

# SHEELA FOAM

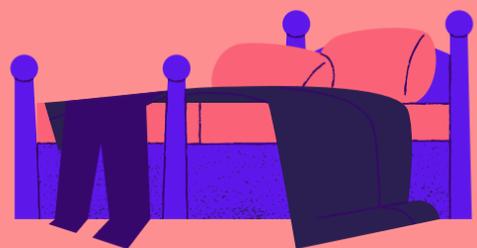
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Sheela foam is a 49 year completely debt free India company engaged in manufacture of foam-based home comfort products as well as technical grades of polyurethane foam ('PU Foam') for end use in a wide range of industries.



Sheela foam has developed Sleepwell as an overarching brand associated with comprehensive and quality home-comfort solutions . Today Sheela foam has more than 23% market share in organised market of mattresses in India marketed under its flagship brand 'Sleepwell'.



The company has developed a pan-India distribution network that consists of over 110 exclusive distributors, over 2,750 exclusive retail dealers and over 3,500 multi-brand outlets. Sheela Foam currently owns and operates 11 manufacturing facilities in India. All of its facilities are utilized for manufacturing home comfort products, while five of these facilities also manufacture PU Foam



Sheela foam has ventured into the e-commerce side because that's the another area where people would want to shop from home continues. Company has a brand called SleepX which is to be sold through Amazon and Flipkart and also through its own website [mysleepwell.com](http://mysleepwell.com) where products which are bed-in-box etc. are being introduced in the market so that people can buy them from the safety of their homes.



As part of its international footprint, the company manufactures PU Foam in Australia through its wholly owned subsidiary, Joyce Foam Pty Ltd. Joyce Foam is the largest producer of Foam in Australia and supplies its high quality Foam to Global Mattresses and Furnishing Companies. In 2019 Sheela foam acquired majority stake in Spanish company Interplasp SL for €42 million (\$46.7 million) to expand in Europe. The acquisition would give Sheela Foam a presence in Europe, the world's largest polyurethane foam market.



Sheela foam has OPM of above 10% and ROCE of above 30% avg additionally company is almost debt free and accompanied with Sound and Aggressive management Sheela foam is worth Exploring for Long term.



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