Lenskart Announces UPI Integration in Upcoming B Camera Smartglasses at GFF 2025, Advancing India's Wearable Journey

9 October 2025, Gurugram: At the Global Fintech Festival (GFF) 2025, Lenskart revealed a new feature of its upcoming B Camera Smartglasses: direct UPI payments.

Users can now instantly complete transactions by simply scanning a QR code with their smartglasses, requiring neither a phone nor a PIN.

Planned for launch over the next few months, the Lenskart B Camera Smartglasses integrate advanced eyewear design with operational convenience. The direct UPI integration securely connects the glasses to the user's bank account, enabling authentication and payment completion solely through voice commands. This feature removes the need to pull out a phone or manually enter a PIN during a purchase.

The UPI Circle feature from NPCI securely links your eyewear directly to your bank account, with an aim to ensure that every transaction is safe, private, and verified in real time.

"The role and use of smart glasses in our lives will continue to evolve and payments are an important part of our daily activity. By integrating payments into the camera of smart glasses, we intend to make this a seamless form of payments," said Peyush Bansal, Chairman, CEO & Cofounder, Lenskart.

This move will give Lenskart a significant technological edge, reinforcing India's strength in homegrown innovation.

Equipped with an advanced on-the-go POV camera and built-in AI features, the B Camera Smartglasses, with this UPI functionality, merge vision, intelligence, and commerce.

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.