Lenskart bets big on Smart Glasses
Invests in Ajna Lens, a deep-tech XR startup

04 July 2025, Gurugram: Lenskart has announced a strategic investment in Ajna Lens, a Mumbai-based deep-tech company building AI-powered XR glasses. They won the CES Innovation Award in 2023 for industry's most advanced mixed reality headset - AjnaXR.

This partnership represents a step forward in the development of AI-powered Smart Glasses. Lenskart plans to leverage its expertise in frame design and engineering, combined with its technology-first approach, to create Smart Glasses that are accessible to all and cater better to consumer lifestyle needs, because for Lenskart, Smart Glasses are glasses first.

Lenskart's omnichannel presence in 14 countries allows it to leverage customer insights to drive its product development and innovation strategy.

Commenting on the announcement, Peyush Bansal, Co-Founder & CEO said*, "We have been leveraging technology to create distinctive and meaningful eyewear experiences for our customers. This investment marks the next chapter in our Smart Glass journey, which began with the launch of Phonic, our audio glasses, in December 2024. As the Smart Glasses category scales rapidly, our partnership with Ajna Lens strategically positions us to accelerate product innovation in this space."*

Founded in 2014 and headquartered in Thane, Mumbai, Ajna Lens is a deep-tech startup developing immersive technologies powered by spatial computing, AI vision, and a XR stack.

The commercial terms of the investment remain undisclosed.

About Lenskart

Founded in 2010, Lenskart is a technology-driven eyewear company operating an integrated platform spanning designing, manufacturing, branding and retailing. It has a global presence and offers prescription eyewear, sunglasses, contact lenses and eyewear accessories. Its omnichannel platform is powered by technology such as AI-driven recommendations and 3D try-on features, simplifying eyewear purchase journey & enabling better eye health for customers.

To learn more, please direct your queries to our team
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