

In a Burned-Out World, One Indian Brand Is Leading a Quiet Revolution: Sleep Wellness

Texaura redefines rest as the new luxury, spotlighting the urgency of sleep wellness in India's fast-moving, high-stress society.



Jaipur, Rajasthan Jul 31, 2025 ([IssueWire.com](https://www.issuewire.com)) - In a culture that glorifies hustle, sleeplessness is often worn as a badge of honour. But what's the real cost of a world that refuses to slow down? According to the World Health Organisation, nearly one in three adults globally suffers from sleep disorders. In India alone, over **150 million people** are estimated to be impacted by poor sleep quality, and most don't even realise it.

This crisis is invisible, but it's real. And one emerging Indian brand, **Texaura**, is bringing it into the spotlight.

"Sleep wellness isn't a luxury, it's a necessity," says **Shubhangi Terapanthi**, co-founder of Texaura. "We live in a world where anxiety is constant, screens dominate our evenings, and rest becomes an afterthought. But sleep is foundational. It affects how we think, feel, heal, and lead."

The company recently published an in-depth blog titled “**Why Sleep Wellness Is the Quiet Revolution We All Need**,” which explores how poor sleep is quietly damaging our health, economy, and emotional well-being and why reclaiming restful nights may be one of the most powerful forms of self-care today.

“We’re not just tired,” the blog states. “We’re overwhelmed. And in that overwhelm, we lose more than sleep; we lose presence, patience, and clarity. The most radical act today is rest.”

The High Cost of Sleeplessness

Sleep deprivation isn’t just personal, it’s economic. Research from RAND Corporation estimates that poor sleep leads to productivity losses worth over **\$150 billion annually** in India alone. Studies have linked inadequate sleep with a 45% higher risk of heart disease, increased anxiety and depression, and reduced immunity.

Sleep deprivation is also affecting India’s next generation of professionals, parents, and creatives—people who are constantly “on,” but rarely restored. “We’ve industrialised the night,” says Shubhangi. “And now, we’re paying the price in our bodies and our minds.”

A New Approach to Wellbeing

[Texaura](#) believes that **sleep wellness is the new frontier of modern living** and that meaningful change doesn’t start with medication or apps, but with what surrounds us. The brand creates a curated range of [organic bed and bath essentials](#), thoughtfully designed to improve rest naturally.

“Our philosophy is simple,” says Shubhangi. “You spend a third of your life in bed. What you wrap yourself in matters. Softness isn’t a luxury, it’s a pathway to better sleep.”

Texaura’s products are made from **GOTS-certified organic cotton**, woven in sateen finishes for softness, and free from harmful chemicals and synthetic finishes. Each piece is designed not just to look elegant, but to create an environment that supports true rest.

Scientific studies back this approach: creating a calm, breathable, toxin-free sleep space can reduce the time it takes to fall asleep by up to 30% and improve overall sleep quality.

Leading the Conversation, Not Just Selling Sheets

More than a product company, Texaura is positioning itself as a thought leader in the sleep wellness space—sparking conversations around conscious luxury, emotional health, and the value of slowness in a hyper-connected world.

“People talk a lot about productivity, about winning the day,” Shubhangi says. “But what if the real win is learning how to rest well—how to feel at peace in your own body, your own home? That’s where we’re focused. That’s the leadership we believe this moment needs.”

The full blog is available here:

www.texaura.in/blogs/journal/why-sleep-wellness-new-luxury

About Texaura

Founded in Jaipur, Texaura blends India's timeless textile heritage with a modern vision for ethical, sustainable luxury. With a focus on **organic materials, minimalist aesthetics, and intentional living**, the brand offers bed and bath essentials that help people reconnect with comfort, with rest, and with themselves. Texaura is currently available at www.texaura.in and ships across India.

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