

## **Lenskart breaks ground on its upcoming state-of-the-art manufacturing facility in Telangana**

*Initial phase to unfold progressively over the next few years*

**6 March 2025, Hyderabad/Gurugram:** Lenskart, one of Asia's leading eyewear companies has commenced work at its upcoming state-of-the-art manufacturing facility in Hyderabad, Telangana. They celebrated the ground-breaking ceremony on 6th March, at the new site, in the presence of Honorable Minister for Information Technology, Electronics & Communications, Industries & Commerce and Legislative Affairs, Shri D. Sridhar Babu, in the state of Telangana. This milestone marks a significant step in Lenskart's ongoing commitment to make high quality eyewear accessible globally. The MoU signed last year with the Government of Telangana mentions that the first phase of investment will span over the next few years, setting up the facility for commercial operations.

Poor vision is one of the major causes of disability globally. In India, more than half of the population is suffering from refractive errors. Further, majority of those affected by refractive errors in India currently see their errors go uncorrected due to low awareness, limited access and lack of affordable quality eye wear. The gap presents a significant growth opportunity for the eyewear industry in India, with similar trends playing out in many other countries as well.

Lenskart is designing the Telangana facility to have a high degree of automation, enabling strict adherence to their quality principles within their efficient supply chain network, and facilitating the provision of high-quality eyewear globally. Like their manufacturing unit in Bhiwadi, it is planned to be an integrated facility with capabilities across all aspects of the manufacturing process including frame, lens and eyewear manufacturing. This facility aims to further add onto their existing manufacturing capacity and cater to India and international geographies in Asia and Middle East.

Speaking about the ground-breaking ceremony, Peyush Bansal, CEO & Co-Founder stated:

*"Today's ground-breaking is an important moment for us at Lenskart, as we continue to power the future of eyewear globally through technology and innovation. Our focus remains on delivering world-class products and designs that enable our customers to expand their quality of life and express themselves through their eyewear. We believe that this facility will not only enable us to meet the growing demand for eyewear but also create new opportunities for the community at large. We look forward to working closely with local stakeholders, Government officials, and community leaders to ensure smooth and successful project completion."*

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## **About Lenskart**

Lenskart is a technology-backed vertically integrated eyewear company. It has a global presence and offers a wide range of products, across prescription eyewear, contact lenses and sunglasses. It designs, manufactures, markets and distributes eyewear products to its customers. Its seamless omnichannel platform is powered by technology such as AI-driven recommendations and 3D try-on features, simplifying eyewear purchase journey for consumers.

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