

# SWEET DREAMS

S D Retail Limited

EBO PROGRESS REPORT AS ON 30<sup>th</sup> NOVEMBER 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

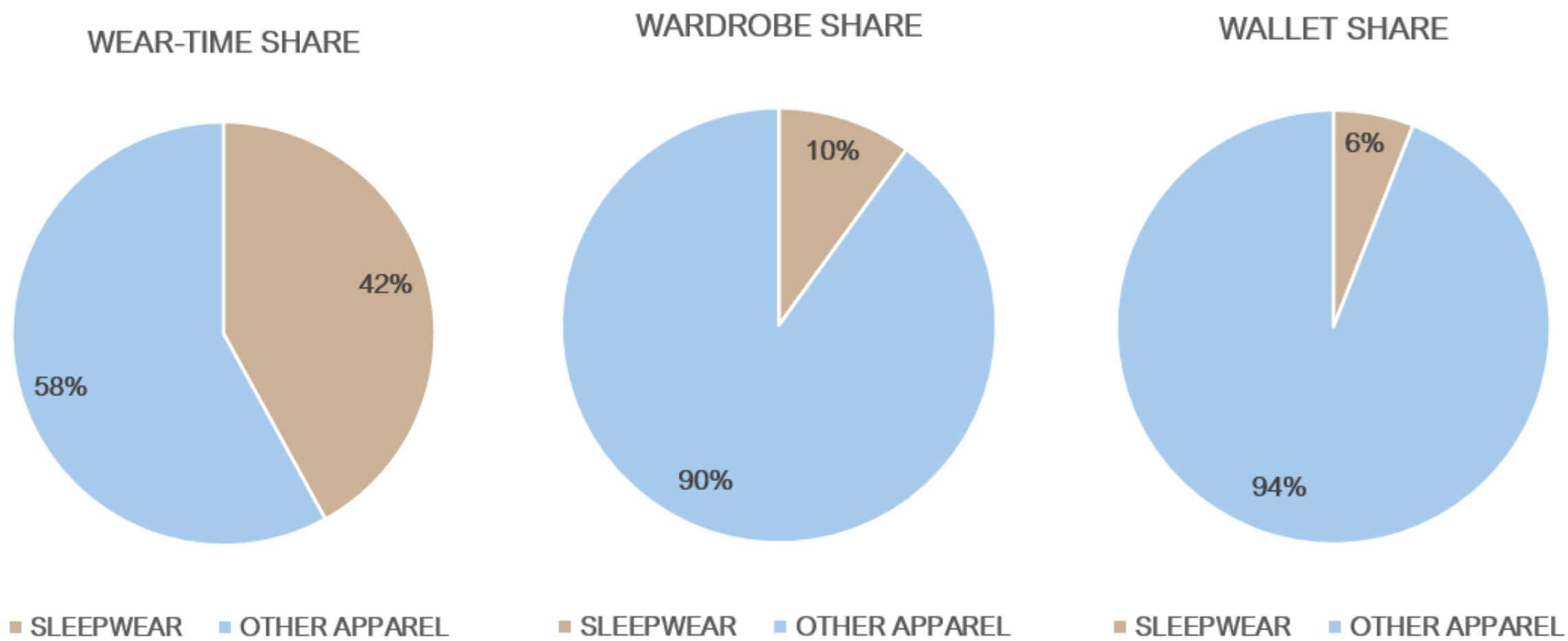
To be part of the bedtime ritual for every member of the family.

## 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 EBO OPENED AS ON 30<sup>th</sup> NOVEMBER 2025



Shaheen Bagh, Delhi

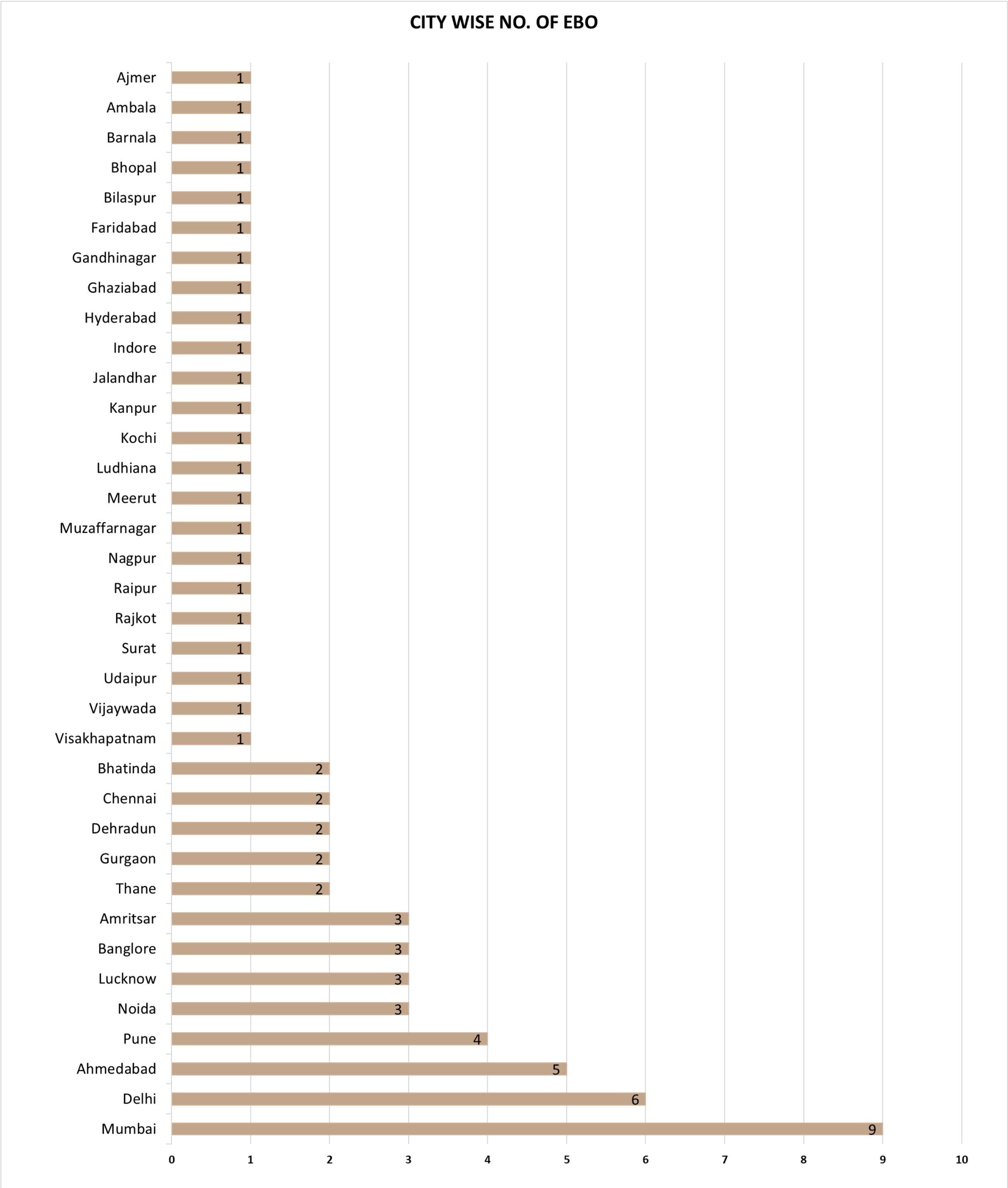


Manawala, Amritsar



# EBO STATISTICS AS ON 30<sup>th</sup> NOVEMBER 2025

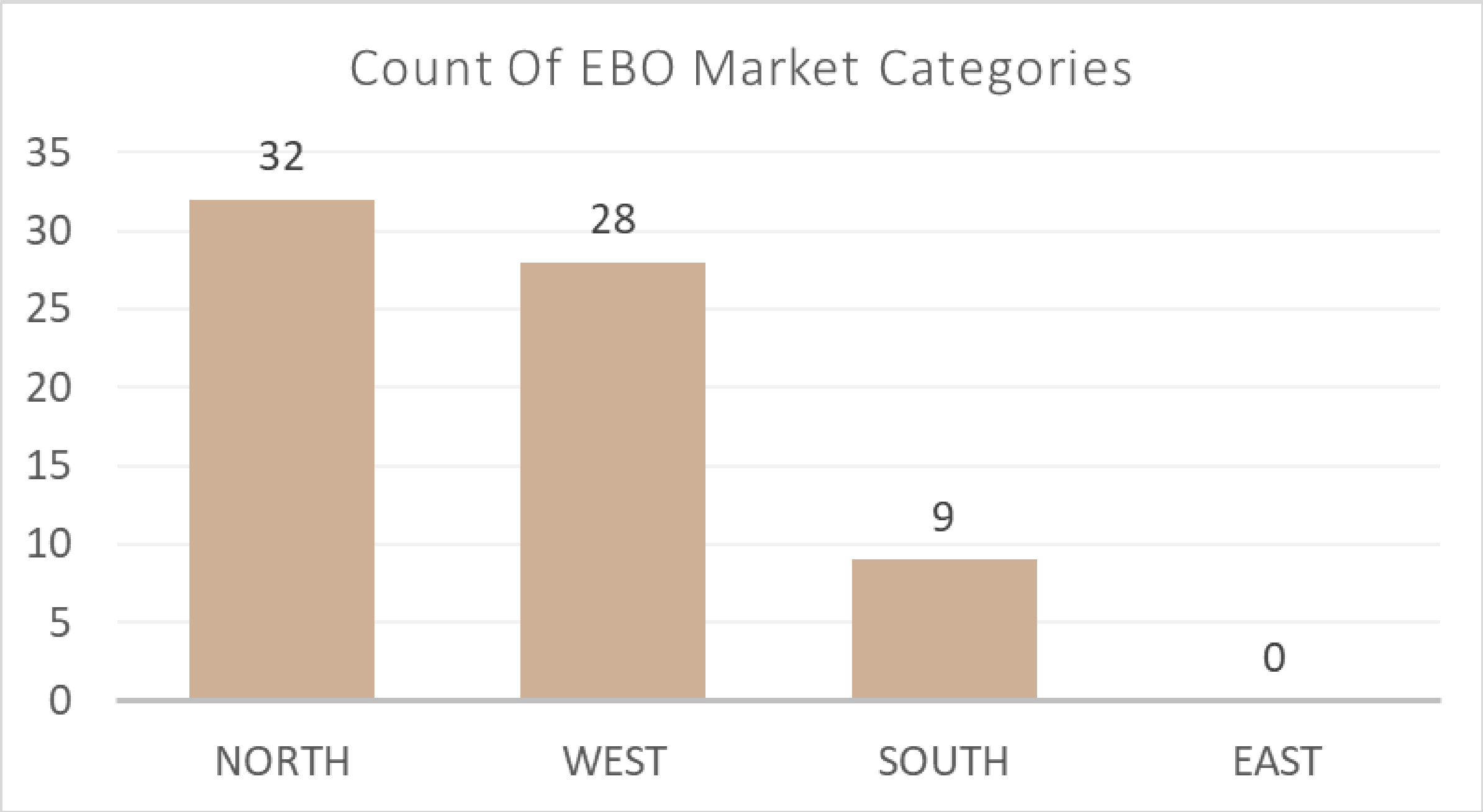
CITY WISE NO. OF EBO



EBO CURRENT MAP ON 30<sup>th</sup> NOVEMBER 2025

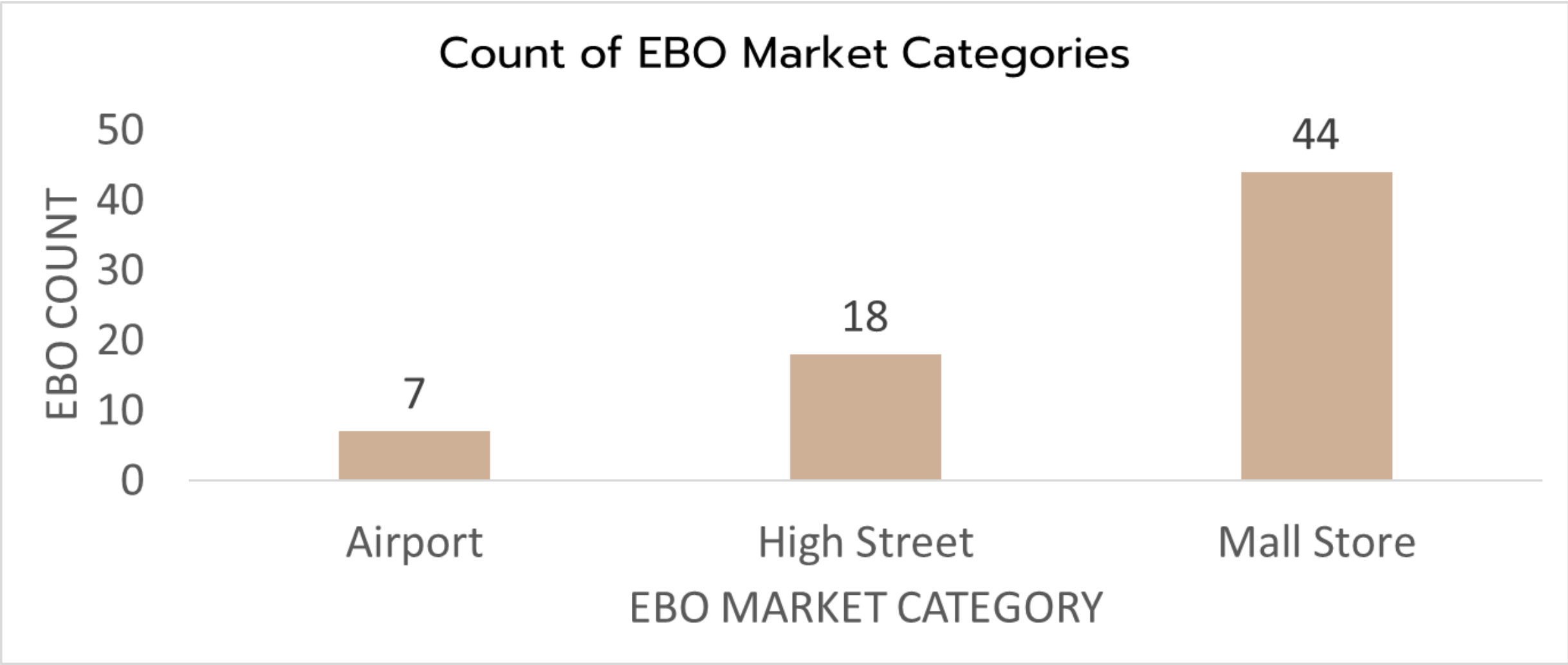


# EBO STATISTICS AS ON 30<sup>th</sup> NOVEMBER 2025





EBO STATISTICS AS ON 30<sup>th</sup> NOVEMBER 2025



OPERATIONAL EBOs LIST AS ON 30<sup>th</sup> NOVEMBER 2025

ZONE	NO. OF EBO AS ON MAR-25	CLOSED UPTO NOVEMBER-25	ADDITION IN EBO UPTO NOVEMBER-25	TOTAL NO. OF EBO AS ON NOVEMBER-25	NO. OF EBO OPENED IN NOVEMBER-25
NORTH	23	1	10	32	2
WEST	22	0	6	28	0
SOUTH	6	0	3	9	0
EAST	0	0	0	0	0
TOTAL	51	1	19	69	2



THANK YOU

SWEET DREAMS