



Jensen Beds brings Norwegian design and sleep quality to Chennai, India.

With a history dating back to 1947, Jensen Beds is now one of the world's leading bed manufacturers. The entry into the Indian market in Chennai marks a new chapter and introduces Norwegian-made sleep quality to new customers.

Consider these facts on the sleep health of Indians:

- 50% of adults 40 years old or above suffer from one or the other sleep disorder. (A study by New Delhi based Agewell Foundation, done in May 2023 in 20 Indian cities.)
- 70% of these 40+ adults sleep less than six hours. (Recommended sleep is 7-9 hours).
- A 2023 research paper which analyzed 100 Indian studies found one in four Indians suffer from insomnia.
- Global studies place India on top of the list of countries with a chronic sleep deficit.

The bed's impact on sleep quality.

There is a difference between sleeping – and sleeping well. A good bed or mattress provides support exactly where your body needs it. Shoulders should settle comfortably without sinking too far into the mattress, hips





should be properly aligned, and your spine should maintain its natural position. When your bed/mattress offers balanced support from head to toe, it helps promote optimal spinal alignment, reducing tension and discomfort. The result is a more undisturbed sleep, helping you recharge your batteries to meet the new day with energy and focus.

"We are very excited to be able to introduce Norwegian sleep quality to the Indian market in Chennai. Especially at a time when so many Indians suffer from poor sleep health, says Managing Director Jan Trygve Jensen."

Made in Norway.

Jensen still produces its beds and mattresses where everything started – in the small Norwegian town of Svelvik. While technology and automation have made the production more efficient, it's the people who make Jensens' beds what they are. Skilled workers are involved in every part of the process – either directly with their own hands or by overseeing the work done by machinery. From quality checking the materials to careful assembly and packing, nearly 35 individual production steps are required to create a single Jensen bed.

For further information, please contact:

Jensen Beds
Nina Stordalen
Marketing Manager
+47 99615668
nina.stordalen@hildinganders.com

Download marketing material: jensen-beds.com/india

