

# user generated content

behrouz biryani and lenskart



# behrouz biryani

**CAMPAIGN NAME : ye ramzan behrouz  
biryani ke naam**

**Ramzan is all about sharing and caring :  
and no one bring us together like a hot  
pot of behrouz biryani**

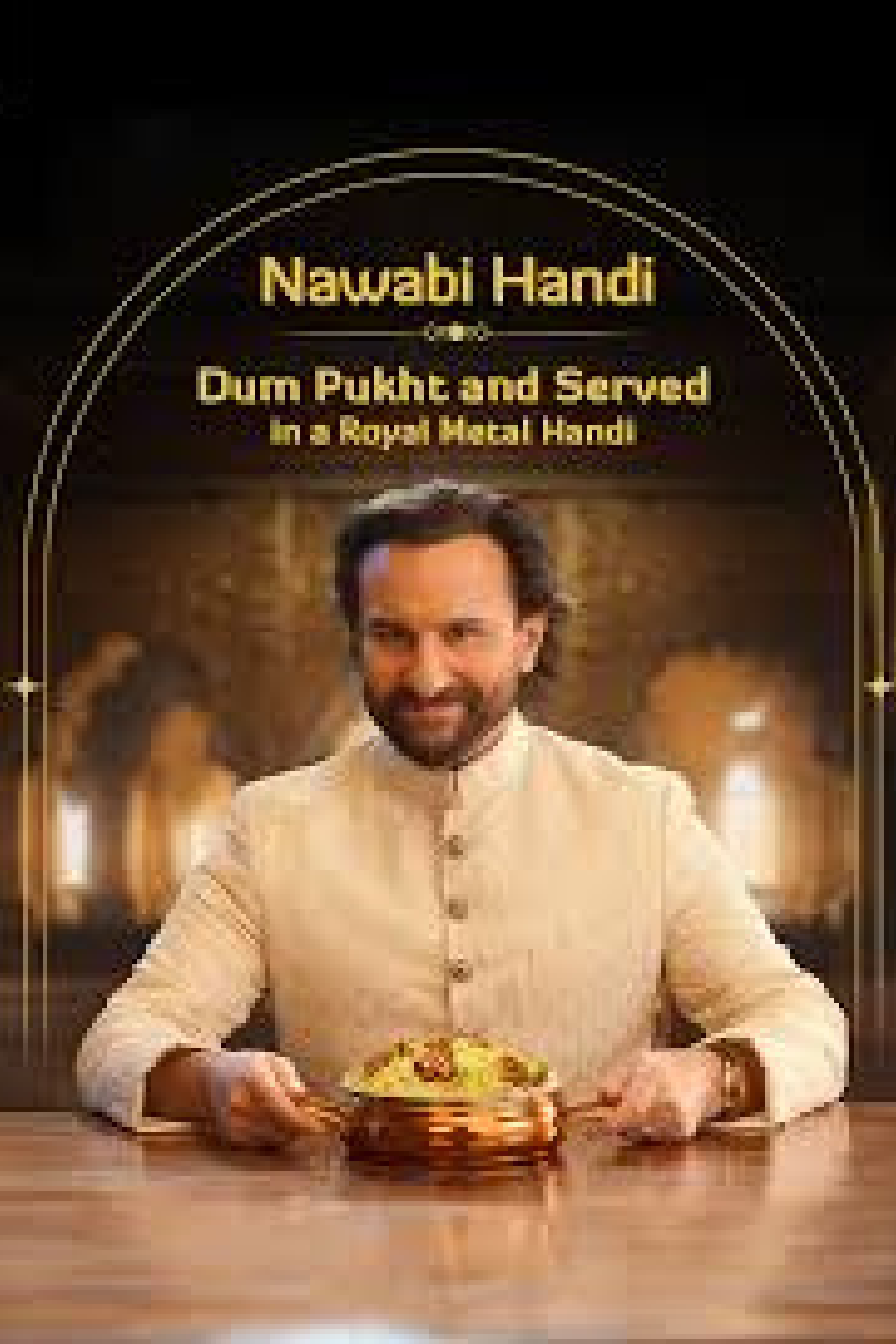
**Customers will share a reel with their family  
showcasing biryani as iftar special by tagging  
behrouz biryani on instagram, getting 10%  
dicount on every order.**

**# ramzan - e - behrouz**



# **CAMPAIGN NAME : Bhrouz Biryani**

## **– har ghar biryani lover**



In this campaign, we take people behind the scenes—into the heart of Bhrouz Biryani: the kitchen. Through visuals and storytelling, we'll reveal how every pot of biryani is crafted with care, tradition, and passion by our chefs.

Each post/story will feature:

- A chef sharing a little about their day.
- A fact stated by a chef : “Did you know we deliver over 10,000 biryanis a day?”
- A peek into the kitchen, showing the biryani being prepared.

# Campaign Name : Kala Chashma Jachda Hai



## Concept:

Invite users to create reels or videos using the hit song “Kala Chashma” where they flaunt their Lenskart eyewear with swag and desi attitude — putting on, adjusting, or showing off their glasses in sync with the beats.

The campaign celebrates how “Kala Chashma” (or any cool specs) transforms the look and boosts confidence — a perfect fusion of style and desi swag.

**The best one will win a free kala chashma!!**



# Campaign Name : Sarojini Wali Feeling, Lenskart Wali Dealing



## Concept:

Everyone in Delhi knows the thrill of bargaining at Sarojini Nagar — bagging fashion at unbelievable prices.

With Lenskart Premium, you get that same “bargain feeling” — but without the zero bargaining, maximum style, and exclusive savings.

## Subscription Offer:

- 1) Just ₹600 per year (or as little as ₹50 a month)
- 2) Enjoy up to 50% off on eyewear
- 3) Get free eye tests at home or in-store, early access to new collections and more.
- 4) Exclusive offers and member-only perks

**No bhaiya, no “last price” drama — just VIP treatment for your eyes.**

