

SWEET DREAMS

S D Retail Limited

EBO PROGRESS REPORT AS ON 31st JULY 2025



SWEET DREAMS is India's premier sleepwear brand, offering stylish, high-comfort sleepwear for Men, Women, and Kids.

Positioned at the heart of the 70-hour-per-week wear-time opportunity, we serve consumers during their most intimate hours—between 8 PM and 8 AM—across all their bedtime and at-home moments.

With over two decades of legacy and leadership, we've established a powerful national distribution network of 2,500+ retail touchpoints and sell over 2 million pyjama sets annually. Today, we are rapidly expanding our Direct-to-Consumer (D2C) presence through exclusive brand outlets at malls, high streets, airports, and leading digital platforms.

VISION

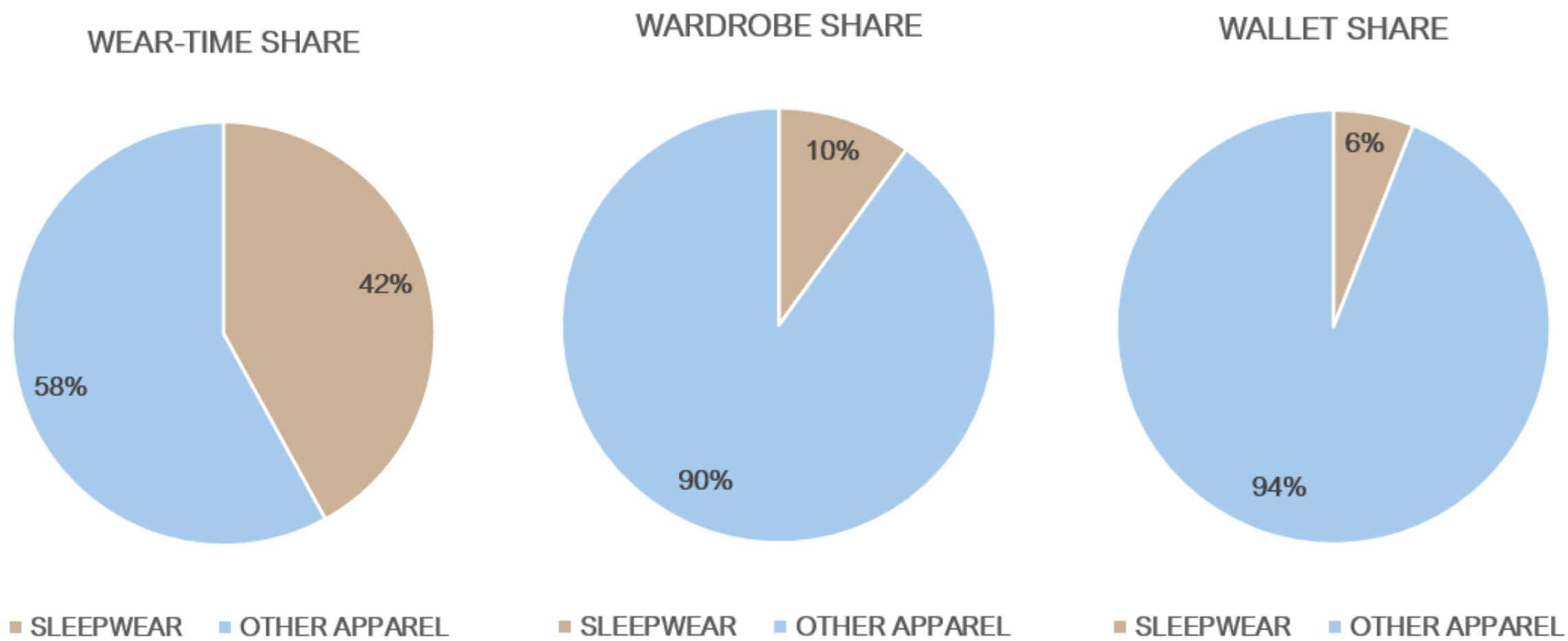
To be part of the bedtime ritual for every member of the family.

MISSION

To clothe each member of the family for 70 hours a week in comfortable, stylish sleepwear.

3W FRAMEWORK

To position sleepwear within the larger apparel industry, we use the 3W framework: Wallet Share, Wardrobe Share and Wear-Time Share.



Sleepwear plays a crucial role in daily life, accounting for approximately 42% of a person’s weekly hours—equivalent to at least 70 hours out of 168. Despite this, it receives only 10% of wardrobe space, with frequent washes and repeated use. When it comes to wallet share, the allocation drops even further to just 6%. This gap presents a significant growth opportunity for the category. At SWEET DREAMS, we believe our fashionable, product-first approach will help bridge this divide, expanding both wardrobe presence and wallet share.



PRODUCT VALUES

Fashionable

Highlighting your natural beauty, our sleepwear is designed to elevate your mood and keep you stylish for every occasion throughout the night..

Comfortable

Kickstarting your end-of-day unwind, our sleepwear is designed to provide the fit, comfort, and confidence once you've shed your undergarments.

Trustworthy

In a category often competing with disposable clothing, we stand for longevity. Sleepwear is worn up to 70 hours a week—and our garments are built to last through that time space.

Useful for bedtime

Our sleepwear is designed to meet all the pocket and accessory needs before and during sleeping.

NEW EBOs OPENED AS ON 31st JULY 2025

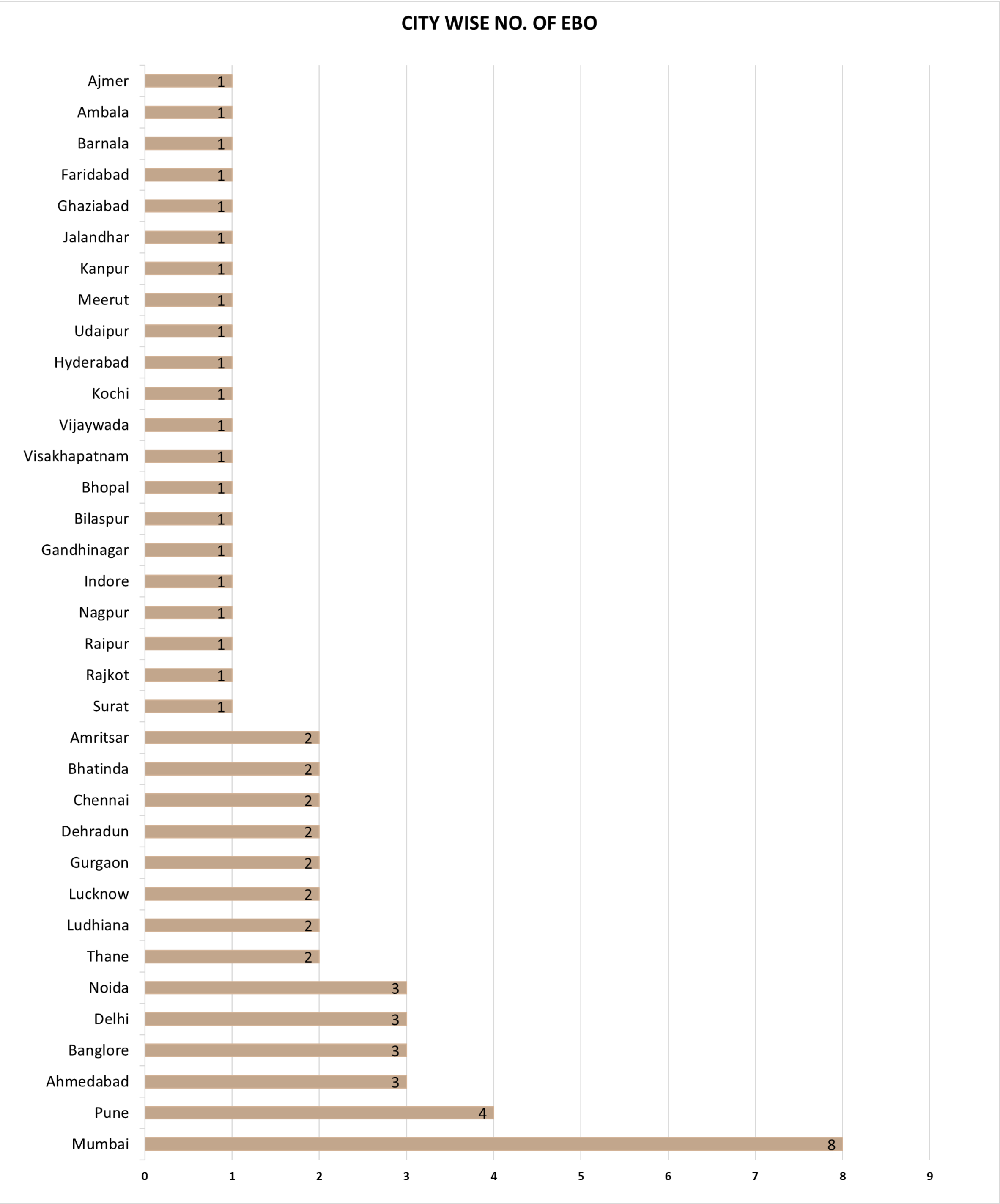


DLF Mall of India, Noida, Uttar Pradesh

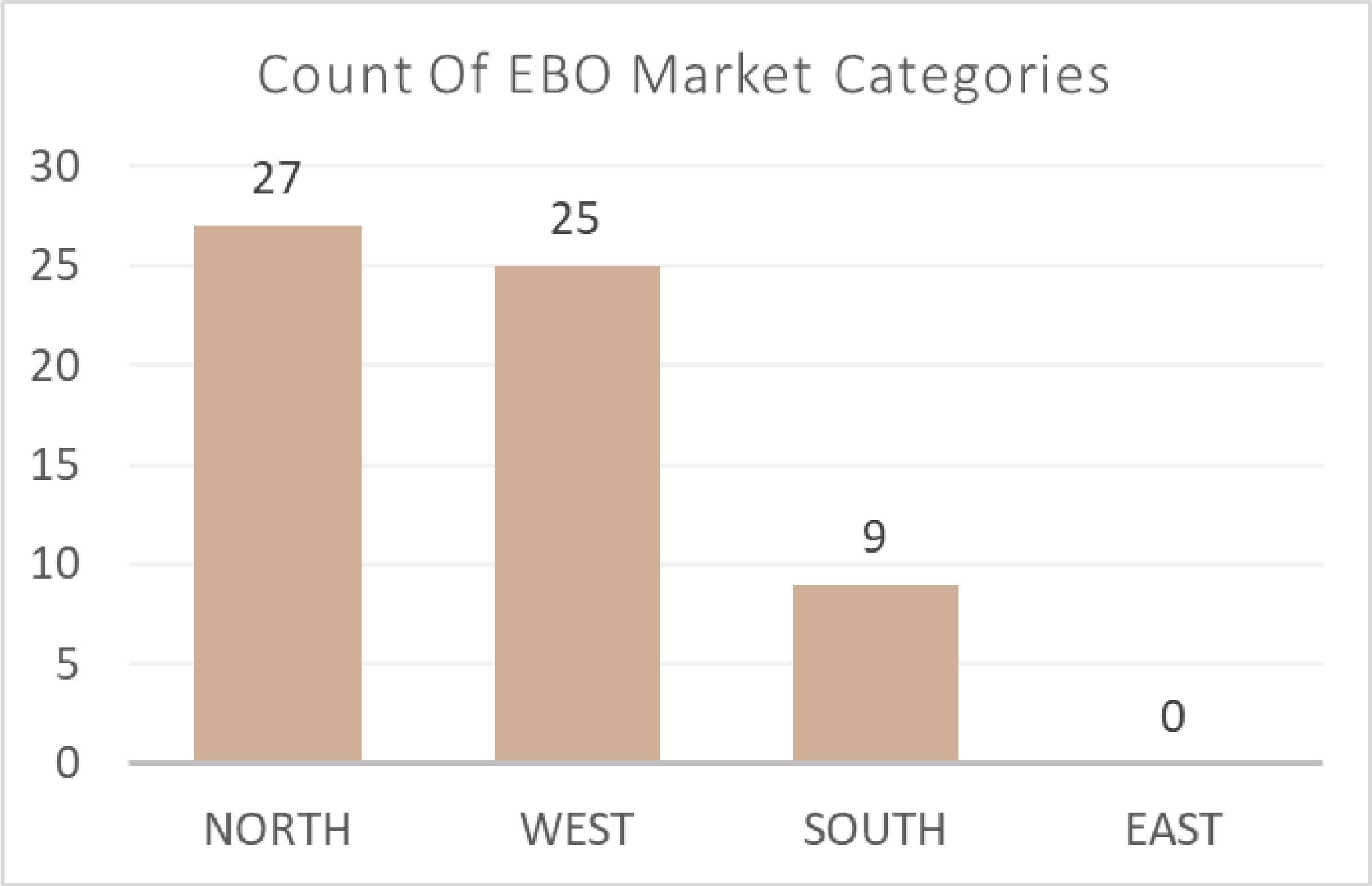


VR Mall, Surat, Gujarat

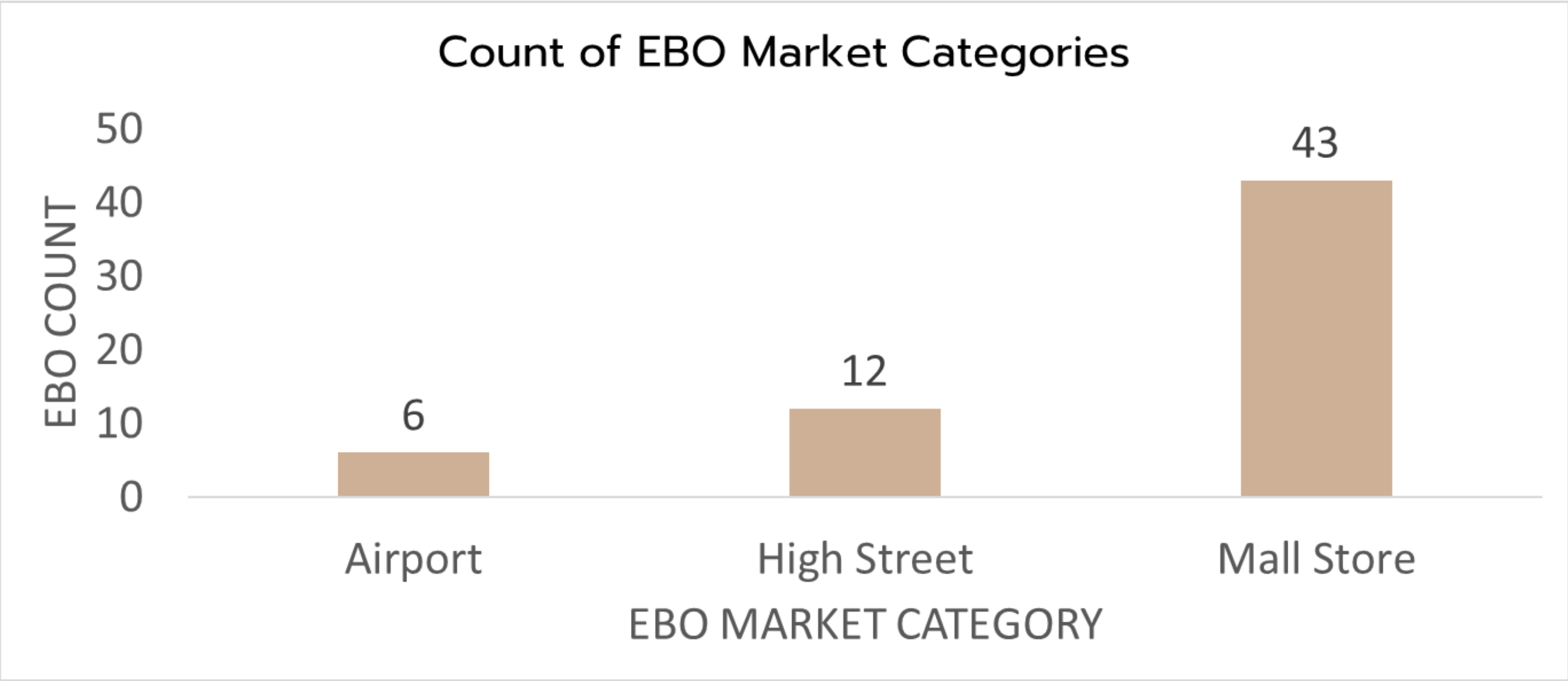
EBO STATISTICS AS ON 31st JULY 2025



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OPERATIONAL EBOs LIST AS ON 31st JULY 2025

ZONE	NO. OF EBO AS ON MAR-25	CLOSED UPTO JULY-25	ADDITION IN EBO UPTO JULY-25	TOTAL NO. OF EBO AS ON JULY-25	NO. OF EBO OPENED IN JULY-25
NORTH	23	0	4	27	1
WEST	22	0	3	25	1
SOUTH	6	0	3	9	0
EAST	0	0	0	0	0
	51	0	10	61	2

THANK YOU

SWEET DREAMS