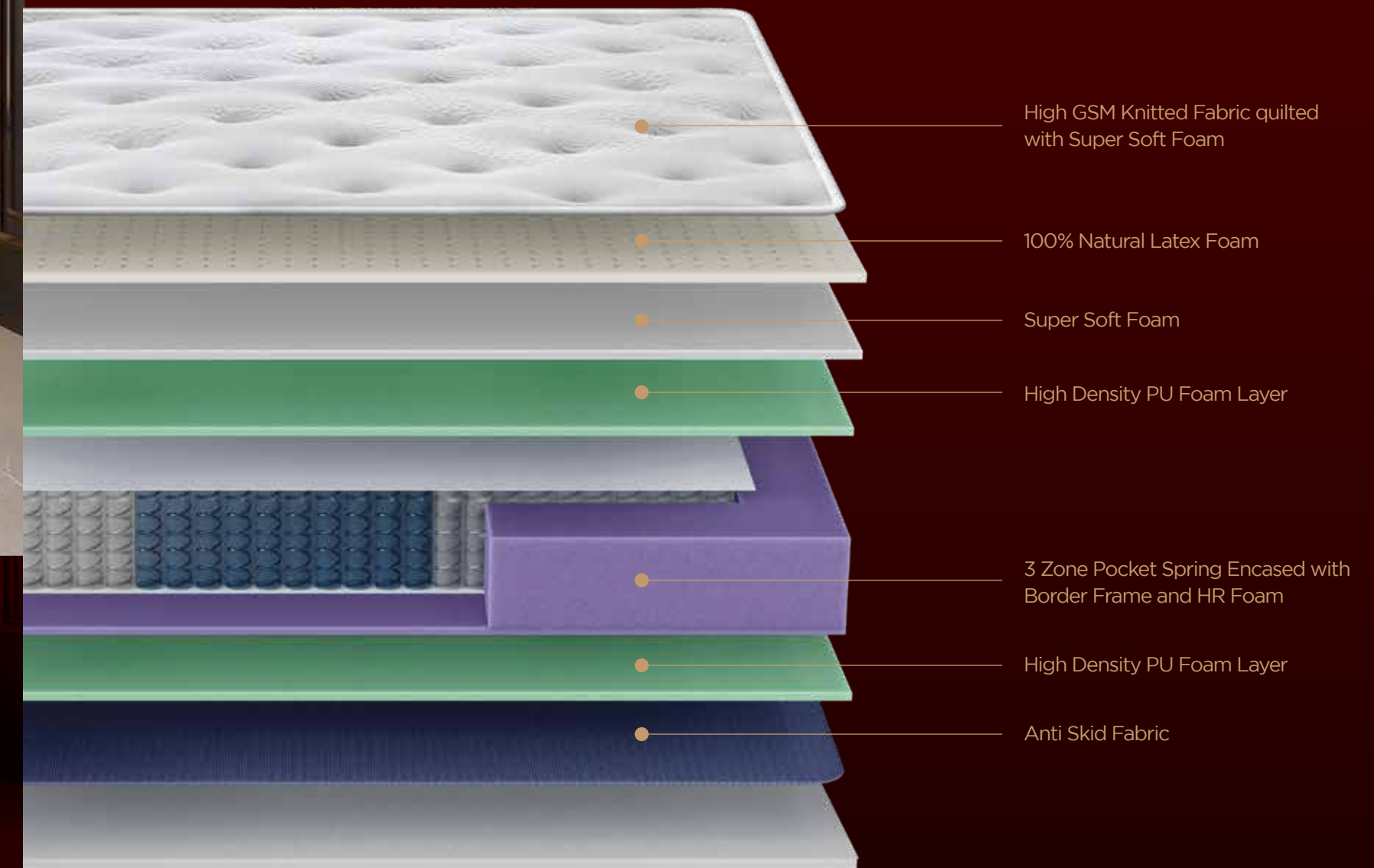
Luxury isn't just about what you buy or where you go. It's a feeling or an experience. It can be spending a little me-time or those extra five minutes of deep, nourishing sleep that make you feel renewed.

This mattress collection transcends time and space, transporting you to a universe where everything is slower, softer, and quieter.  
Your journey to luxurious sleep begins here.



Transport yourself to the endless plains of Serengeti as you sink into the deepest layers of sleep. The Duroflex Natural Living Serengeti mattress has been thoughtfully put together using eco-friendly materials such as 100% natural latex, natural coir, and cotton fabric.

With the Serengeti mattress, you can experience unparalleled comfort and rest easy knowing that you contributed to a healthier, more sustainable future. Let Serengeti transport you to a serene world, where every dream is nurtured by nature itself.



**duroflex**  
**natural living**  
**Serengeti**



Hypo-allergenic



100% natural latex



Eco-friendly materials



Breathable, ventilated design

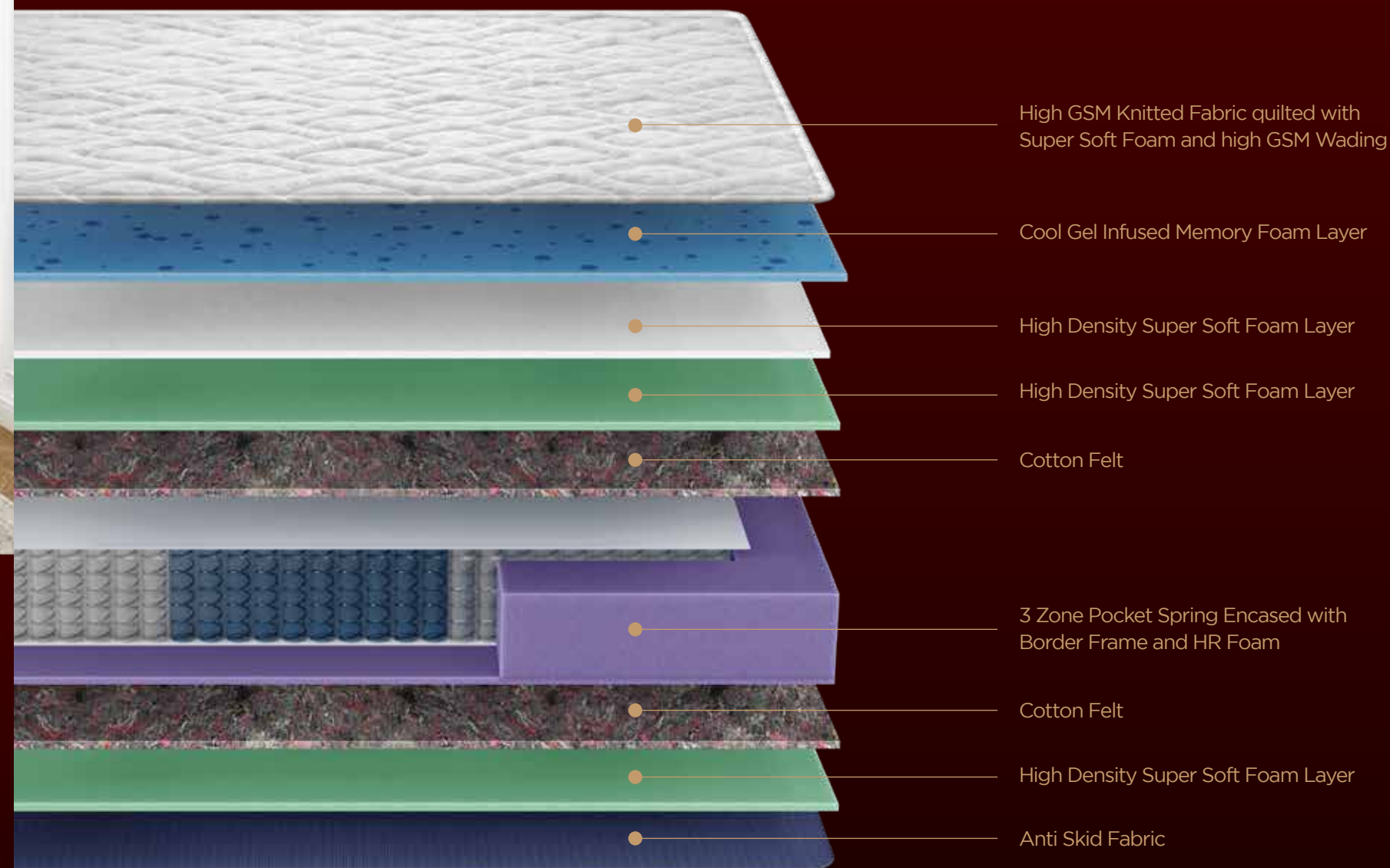




Never go another day without experiencing the indulgence of the Duroflex Ritz ultra-cooling mattress. This luxurious mattress features our exclusive Cooling Gel Tech which ensures a refreshing, all-night cooling sensation that keeps you comfortable from the moment you lie down until the morning light.

This technology works hand-in-hand with several layers of our premium foam that adapt to your body's unique shape to give you superior comfort like no other.

What's more, the Ritz mattress features a 3 Zone Pocket Spring System which supports your spine and enhances your sleep posture for unmatched back health. Engineered for long-lasting comfort and durability, this mattress is your gateway to truly restorative sleep.



Euro top design



Adaptive memory foam



Cooling gel tech



Quilted foam and wadding





**duroflex**  
**ENERGISE**  
**ULTRA**



Plush/ Anti-stress fabric



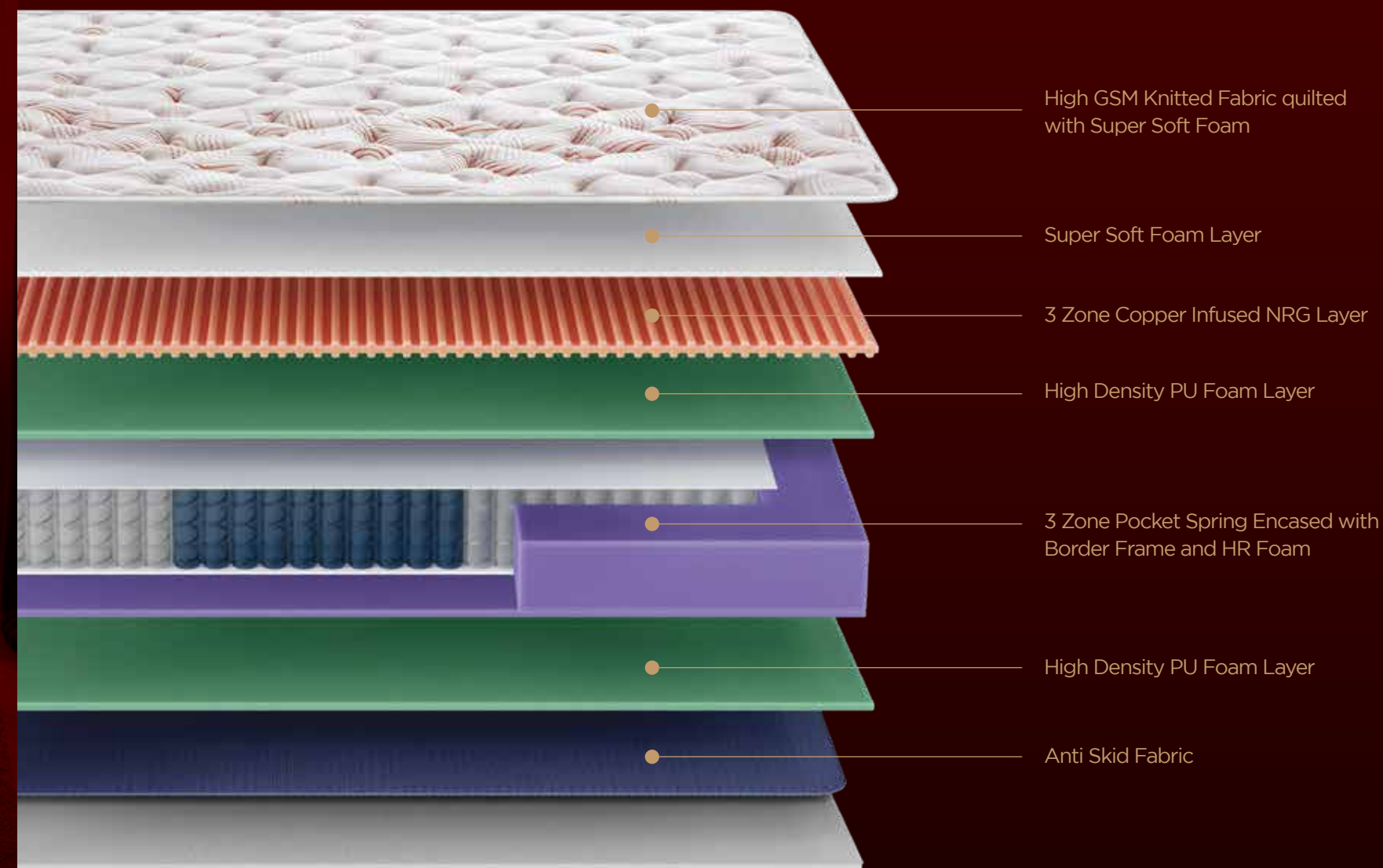
3 Zone Copper Infused NRG



Zero motion transfer

Designed for those who love to push the limits, the revolutionary Duroflex Energise Ultra is the ultimate recovery solution for those with an active lifestyle. Crafted with innovative sleep technologies, these plush mattresses recharge both your body and mind, ensuring the deep, restorative sleep you deserve to get on with your busy days.

The Energise Ultra boasts of a 3 Zone Copper Infused NRG Layer combined with anti-stress fabric shields you from electromagnetic rays, de-stresses your muscles and joints, and provides full-body support so you wake up refreshed every morning. Whether you're sticking to your daily workout goals or hustling through a busy schedule, the Energise Ultra helps you sleep better so you're already ready for the next challenge.







duroflex  
**DUROPEDIC  
 LUXE**



Recommended  
 by doctors



Premium  
 memory foam



Ergonomically  
 designed

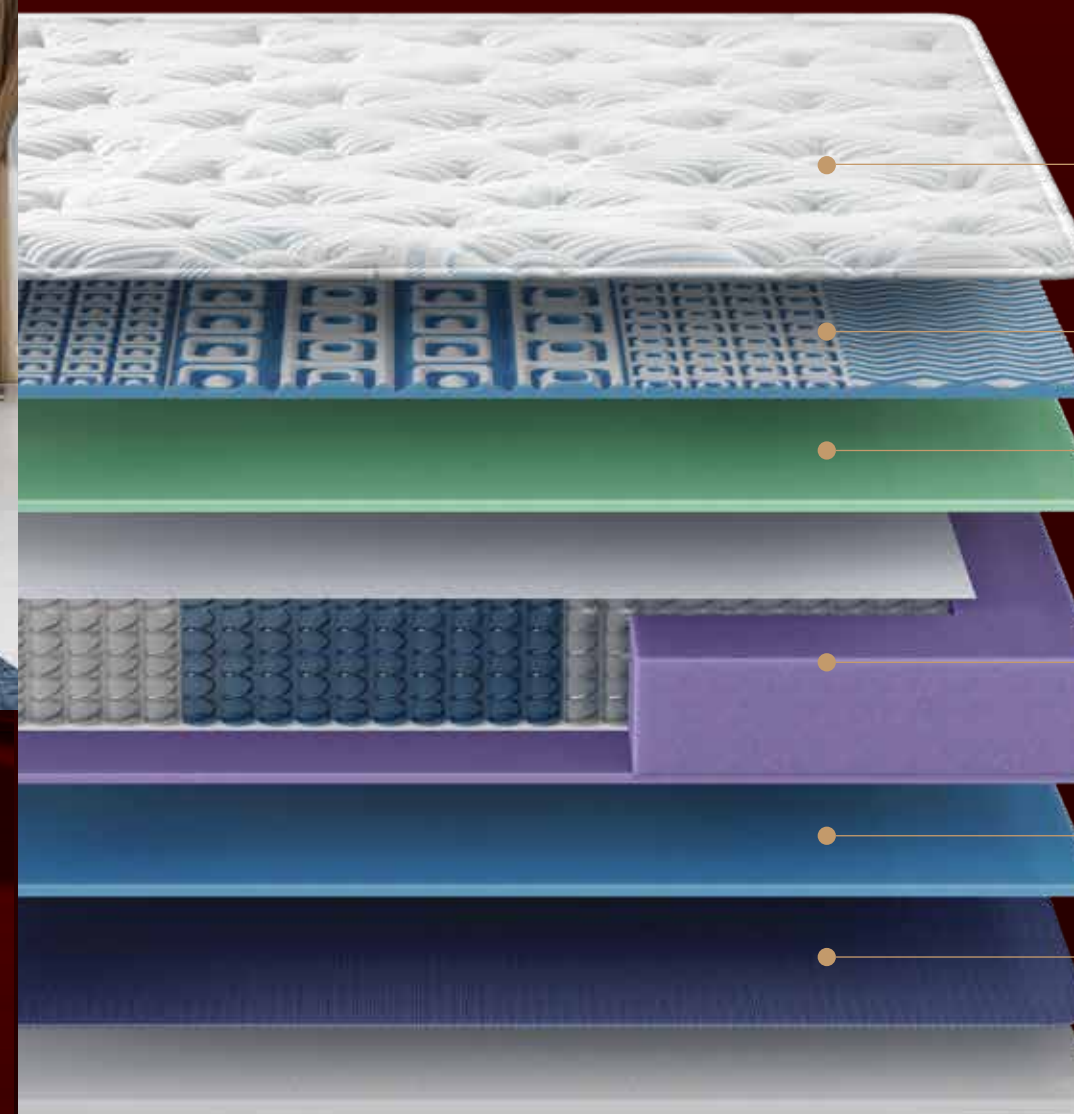


Temperature  
 controlled

The Duropedic Luxe from Duroflex is the ultimate orthopedic mattress crafted for those who prioritize back health. Developed in collaboration with renowned orthopedists, this mattress features a unique 5 Zone Support Layer that provides customized comfort to different parts of your body, corrects posture and rejuvenates your spine while you sleep.

Tested and recommended by the National Health Academy, the Duropedic Luxe features a unique Heat Away™ Technology that maintains an optimal temperature balance throughout the night. Additionally, its antimicrobial, memory foam tufted fabric made from 40% recycled yarn not only takes care of your back but also of the environment.

The Duropedic Luxe has been intricately designed to take care of your back — so you can take care of everything else.



High GSM Knitted Fabric quilted with Super Soft Foam

Doctor Recommended 5 Zone Dual Density Orthopedic Support Layer.

High Density PU Foam Layer

3 Zone Pocket Spring Encased with Border Frame and HR Foam

High Density PU Foam Layer

Anti Skid Fabric





## TRUSTED BY INDIA'S LEADING LUXURY HOTELS





**duroflex**

Great Sleep. Great Health.

VISIT

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