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Soha Ali Khan launching Gold Mattress

Gold mattress for sweet dreams

For the ones born with a silver spoon, sleep is more than just precious. True to this, the elegant Pataudi heiress and film actress, Soha Ali Khan unveiled the most precious mattress in the world, GOLD Mattress from Italy's largest foam mattress brands, Magniflex.

Magniflex mattress which has a presence in 78 countries has finally entered India with the launch of its luxurious mattress. Magniflex tied up with Polyflex in India, a brand to reckon with in foam industry to enter the Indian market.

The brands Ultra Luxury product, the GOLD Mattress is the most precious mattress in the world lined with 22 carat gold yarn fabric, in two sizes, 24cm/10 Inch and 30cm/12 Inch.

Anand Nichani, MD, Polyflex India said, "The GOLD Mattress is Magniflex's ultra luxury product and it's the first of its kind in

the country. The mattress is unique to each customer as it is made to order and available on request only. It comes with an exclusive guarantee and a personalized ebony and Gold label that has the customer's name embroidered on it in Gold."

Enrico Cenni, Far-east Sales Director India, Magniflex commented, "We have waited 50 long years and finally taken the bold step of foraying into the Indian luxury market for our range of luxury mattress.

I believe and vouch that we are the world finest foam mattress brand and merging with Polyflex in India has only strengthened our commitment to truly world class comfort"

The gold fabric posses a bountiful of special qualities like thermo regulating , anti bacterial, odor proof, hard wearing, static free and anti stress qualities ensure users the epitome of blissful relaxation.