

**Date:** November 26, 2025

National Stock Exchange of India Limited  
The Listing Department,  
Exchange Plaza,  
Bandra Kurla Complex,  
Mumbai - 400 051

BSE Limited  
Department of Corporate Services,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai - 400 001

**Scrip Symbol: LENSKART**

**Scrip Code: 544600**

**Sub.: Press Release titled “Lenskart Partners with Labubu Maker Popmart’s Sweet Bean to Launch a Limited-Edition Collection on 4 Dec in Singapore”**

Dear Sir/ Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a press release issued by the Company on the captioned subject.

Kindly take the same on record.

Thanking you,

Yours Sincerely,

**For Lenskart Solutions Limited**  
(Formerly known as Lenskart Solutions Private Limited)

**Preeti Gupta**  
Company Secretary and Chief Compliance Officer  
Membership No.: A29209

**Place:** New Delhi

### **Lenskart Partners with Labubu Maker Popmart's Sweet Bean to Launch a Limited-Edition Collection on 4 Dec in Singapore**

**New Delhi, November 26, 2025** - Lenskart has announced an exciting partnership with Labubu Popmart, the global leader in designer toy and entertainment culture. This collaboration brings together Lenskart's innovative eyewear fashion with Popmart's beloved IP, Sweet Bean, to launch a limited-edition collection of Eyewear and Bitz charms in the Singapore market, transforming into an even more personal and playful style statement.

*"Our customers are at the heart of every decision we make. They want global design, personal expression, and brands that feel genuinely authentic. With creative collaborations like Pop Mart, we aim to infuse eyewear with moments of play, imagination, and collectability that truly delight our new age customers,"* said **Peyush Bansal, Co-founder & CEO, Lenskart.**

Popmart's blind boxes reinvent toy shopping by turning every purchase into a surprise, letting buyers discover one unique designer collectible hidden inside each sealed box. This mystery-driven experience has transformed toys into lifestyle collectibles, creating excitement, anticipation, and a thriving collector culture. Sweet Bean is one of Popmart's most popular character IPs, known for its whimsical, expressive universe and collectible appeal. The **Lenskart x Sweet Bean Bitz Collection** features miniature, magnetically-snappable charms designed around some of Sweet Bean's 'I want a Hug' series. Each charm attaches seamlessly to Bitz-compatible Lenskart frames, allowing fans to express their style through fun, interchangeable accessories. The Eyewear collection launch will be followed by a Bitz Charms launch event in the upcoming days.

As the eyewear market evolves, strong multi-brand platforms are becoming essential. Lenskart's House of Brands strategy is built to champion the next wave of design-driven eyewear and bold cultural collaborations. These partnerships allow Lenskart to expand its appeal through storytelling that resonates with fans and emerging subcultures.

#### **About Lenskart:**

Lenskart is a technology-driven eyewear company with integrated operations spanning designing, manufacturing, branding and retailing. It has a global presence and offers prescription eyewear, sunglasses, contact lenses and eyewear accessories. Its customisation and virtual platform are powered by technology such as AI-driven try-on features, simplifying eyewear purchase journey & enabling vision correction for customers.

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#### **Contact Details**

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**Forward-looking and cautionary statements:**

This press release contains certain forward-looking statements, which are based on the Company's current expectations, assumptions, estimates and projections. These statements are subject to a number of risks, uncertainties and factors that could cause actual results, performance or achievements to differ materially from those described in such forward-looking statements. These risks and uncertainties include, but are not limited to, changes in regulatory environment, economic conditions, market dynamics, competitive landscape, operational challenges and other factors beyond the Company's control.