



WE MAKE THE WORLD'S
BEST MATTRESS.™



CORPORATE OFFICE:
401, K. M. Trade Tower, Sector-14, (Hotel Radisson Blu),
Kaushambi, Ghaziabad-201010, India
Telephone: (0120) 4901369 | M: +91 704-200-2087
E-mail: care@sertaindia.com | www.sertaindia.com

**BUSINESS POLICY
2025 - 26**



About Serta

AMERICA'S LEADING & LARGEST BEDDING MANUFACTURER

Headquartered in suburban Chicago, Serta is truly a global company with 27 manufacturing facilities in the U.S.A., 4 in Canada and 33 in other locations worldwide and a recently opened facility in India. Since its inception, Serta has consistently made investments in innovative features that had measurable impacts on the comfort and durability of its mattresses.

Over the past decade, Serta has been the fastest growing mattress manufacturer. It is now America's No.1 Mattress brand and the world's largest Manufacturer.





For the last 90 years Serta has stood for quality, innovation and dedication. While many things changed and evolved over that time, one thing has always remained constant – Serta’s decision to make the finest sleep products!



From Counting Sheep to Serta Sheep

A champion of comfort for all, Serta Inc. has pioneered sleep innovation for more than 90 years, bringing quality products to more than 150 countries worldwide.

Serta was founded in 1931, the year Serta introduced its Perfect Sleeper® mattress. Since that time, Serta has continued to deliver industry firsts: the Sertapedic® mattress in the 1950s; a continuous coil innerspring design in the 1980s; and the breakthrough iSeries® Sleep System featuring the latest in gel memory foam technology in 2011.

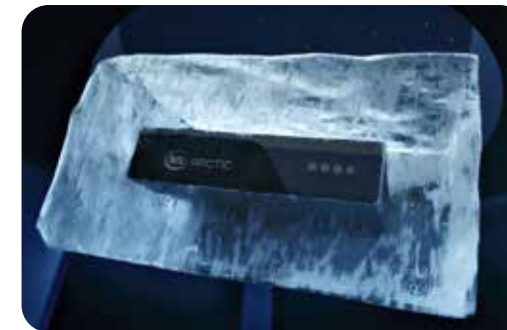
These and many other innovations and technological breakthroughs explain why Serta is the mattress provider of choice not just to households, but to major hotel groups as well.





PATENTED POSTURE SPIRAL SPRING TECHNOLOGY

This technology is intended to help promote good posture and reduce pressure points by evenly distributing weight across the mattress.



15X BETTER COOLING POWER

with the exclusive Cooltex[®] System
Get the coolest, most comfortable sleep with a plush feel.

AIR SUPPORT FOAM TECHNOLOGY

with the exclusive Ultracold System[™].
This exclusive air-cushion technology moves with your body and smartly contours around it.



5 ZONE PIN CORE LATEX

Intended to provide personalized comfort and support, helping to alleviate pressure points and promote proper alignment.



Dear Valued Partners,

Welcome to the world of Serta. We are honoured to present Serta, America’s leading mattress brand, to the Indian market. Serta is globally acclaimed for its unparalleled quality, comfort, and innovation, and we are excited to bring these exceptional standards to the Indian mattress industry.

This trade policy is more than just guidelines—it’s an invitation to join us in pioneering a new era in the mattress industry. Your expertise and dedication are essential as we establish our presence and set new benchmarks of excellence.

We are thrilled to have you on board and confident that we will achieve remarkable success together. Let’s embrace this opportunity with enthusiasm and determination.

Best Regards



S. K. Malhotra
Director Sales and Marketing



The Serta Perfect Dealer Policy 2025-2026 is crafted to honour and incentivise our dedicated partners who excel in driving growth and customer satisfaction. This policy is thoughtfully divided into three rewarding segments explained hereafter. Each segment is designed to motivate and acknowledge exceptional performance throughout the year.

Dealer Margin on MRP

Serta Sleep Essential, Serta Sleep Essential Pro	35%
Serta Classic Plus, Serta Classic Latex, Serta Classic Luxury	35%+5%
Serta I comfort, Serta I comfort Eco, Serta I comfort Hybrid Serta Pillows and Protector	40%
Serta Perfect Spine, Serta Perfect Spine Hybrid, Serta Perfect Sleeper, Serta Perfect Sleeper Hybrid, Serta I-Pedic, Serta I-Latex, Serta I-Series, Serta Antarctic	45%

Perfect Monthly Reward (PMR)

Sales from ₹ 0.5 lakh to ₹ 1 lakh	1%
Sales from ₹ 1.1 lakh to ₹ 2 lakh	2%
Sales from ₹ 2.1 lakh and above	3%

Perfect Quarterly Reward (PQR)

Sales from ₹ 1.0 lakh to ₹ 2 lakh	1%
Sales from ₹ 2.1 lakh to ₹ 3 lakh	2%
Sales from ₹ 3.1 lakh to ₹ 5 lakh	3%
Sales from ₹ 5.1 lakh to ₹ 7 lakh	4%
Sales from ₹ 7.1 lakh and above	5%

Perfect Annual Reward (PAR)

Sales from ₹ 7 lakh to ₹ 9.9 lakh	1%
Sales from ₹ 10 lakh to ₹ 12.9 lakh	2%
Sales from ₹ 13 lakh to ₹ 17.9 lakh	3%
Sales from ₹ 18 lakh to ₹ 24.9 lakh	4%
Sales from ₹ 25 lakh to ₹ 34.9 lakh	5%
Sales from ₹ 35 lakh to ₹ 49.9 lakh	6%
50 lakh and above	7%



Perfect Annual Trip

As part of our annual reward program, we are thrilled to present an exclusive reward trip for our top-performing dealers. This prestigious incentive is divided into three elite clubs, with each club offering a unique travel experience. Dealers will embark on extraordinary journeys to different destinations, based on their club entitlement, reflecting their outstanding achievements.



Perfect Club Entitlement

Serta Perfect Club*

Sales Slab **08 LAKH**

Value of trip **₹16,000**

Serta Perfect Prime Club*

Sales Slab **15 LAKH**

Value of trip **₹35,000**

Serta Perfect Excellence Club*

Sales Slab **25 LAKH**

Value of trip **₹65,000**

Serta Perfect Royal Club*

Sales Slab **35 LAKH**

Value of trip **₹1,00,000**

Serta Perfect Platinum Club*

Sales Slab **55 LAKH**

Value of trip **₹1,70,000**





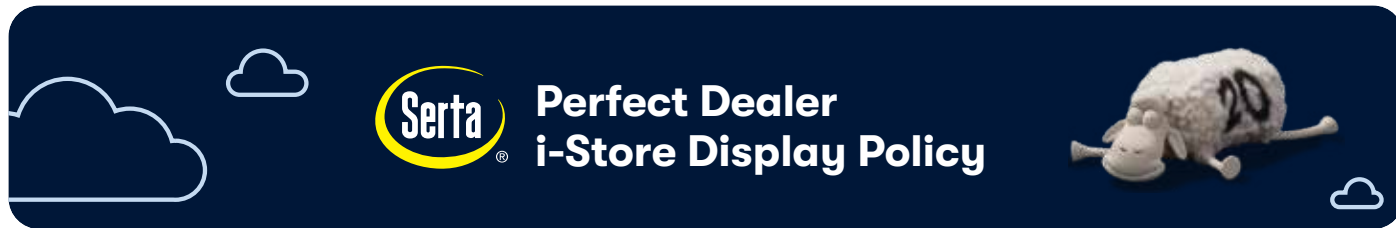
Serta Exclusive Store offers you an exclusive opportunity to sell Serta's world-class mattresses and bedding. By partnering with us, you will have the privilege of representing Serta's renowned products exclusively, ensuring a focused and premium offering without competing brands. This commitment allows us to deliver unmatched quality and customer satisfaction. By choosing this partnership, you gain exceptional benefits and a valuable business opportunity to achieve significant growth.

Sales Target	T1 city 50 lakh, T2 city 25 lakh
Security Deposit	5 lakh
Min Store Size	800 sq ft
Man Power Support	One sale person support by company only in T1 cities
Extra Benefit	5%
Branding	Inshop
Branding Outside	ACP
P.O.S	4 number
Min Display Beds	7 number
Serta Perfect I-display	1 number
Lock In Period	5 Years
Store Type	Stand alone store

Terms and Conditions:

- Lock-in Period: A minimum commitment of 5 years is required.
- If a dealer exits before the end of the lock-in period the security deposit will not be paid back.
- Dealers must meet the minimum sales entitlement criteria to qualify for additional benefits. Failure to meet these criteria will result in no incentives being paid on sales.
- In the event that a partner does not meet the entitled turnover criteria and achieves less than 60% of the criteria within the 5-year period, no security deposit will be refunded. no extra incentives will be paid.
- If the partner sells other brand mattresses, they will not be entitled to extra benefits.





The Serta i-Store lets you exclusively sell Serta mattresses while offering a variety of furnishings and furniture from other brands, allowing you to diversify your inventory.

Sales Target	T1 city - 25 lakh , T2 city - 15 lakh
Security Deposit	4 lakh
Min Store Size	400 sq ft.
Extra Benefit	4%
Branding	Inshop
Branding Outside	ACP
P.O.S	4 number
Min Display Beds	5 number
Serta Perfect I-display	1 number
Lock In Period	3 Years
Store Type	Furnishing store with only Serta brand mattress



Terms and Conditions:

- Lock-in Period: A minimum commitment of 3 years is required.
- If a dealer exits before the end of the lock-in period the security deposit will not be paid back.
- Dealers must meet the minimum sales entitlement criteria to qualify for additional benefits. Failure to meet these criteria will result in no incentives being paid on sales.
- In the event that a partner does not meet the entitled turnover criteria and achieves less than 60% of the criteria within the 3-year period, no security deposit will be refunded. No extra incentives will be paid.
- If the partner sells other brand mattresses, they will not be entitled to extra benefits.



This grants you the exclusive opportunity to sell Serta mattresses in the international segment while providing the flexibility to sell any brand for domestic bedding needs.

Sales target	T1 city - 15 lakh, T2 city - 10 lakh
Security Deposit	3 lakh
Extra Benefit	3%
Branding	Inshop
Branding Outside	Lit Board
P.O.S	4 number
Min Display Beds	4 number
Serta Perfect I-display	1 number
Lock In Period	3 Years
Store Type	Only premium mattress brand in store, no overlapping in price range with serta products



Terms and Conditions:

- Dealers must meet minimum sales criteria to receive additional benefits; otherwise, no incentives will be given on the security deposit or sales.
- If the partner sells other brand mattresses, they will not be entitled to extra benefits.
- If the partner achieves less than 60% of the turnover criteria within 3 years, no refund will be given back.
- Lock in Period: a minimum commitment of 3 years is required



Perfect Dealer Perfect i-Display Policy



The Serta Perfect i-Display is a compact, space-efficient system with a modern design and easy installation, perfect for showcasing Serta mattresses and maximizing store space.



Mattress Size

72/75/78x36

Total Cost	Company Share	Dealer share
1,25,000	25,000	1,00,000+GST

Category	Sales Target	Year	Cash Back %
Perfect Cashback Policy 1	15 lakh	Year One	30%
	20 lakh	Year Two	30%
	25 lakh	Year Three	40%
Perfect Cashback Policy 2	8 lakh	Year One	15%
	12 lakh	Year Two	15%
	15 lakh	Year Three	20%

Terms and Conditions:

- Maintain the quality and appearance of the display system throughout the 3-year cashback lock-in period.
- Ensure the display unit remains visible, undamaged and in excellent condition.
- Keep the display unit well-maintained to uphold brand visibility and image.
- GST will be charged as extra.



Perfect Dealer Perfect i-Display Policy



The Serta Perfect i-Display is a compact, space-efficient system with a modern design and easy installation, perfect for showcasing Serta mattresses and maximizing store space.



Miniature Size

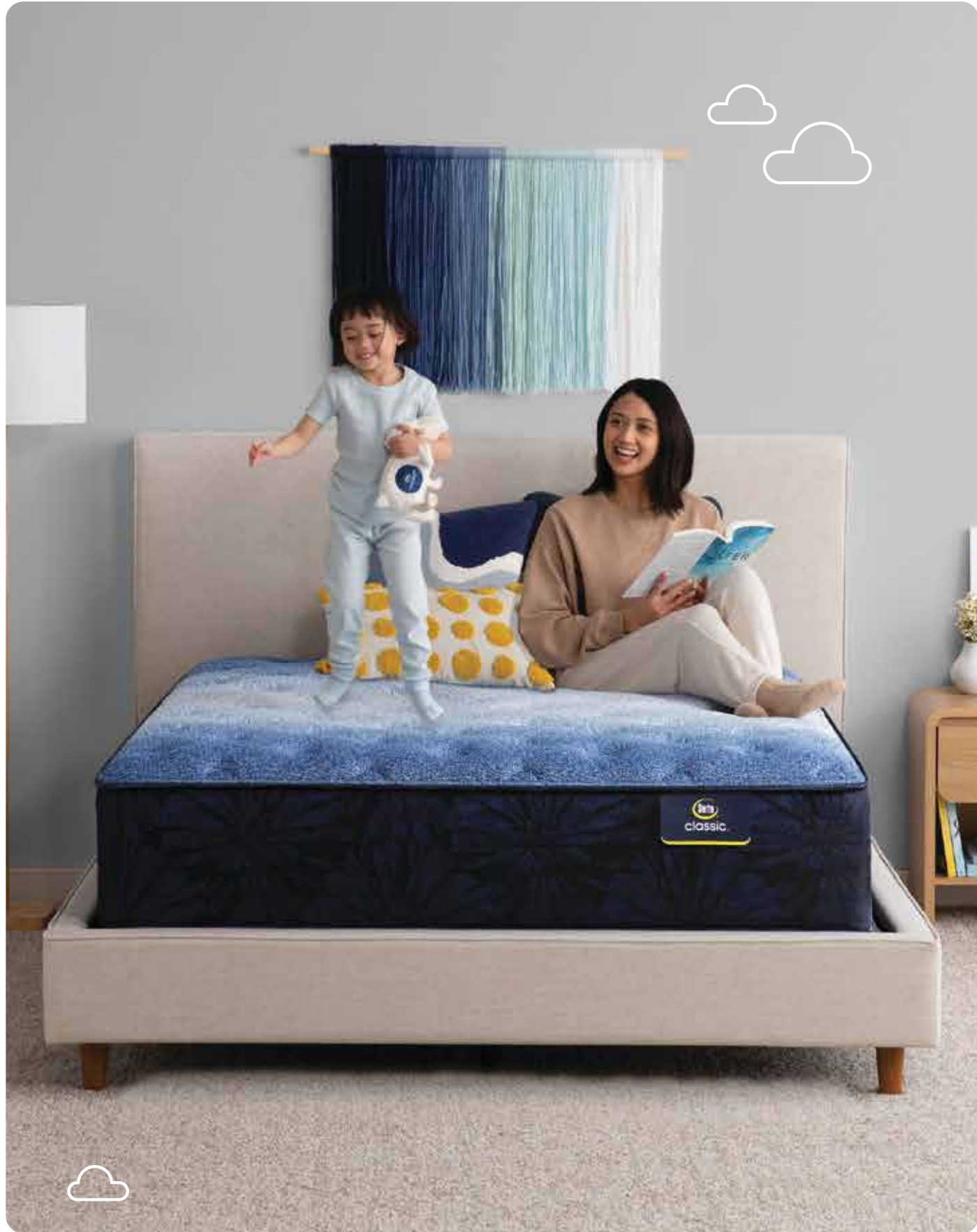
24x24

Total Cost	Company Share	Dealer share
30,000	5,000	25,000+GST

Category	Sales Target	Year	Cash Back %
Perfect Cashback Policy 1	10 lakh	Year One	30%
	12 lakh	Year Two	30%
	15 lakh	Year Three	40%
Perfect Cashback Policy 2	6 lakh	Year One	15%
	8 lakh	Year Two	15%
	10 lakh	Year Three	20%

Terms and Conditions:

- Maintain the quality and appearance of the display system throughout the 3-year cashback lock-in period.
- Ensure the display unit remains visible, undamaged and in excellent condition.
- Keep the display unit well-maintained to uphold brand visibility and image.
- GST will be charged as extra.



ANTARCTIC



Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	19,2500	11,2500	80,000

iLatex



Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	12,4000	69,000	55,000

iSeries



Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	13,2500	77,500	55,000

perfectsleeper



Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	10,4500	49,500	55,000

Serta Perfect Dealer
Mattress Display Policy

perfectsleeper.
HYBRID

Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	11,0000	55,000	55,000

iCOMFORT

Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	75,000	30,000	45,000

ipedic

Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	89,500	44,500	45,000

iCOMFORTECO™

Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	75,000	30,000	45,000

Serta Perfect Dealer
Mattress Display Policy

Classic
PLUS

Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	75,000	30,000	45,000

Classic
LATEX

Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	75,000	30,000	45,000

perfectspine

Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	85,000	40,000	45,000

perfectspine
HYBRID

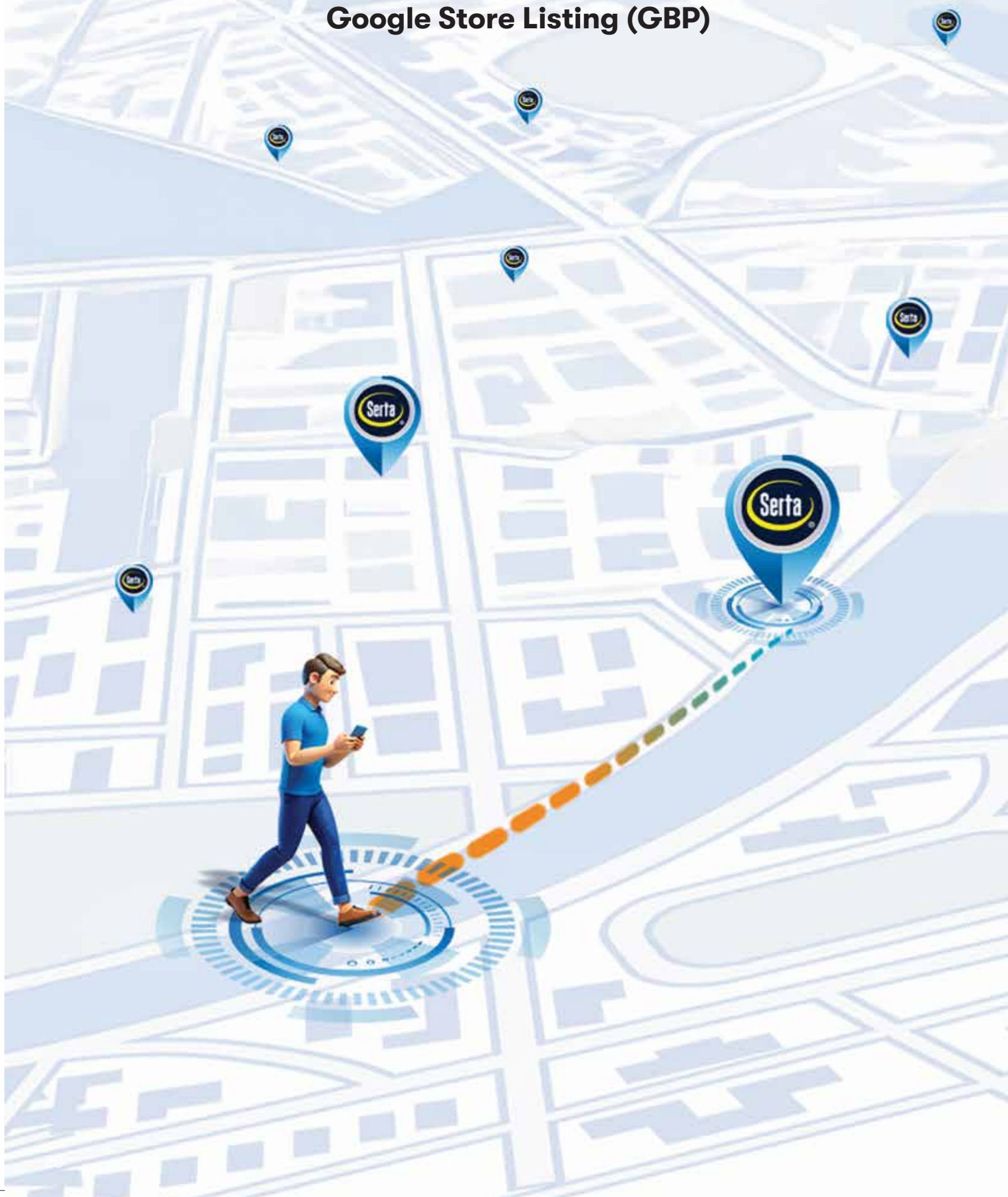
Serta Display Bed Size	Total Cost	Company Contribution	Dealer Contribution
72/75/78x36x9	90,000	45,000	45,000

Category	Sales Target	Year	Cash Back %
Perfect Cashback Policy 1	15 lakh	Year One	30%
	20 lakh	Year Two	30%
	25 lakh	Year Three	40%
Perfect Cashback Policy 2	8 lakh	Year One	15%
	12 lakh	Year Two	15%
	15 lakh	Year Three	20%

Terms and Conditions:

- Maintain the quality and appearance of the display system throughout the 3-year lock-in period.
- Ensure the display unit remains visible, undamaged and in excellent condition.
- Keep the display unit well-maintained to uphold brand visibility and image.
- GST will be charged as extra.
- Display billing will not be entitled for the Annual / Quarterly Scheme.
- Max 5 beds will be refunded on given target, in case of more beds, sales target will be prorated.

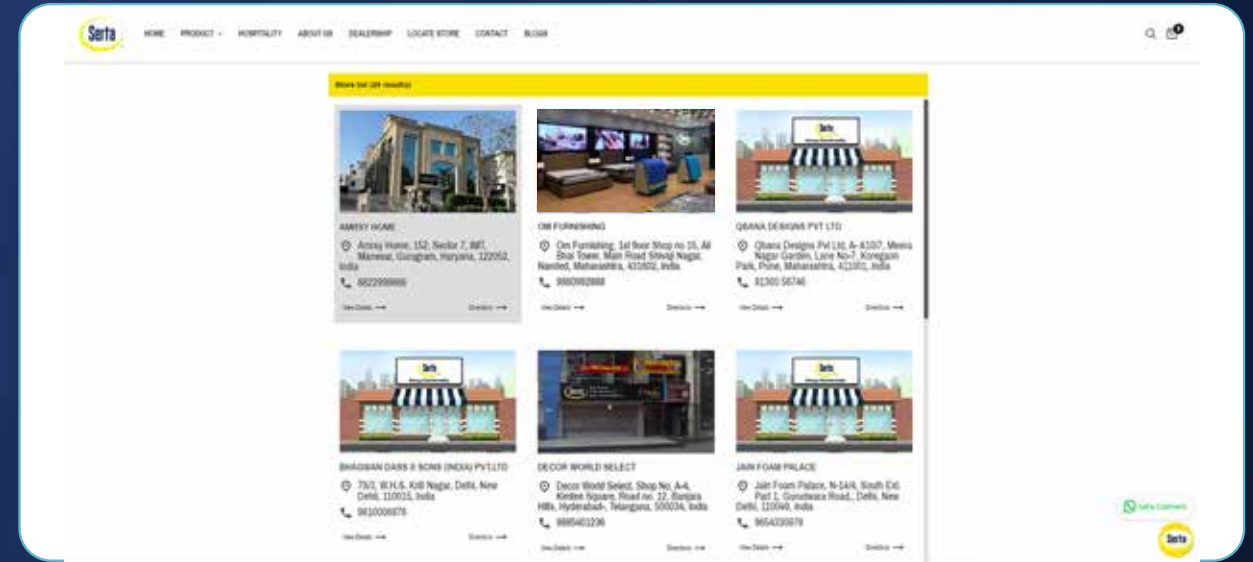
Google Store Listing (GBP)



Accelerate Sales with Our Digital Solutions

To leverage technology and digital resources, we provide sales partners with tailored support for quality leads, improved sales, and enhanced market presence. This includes lead assistance, store promotion & locator, Google Tag integration, and website tagging to boost performance.

Listing of Store on Website



Influencer Marketing





Micro Website for Dealers

Digital Media

Exhibitions



Print Media



Benefits to Serta Partner & Dealer Support Programs

- | | |
|---|--|
| 1. Lucrative Margins – | Competitive profit margins for dealers. |
| 2. Attractive Incentives – | Reward programs to boost sales performance. |
| 3. Luxury Foreign Trips – | Exclusive travel incentives for top-performing partners. |
| 4. Lead Generation Programs – | As per company policies. |
| 5. Store Enhancement Support – | Assistance in improving the mattress display area following Serta Display Policy. |
| 6. GMB Listing & Mini Website – | Individual Google My Business (GMB) listing and a dedicated mini website for every Serta mattress store. |
| 7. Local Advertising Support – | Assistance in local marketing initiatives. |
| 8. Serta Exclusive Margins – | Special benefits for Serta-authorized Exclusive dealers. |
| 9. Dealership Exclusivity – | Priority dealership benefits in designated regions |
| 10. Branding Support – | Assistance with in-store layout and branding. |
| 11. Advertising & Promotional Support – | Marketing and campaign resources. |
| 12. Canopy & Camp Support – | Event-based promotional assistance. |
| 13. MCSP List Provided by Company – | Dealers will receive a minimum customer selling price (MCSP) list for pricing compliance. |

Serta D.C. Policy

1. Pricing & Discount Compliance

Maximum Discount Allowed (MDA):

Product	MDA
Serta Sleep Essential, Serta Sleep Essential Pro	15%
Serta Classic Plus, Serta Classic Latex, Serta Classic Luxury, Serta I comfort, Serta I comfort Eco, Serta I comfort Hybrid	20%
Serta Perfect Spine, Serta Perfect Spine Hybrid, Serta Perfect Sleeper, Serta Perfect Sleeper Hybrid, Serta I-Pedic, Serta I-Latex, Serta I-Series, Serta Antarctic	25%

- Any discount offered by dealers beyond these limits is a violation of the Dealer Compliance Policy (DCP).



Block System Policy

- A customer inquiry without a booking or advance payment does not qualify for blocking.
- Active Dealer Requirement –** Dealers must maintain a minimum monthly billing of ₹50,000.
- Authorized Dealers Only –** The block system applies exclusively to active, authorized Serta dealers.
- Blocking Period –** Maximum of 7 days.
- Advance Payment Requirement –** A minimum of 25% of the MCSP value, with digital payment proof.
- Block requests are entertained on a **First-in-First Basis (FIFB)**.

Penalty System

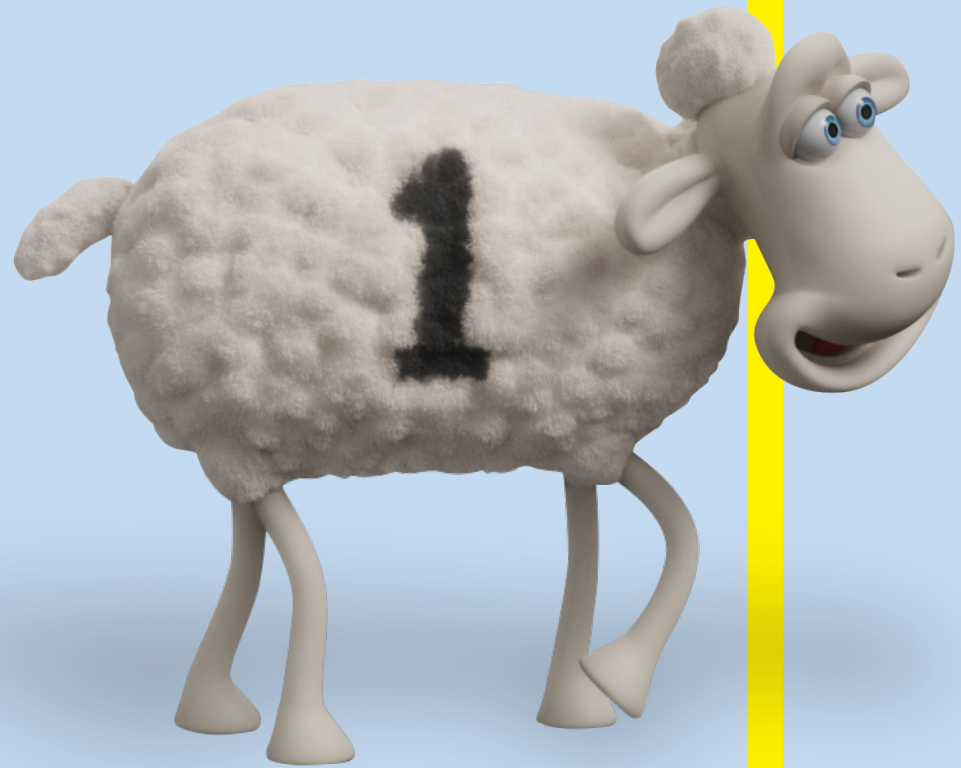
Violation	Penalty
1st Violation	Warning with documented proof
2nd Violation	₹25,000 fine or supply suspension (whichever applies)
3rd Violation	₹50,000 fine or supply suspension (whichever applies)
4th Violation	Termination of dealership

- Non-payment of penalties –** Deducted from the Monthly Performance Rewards (MPR) or Quarterly Performance Rewards (QPR) incentives.
- Overpricing Violations –** Any sale Below the Minimum customer Selling Price (MCSP) will be flagged as a violation.
- Violation Notices –** Sent out monthly.
- Rewards & Consequences –** Compliance is rewarded, while violations incur penalties to maintain fairness.
- The above initiatives will help us to enhance our service, prevent discount wars and increase brand loyalty through the sales platform.

Policy Adherence

- Level Playing Field –** Ensuring fair competition among all sellers.
- Market Audits –** Serta will conduct regular market surveys using dummy/pretend customers.
- Strict Enforcement –** Violations will be addressed immediately to protect dealer interests.
- Brand Protection –** Serta is committed to maintaining its brand integrity and ensuring fair business practices.

LET'S
BEGIN
BUSINESS



Dealer Commitment Form

Dealer Copy

M/s

GST No. :

Contact Person :

Mobile No. :

E-mail ID :

D.O.B :

Wedding Anniversary :

Purchase Target (F.Y. 2025-2026) :

Mr./Mrs.....

Proprietor/ Partner/ Director of M/s

hereby confirm that our expected Purchase target is.....
for the above said period.

Dealer's Signature & Stamp

Date:

We are pleased to honour your commitment as an important part of VFI Group and wish you success, happiness and growth in F.Y. 2025-26.

Thanking you

S.K Malhotra

Director Sales & Marketing

Terms & Conditions:

- 1) Purchase Target will be calculated on Dealer Price without GST, whichever applicable.
- 2) Institutional orders will not be included in the above given target.
- 3) Delayed payment, bounced cheques, sale returns to the distributor are not eligible for calculation in sales targets.
- 4) Net bill amount after deducting all discounts and GST will be considered as purchase amount.
- 5) The term of appointment as an authorized dealer is as mutually agreed.
- 6) Disputes if any, subject to Delhi Jurisdiction only.

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Dealer Commitment Form

Company Copy

M/s

GST No. :

Contact Person :

Mobile No. :

E-mail ID :

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- For all incentives program, dealers must submit purchase details through their area distributors. These details must be received by the concerned office no later than April 7, 2026. Purchase details received after this date will not be considered for rewards.
- The net billing amount, after deducting discounts, local taxes, and sales returns, will be used to determine the reward slab. Institutional or bulk orders are excluded from this target.
- Delayed payments, bounced cheques, and sales returns to distributors are not eligible for inclusion in sales targets.
- The terms of appointment as authorised dealers are mutually agreed upon. All payments must be cleared by March 31, 2026.
- The company reserves the right to decide on tour arrangements or reimbursements based on the disclosed value.
- Any disputes will be subject to Delhi jurisdiction only.
- Display billing will not be entitled for any incentives.