



Did you place an order for the delectable Sweet Dreams bed from Pepperfry? Well, you are going to continue sleeping on your current one!

“There is nothing better than a friend, unless it is a friend with chocolate” a quote that resonates with all. Who would have thought that Pepperfry is going to introduce us to our best friend?

Each year on April Fool's Day, brands across sectors engage with their audience by tickling their funny bones. This year Pepperfry, at its humorous best, curated a creatively ideal Sweet Dreams Chocolate bed, the first product form it's edible furniture range to tempt chocoholics. But, for all the Hansels and Gretels out there hoping to walk into their own version of a chocolate house, sorry to break it to you but this was an April Fool's Day prank!

Pepperfry, India's leading Furniture and Home marketplace, on Friday announced the launch of its new range of 'edible furniture' on the marketplace. It unveiled its Sweet Dreams King Size Bed made of the best Belgian chocolate and inlaid with the finest candy. The pre-orders opened on March 31, 2017 at midnight with an offer for first 500 Pepperfry customers enticing them with not only the bed but also with some sweet accessories like a mattress made up of cotton candy with matching pillows and throws, and a brown XL-sized bean bag.

With an aim to spread smiles Pepperfry pulled this prank via a digital campaign by introducing the Sweet Dreams Bed on its social media handles-Facebook, Twitter and Instagram. Predictably, social media went berserk with interest flooding in for the ever so dreamy and delicious bed that would not only provide you the best sleep but satisfy some sweet midnight cravings.

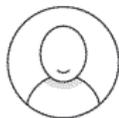
Pepperfry reached out to 200,000 consumers online through this campaign and witnessed a good organic engagement with around 23,000 consumers, who posted numerous comments and shares on the delectable launch. The posts encouraged consumers to suggest who they would gift the Sweet Dreams bed to.

An ideal gift for the plenty chocolate lovers in every person's life, the campaign created quite a buzz.

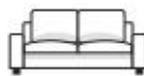
Pepperfry.com FAST FACTS



A Furniture and Home item is sold on Pepperfry every 25 seconds



10,000+ Merchants have sold products on Pepperfry till date



Rs.18,000 is the Average Size of a Furniture Order on Pepperfry



Pepperfry's logistics fleet travels 10,000 km daily to deliver Furniture. That's the same as 5 trips to the moon and back in a year!



30,000 Trees have been planted by Pepperfry through its partnership with the Grow Trees Foundation

ABOUT PEPPERFRY.COM

Pepperfry is India's leading Furniture and Home products marketplace, offering customers an unparalleled selection of amazingly priced Home products and a consistently great shopping experience. The Pepperfry managed marketplace helps thousands of entrepreneurs and merchants sell to millions of discerning customers across India and the world.

pepperfry