

# Business Analysis



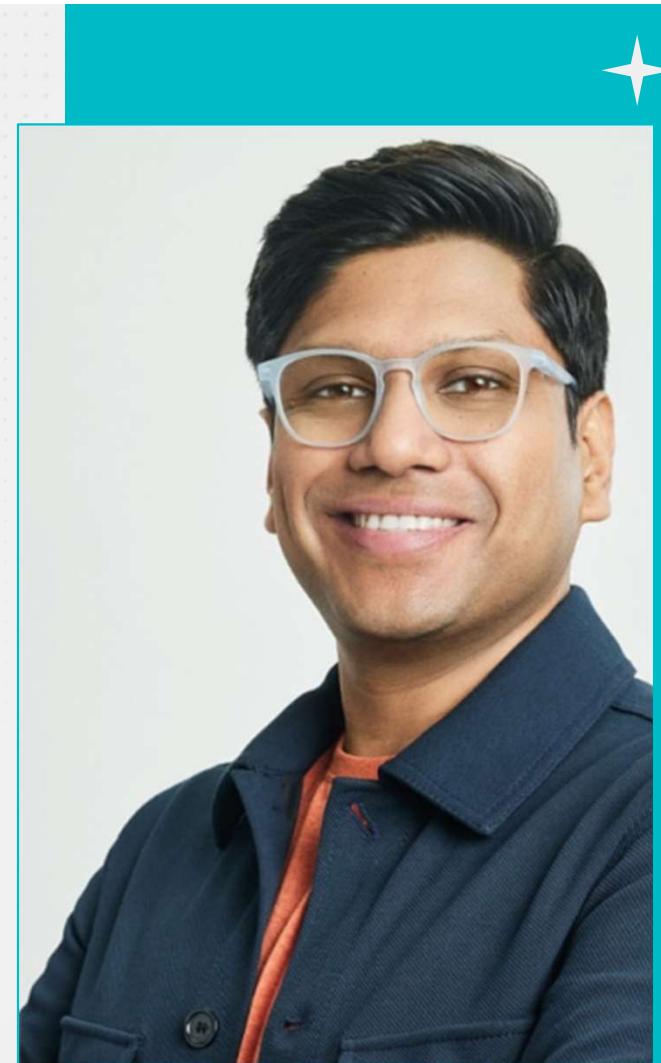
*"Empowering Your Vision,  
Inspiring Your Future!"*

Group-4



# About Lenskart

**Founded in 2010 by Peyush Bansal, Lenskart has revolutionized the eyewear industry with its online origins and extensive physical presence. Known for innovations like home eye check-ups and 3D try-on features, Lenskart offers affordable, quality eyewear including prescription glasses, sunglasses, and contact lenses. Today, Lenskart stands as a leader in India and globally, making stylish eyewear accessible to everyone.**



2000+  
Exclusive Outlets  
Across 175 Cities



# 12 years of Lenskart



## 2010

- Lenskart opens its first retail store in India

## 2022

- Expansion to the Middle East, the US and Indonesia
- Launch of our first store in UAE
- Completed 1000 retail stores
- Acquired OwlDays
- Establishment of the Largest eyewear plant

## 2013

- Launch of Lenskart@Home

## 2014 - 2017

- Introduced Advanced robotic technology -driven manufacturing plant
- Launch of John Jacobs
- 500+ retail store across India

## 2018

- 1 million app downloads in a month

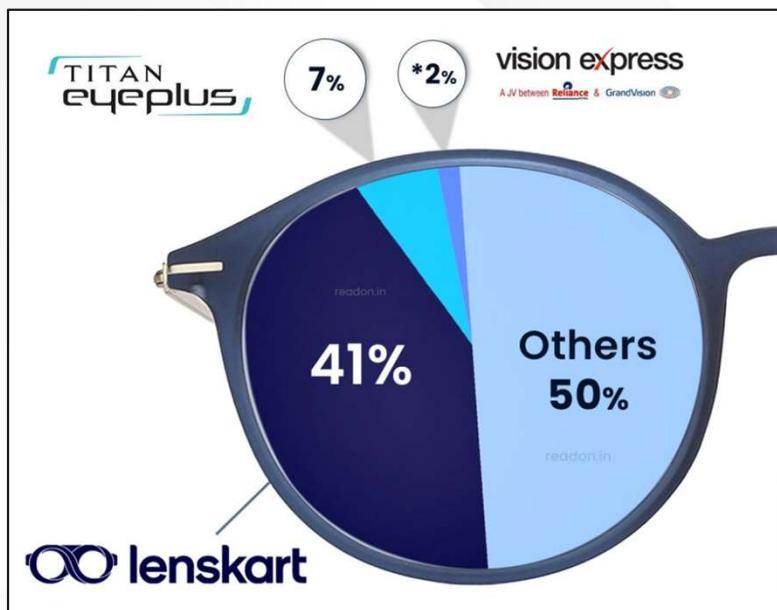
## 2020 - 2021

- Launch of Lenskart Foundation
- Launch of Lenskart Academy

## 2019

- Launch of Aqualens
- Launch of our first store in Singapore

# Who rules the Indian Eyewear market ?



Lenskart's Market Share Calculation:

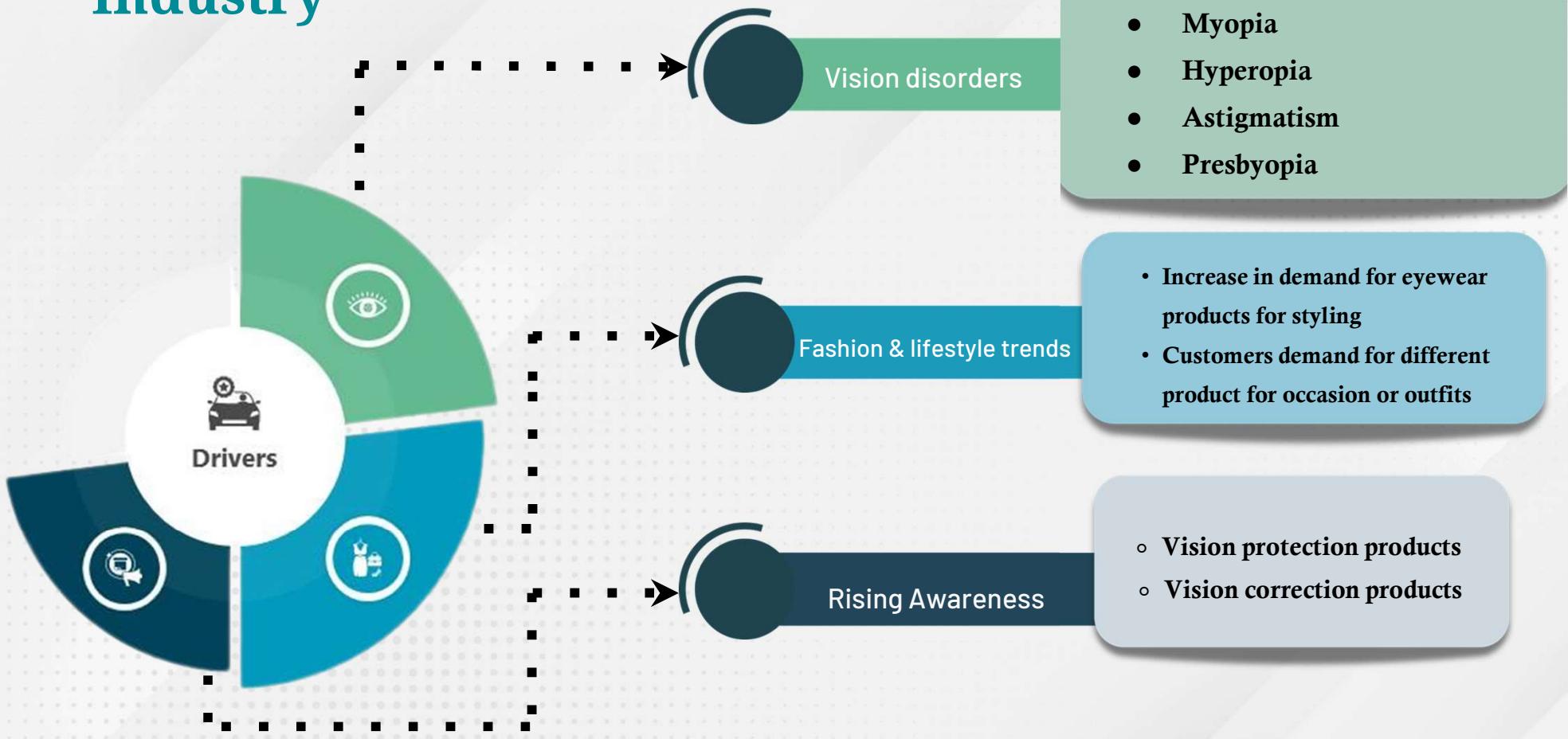
Lenskart's Revenue in 2023 (A)	Rs. 3,780 crores
Indian Eyewear's total revenue in 2023 (B) \$5.58 billion x 82.75* = 46,175 crores approx.	\$5.58 billion x 82.75* = 46,175 crores approx.
Organised Space (C = 20% of B) 20% x 46,175 crores = Rs. 9,235 crores	20% x 46,175 crores = Rs. 9,235 crores
<b>Lenskart's Market Share (A/C)</b>	~41%

\* indicates Dollar to Rupee Conversion rate

## ❖ Herfindahl Hirschman Index (HHI)

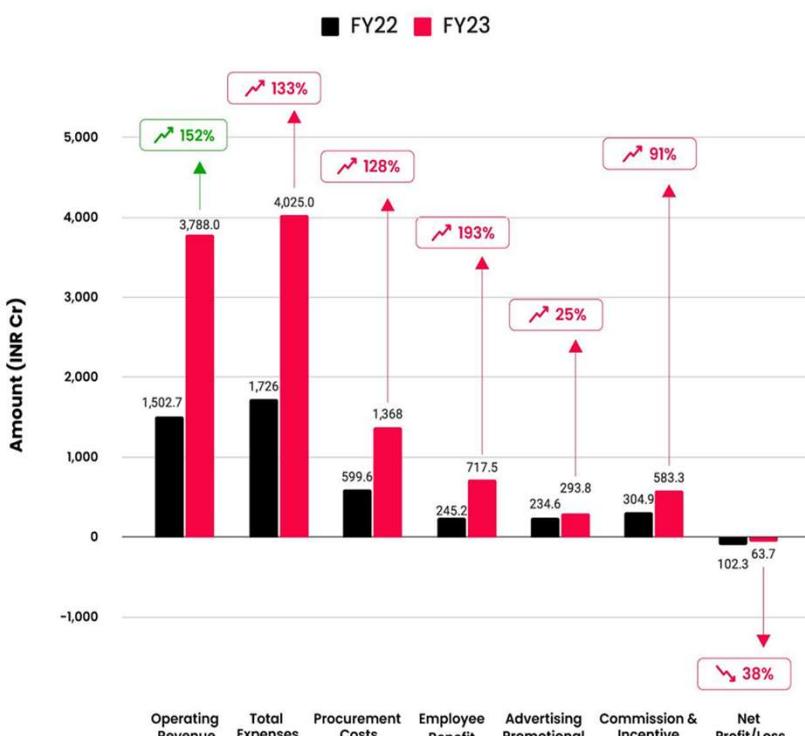
Lenskart's HHI is 1681.

# Key Growth Driving factors of **Global Eyewear Industry**



## YOY GROWTH

### Lenskart's FY23 Sales Inches Closer To INR 4,000 Cr Mark



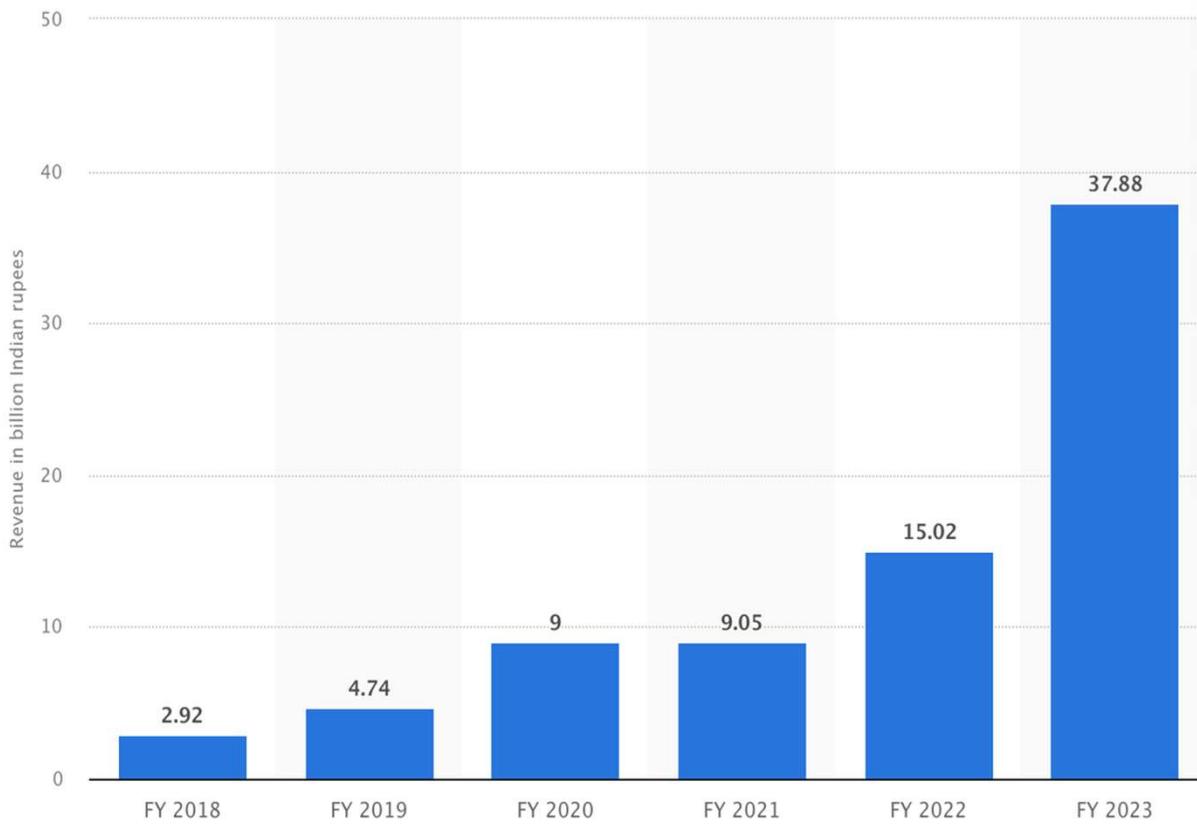
Financial Report: Consolidated  
Source: MCA

#10 YEARS OF  
Inc 42

- ★ Remarkable Growth in FY23
- ★ Strengthen Human Resources Development (HRD) Initiatives
- ★ Double-Digit drop in Net Loss by 38% in FY23 on YOY basis.

REFERENCE

## REVENUE GROWTH OVER LAST 6 YEARS



- ★ Company has registered Exponential Growth over the years.
- ★ A whooping **152% increase** in Revenue in FY23

REFERENCE

# Surveys



# Features will be important in choosing your new glasses

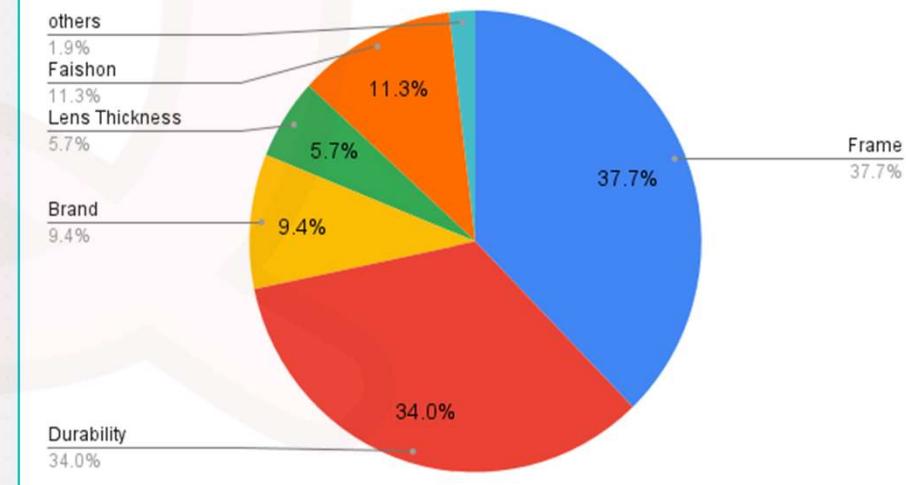
Features will be important in choosing your new glass No of Responds

Frame	20
Durability	18
Brand	5
Lens Thickness	3
Fashion	6
others	1

## Highlights

- ❖ 38% - Frames
- ❖ 34% - Durability

No of Responds

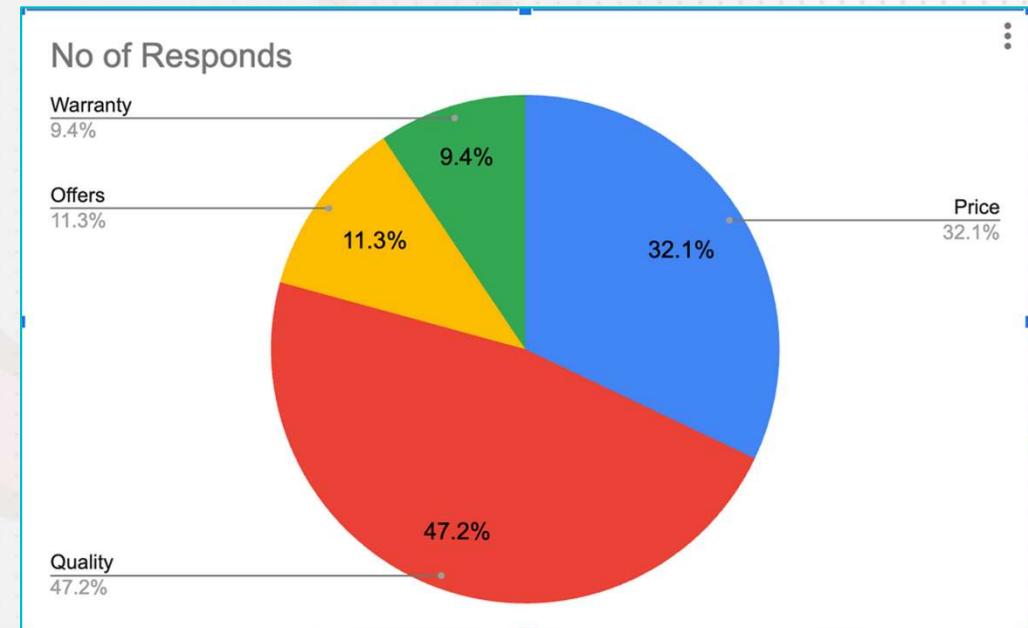


# Factors influence you to buy Lenskart

Factors influence you to buy Lenskart Products	No of Responds
Price	17
Quality	25
Offers	6
Warranty	5

## Highlights

- ❖ 47% - Quality
- ❖ 32% - Price

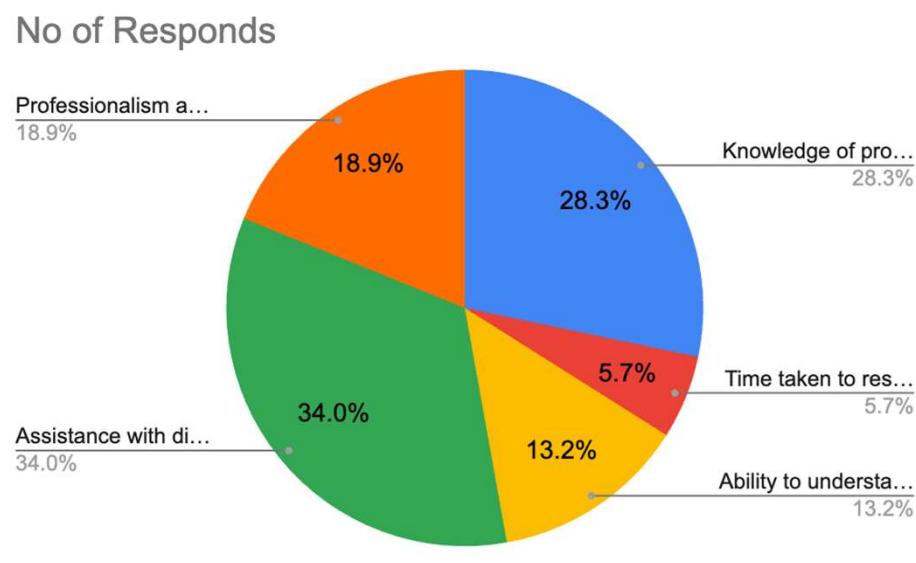


# ★ The Lenskart Qualities you prefer while purchasing ★

Lenskart Qualities you prefer while purchasing	No of Responds
Knowledge of products and services	15
Time taken to resolve query/issue	3
Ability to understand questions /queries	7
Assistance with discounts and offers	18
Professionalism and courteous of agent.	10

## Highlights

- ❖ **34%** - Discounts & Offers
- ❖ **28%** - Products & Services



# Premium for Sustainable Products

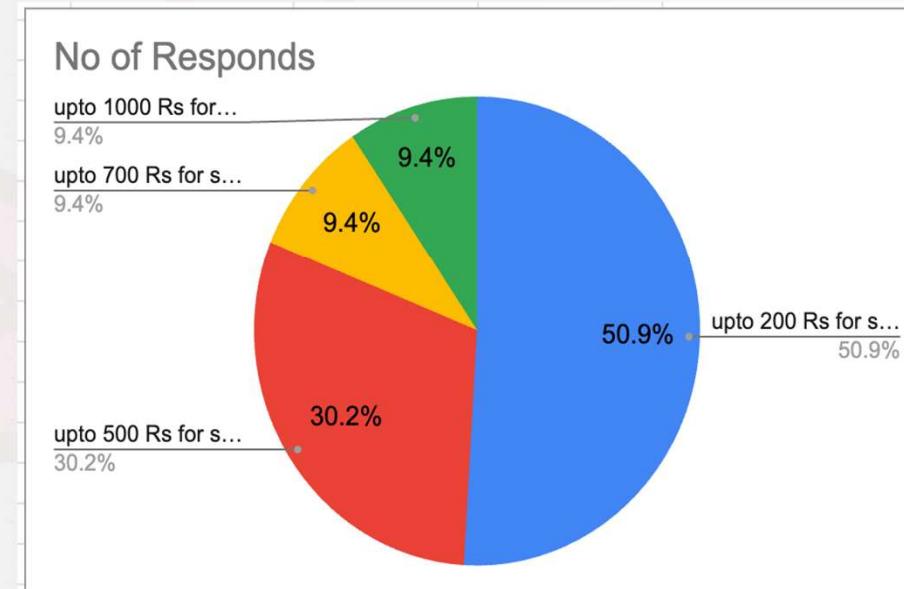
## Hike in Price you would like to pay for a sustainable product No of Responds

upto 200 Rs for sustainable frames	27
upto 500 Rs for sustainable frames	16
upto 700 Rs for sustainable frames	5
upto 1000 Rs for sustainable frames	5

\* Over a base price - ₹1000

## Highlights

- ❖ 51% - upto ₹200
- ❖ 30% - upto ₹500



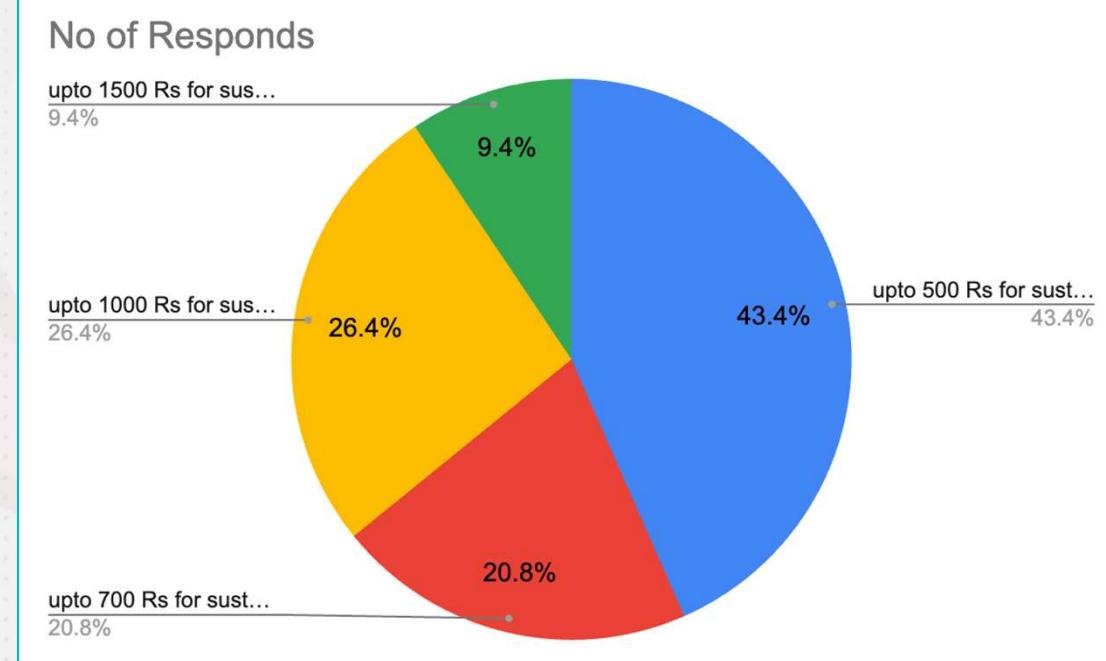
# Premium for Fitness Tracker

Extra Amount payed by user for Smart glasses with Fitness Tracking Features. No of Responds	
upto 500 Rs for sustainable frames	23
upto 700 Rs for sustainable frames	11
upto 1000 Rs for sustainable frames	14
upto 1500 Rs for sustainable frames	5

\* Over a base price - ₹2000

## Highlights

- ❖ 43% - upto ₹500
- ❖ 26% - upto ₹1000

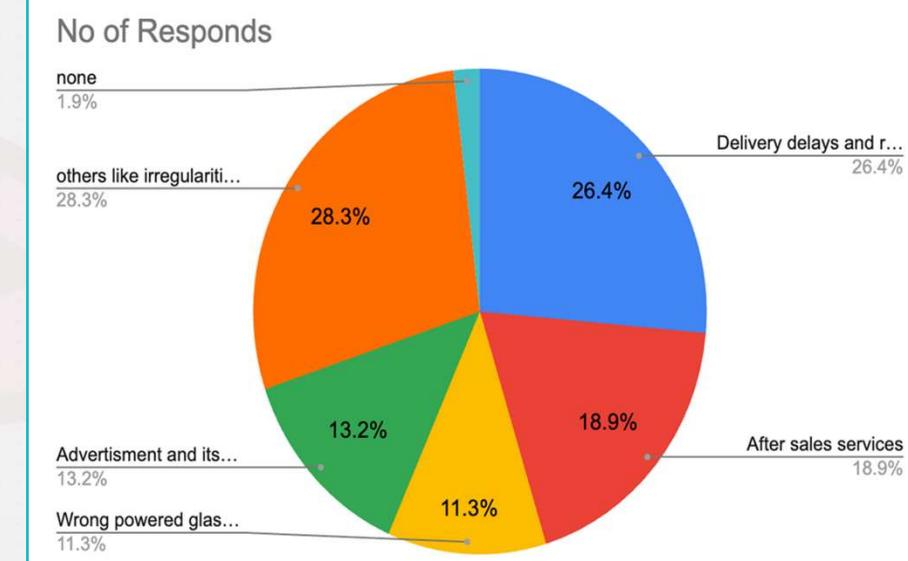


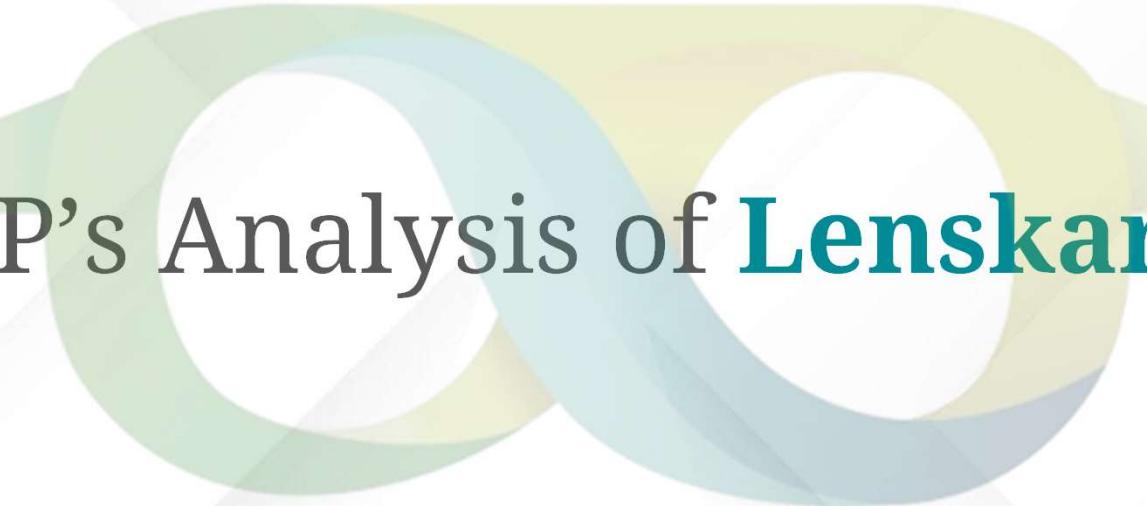
# Major Drawbacks of Lenskart

<b>Dislikes about Lenskart</b>	<b>No of Responds</b>
Delivery delays and related aspects	14
After sales services	10
Wrong powered glass with delayed repairs	6
Advertisement and its communication	7
others like irregularities, no luxury	15
none	1

## Highlights

- ❖ **26%** - Delivery Delays
- ❖ **19%** - After sales service



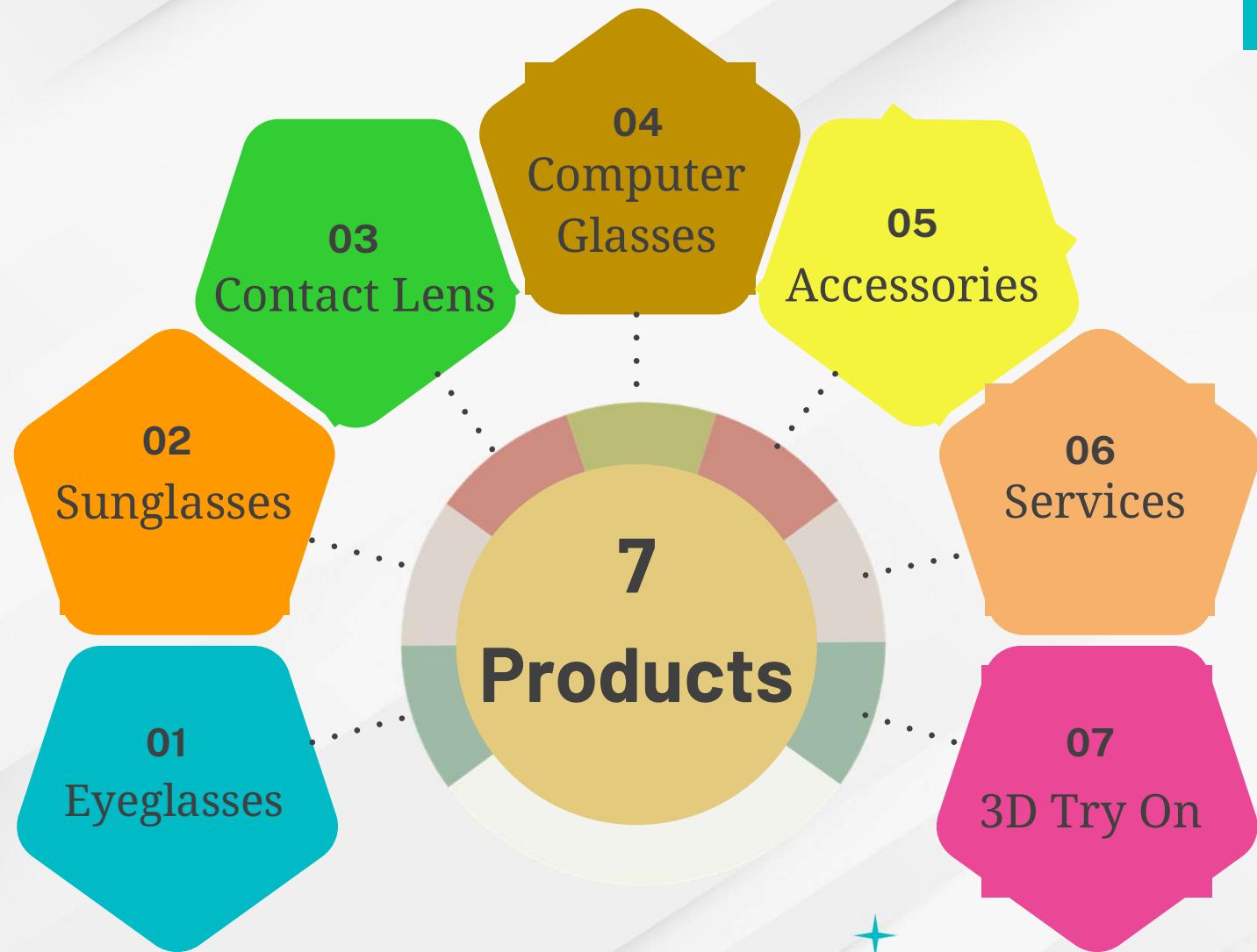


# 4P's Analysis of **Lenskart**

# PRODUCT



Existing



REFERENCE

A portrait of a young woman with long brown hair, smiling and wearing round, dark-rimmed glasses. She is wearing a white t-shirt. The background is plain white.

Existing

# EYEGLASSES

## FRAMES

## LENSES

FULL - RIM GLASSES  
HALF - RIM GLASSES  
RIMLESS GLASSES

SINGLE - VISION  
BI - FOCAL  
PROGRESSIVE LENSES  
ANTI - GLARE LENSES  
PHOTOCHROMATIC  
LENSES



# SUNGLASSES

## FRAMES

## LENSES

Existing

AVIATORS  
ROUND  
CAT-EYE  
WAYFARERS

POLARISED  
UV-PROTECTION  
MIRROR LENS  
CLIP-ON SUNGLASSES



Existing

# CONTACT LENSES

## DISPOSABLE LENSES

Daily, Weekly and Monthly Options

## COLOURED LENSES

COSMETIC ENHANCEMENT

## TORIC AND MULTIFOCAL LENSES

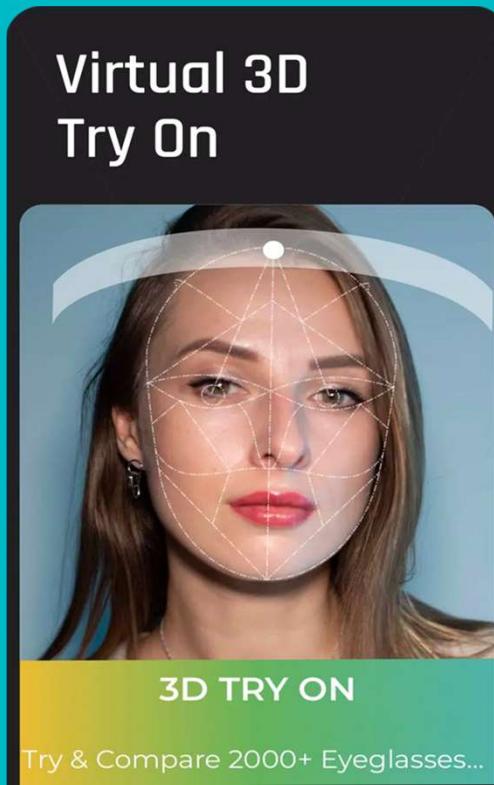
For ASTIGMATISM & PRESBYOPIA

## COMPUTER GLASSES



Designed to protect eyes from the harmful blue light emitted by digital screens and help reduce eye strain and fatigue.

## 3D TRY ON



- INNOVATIVE TECHNOLOGY
- ENHANCED CUSTOMER EXPERIENCE
- EXPLORE WIDER VARIETY

## ACCESSORIES



- STYLISH PROTECTIVE CASES
- MICROFIBER CLOTH
- LENS CLEANING SOLUTION
- EYE DROPS

Existing

## SERVICES



- ❖ **14 DAY RETURN/REPLACE**
- ❖ **HOME EYE CHECK-UP**
- ❖ **WARRANTY FOR SUPPORT**
- ❖ **LENSKART GOLD MEMBERSHIP**
- ❖ **FREE REPAIR**

## Repositioning

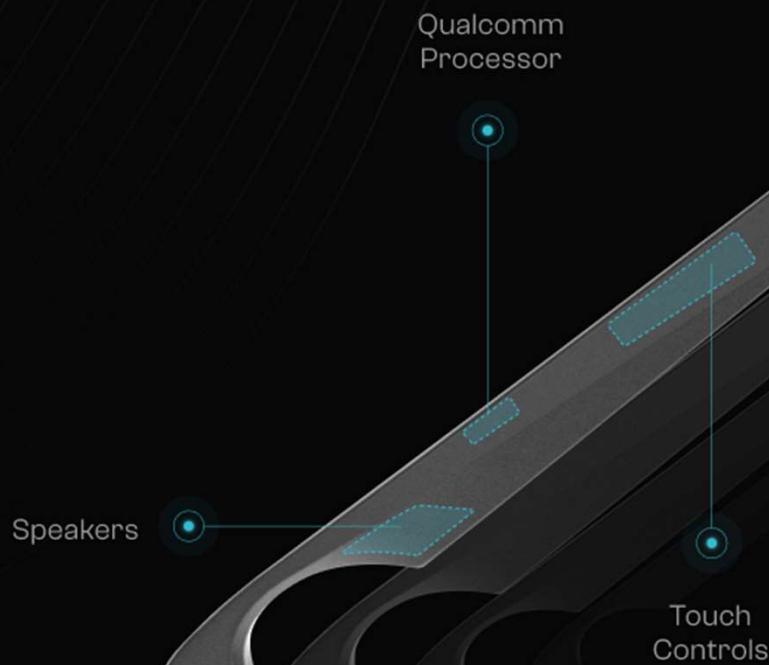


Repositioning

**FIT - X**

Repositioning

The power of  
**Design &  
Technology**



STYLISH AND FUTURISTIC WAY TO TRACK YOUR **FITNESS GOALS**

Repositioning

## Controlled by Touch



Play



Skip

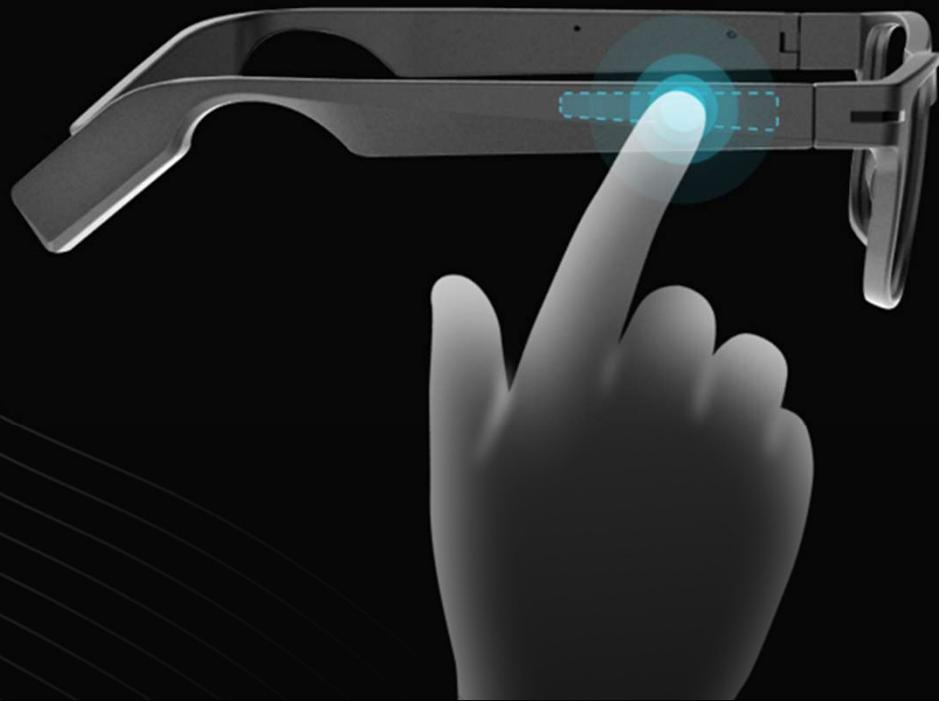


Pause



Present

With touch controls, you can control various features effortlessly



Step Count  
Distance Travelled  
Calories Burned

Heart Rate Monitoring  
Push Notifications  
Screen Time Alerts

Repositioning

And a lot  
more...



#### Find your Glasses

EyeX comes with a built-in tracker to help you locate your glasses



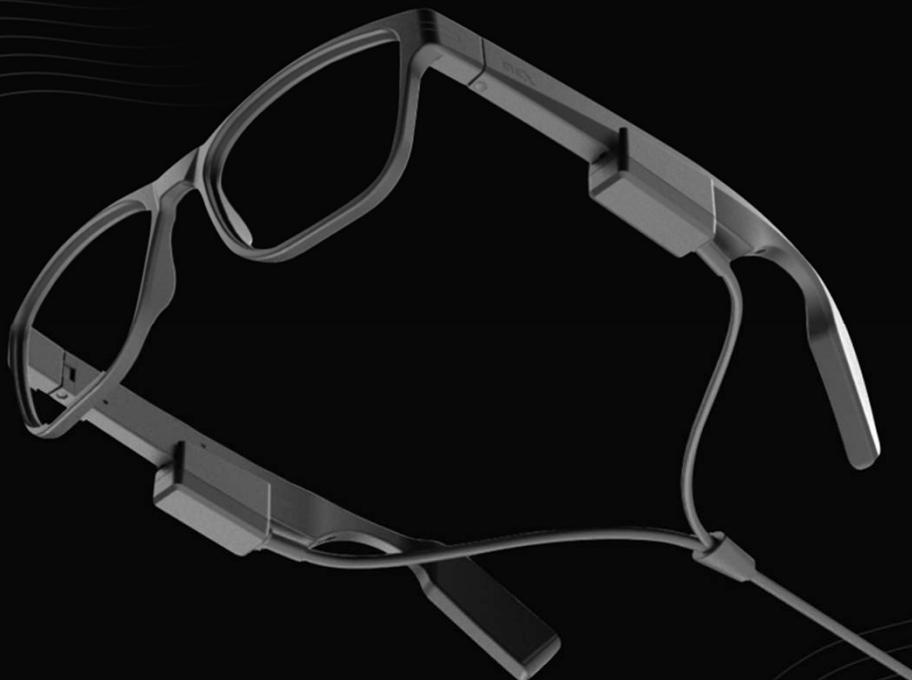
#### IP54 Water Resistant

EyeX offers you with best in class water resistance tech



#### Up to 8hrs Battery Life

EyeX offers a battery life that passes the test of time



Repositioning

# SUSTAINABLE PRODUCTS

# FRAMES

## BAMBOO

Each pair of bamboo sunglasses is unique, hand-crafted, and carefully selected for a perfect eyewear experience. These wooden frames offer a sense of individuality, paired with top-tier lenses and components, resulting in the finest bamboo eyewear.

## BIO-BASED

Made from processed castor beans, this natural polymer is lightweight and incredibly strong—13 times stronger than common bioplastics.

## BIO-ACETATE

Eyewear from this material is made from natural cotton and wood pulp with the same look and feel as normal acetate, but phthalate-free!

# LENSES



This natural and renewable material is 20% lighter than standard polycarbonate and glass lenses and is featured in all of our Bio acetate sunglasses.

## BIO NYLON GLASSES

This natural and renewable material is lighter than standard polycarbonate and glass lenses and is featured in all of our Bio acetate sunglasses.



## RECYCLED PLASTIC DEMO LENSES

These demo lenses are made from 99% recycled plastic, offering the same quality, strength, and clarity as virgin plastic lenses. This reduces our carbon footprint and minimizes waste in landfills and oceans.

# FRAME MATERIAL USED BY LENSKART

MATERIAL	REGULAR PLASTIC	ULTEM	ACETATE (CELLULOSE ACETATE )	TR90 (THERMOPLASTIC ELASTOMER)
Process	Machine Made	Machine Made	Handcrafted	Machine Made
Durability and Flexibility	Not Flexible, can crack at high Temperature	Highly Flexible and Durable	Durable yet flexible	Highly Flexible and Durable
Weight	Light Weight	Ultra-Light Weight	Medium Weight (most branded Frames)	Ultra-Light Weight
Long Lasting	May Slightly Expands over time	Highly Flexible and Durable	Maintains its shape and sheen with age/temperature	Maintains its shape and sheen with age/temperature
Corrosion/Scratches	Medium Resistance to Corrosion	Excellent Resistance to Corrosion	Excellent Resistance to Corrosion	Excellent Resistance to Corrosion
Optician's comments	Not recommended in Eyeglasses	Recommended. Perfect material for performance eyewear	Recommended. Perfect material for Fashion Eyewear	Recommended. Perfect material for performance eyewear
Optician's Rating ★	2/5	5/5	5/5	5/5

[REFERENCE](#)

## NEW MATERIAL FOR SUSTAINABLE FRAMES

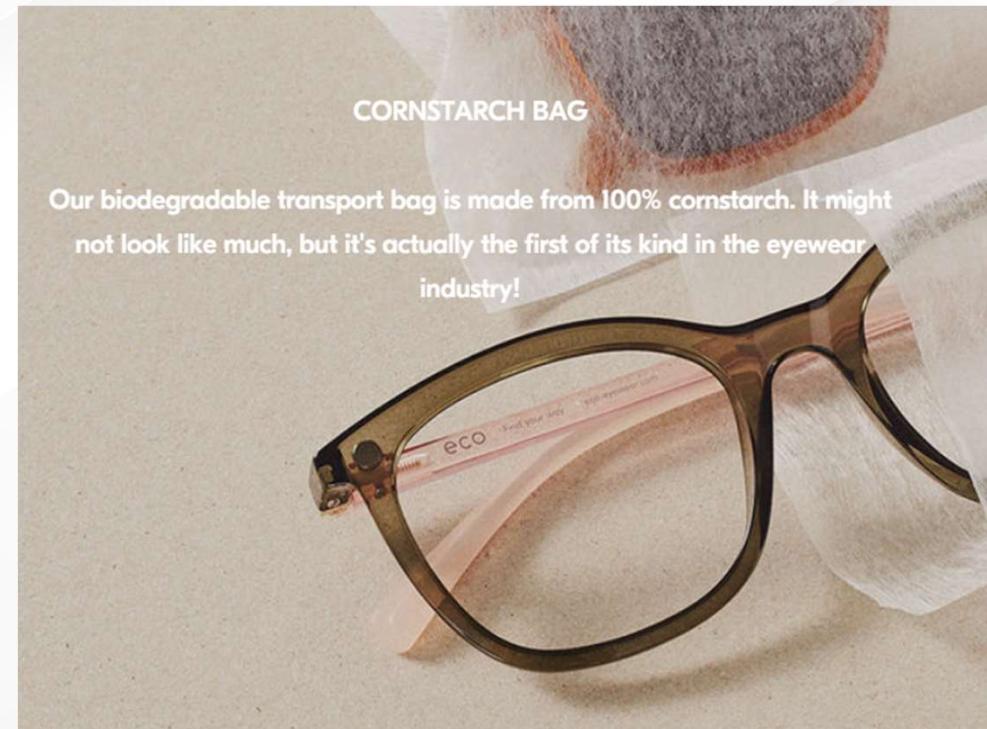
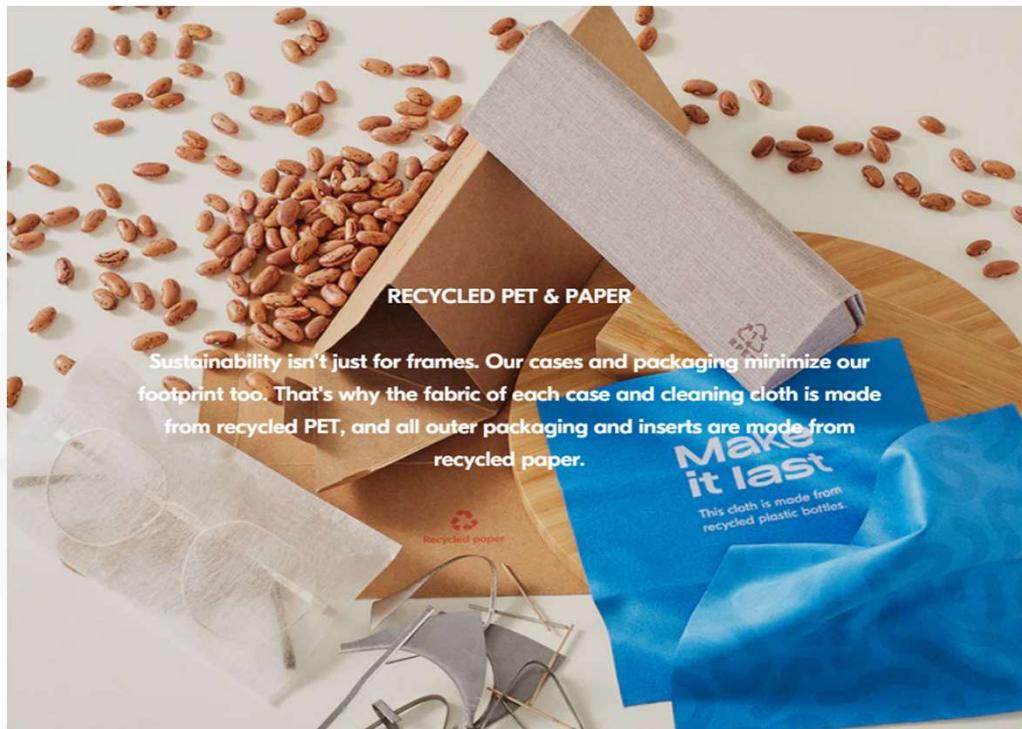
<b>Material</b>	<b>Bio Acetate</b>	<b>Bio Based</b>	<b>Bio nylon</b>
<b>Process</b>	Natural Cotton & Wood Pulp, phthalate-free	Castor Seed Oil	Lignocellulose via chemical & biological processes.
<b>Durability and Flexibility</b>	Rigid but Durable	Highly Flexible and Durable	Highly Flexible and Durable
<b>Weight</b>	Light Weight	Light Weight	Light Weight
<b>Long Lasting</b>	Biodegradable, Decomposes in 120 days	Maintains its shape and sheen	Maintains its shape and sheen
<b>Corrosion/Scratches</b>	Medium Resistance to Corrosion	Excellent Resistance to Corrosion	Excellent Resistance to Corrosion
<b>Optician's Comments</b>	Recommended. Stylish and durable	Recommended. Perfect material for performance eyewear	Recommended. Perfect material for performance eyewear
<b>Optician's Rating *</b>	4/5	5/5	5/5

# NEW MATERIAL FOR SUSTAINABLE LENSES

	Lens Material	Properties	Weight	Usage	Advantages	Drawbacks
<b>Sustainable</b>	Bio Nylon Lenses	Natural and renewable	lighter than polycarbonate and glass	Bio acetate sunglasses	Environment friendly & Reduces carbon footprint	Higher production cost
	Recycled Plastic Demo Lenses	99% recycled plastic & high-quality.	Similar to virgin plastic lenses	Various sunglasses	Reduces carbon footprint & promotes recycling	May have higher production cost
<b>Used by LENSKART</b>	Polycarbonate Lenses	Impact, Resistant, Light Weight & Durable	Lightweight	Sports and safety eyewear	Durable, lightweight	Made from non-renewable material
	Glass Lenses	Scratch Resistant & Excellent Optical clarity	Heavier	High-end sunglasses	High optical quality	Heavy & prone to shattering
	CR-39 Lenses	Plastic polymer (allyl diglycol carbonate)	Heavier than polycarbonate, lighter than glass	Everyday eyewear	Good optical clarity, balanced weight	Not impact-resistant, not eco-friendly

Repositioning

# SUSTAINABLE PACKAGING



## SUSTAINABLE PACKAGING



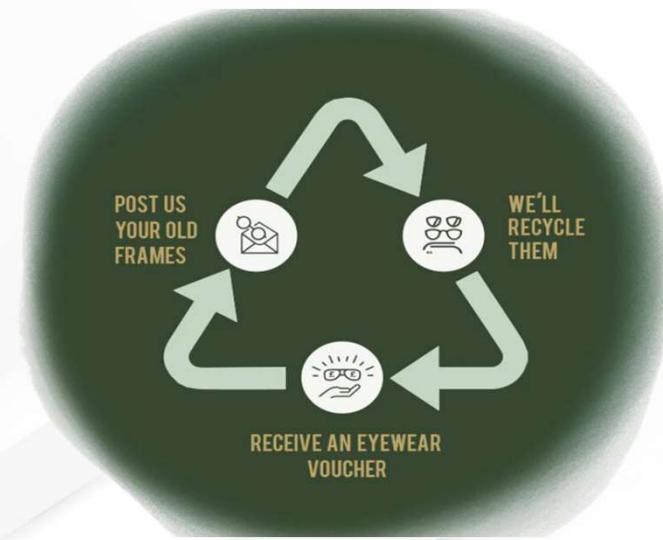
### ❖ Refining & Redefining Packaging

This natural and renewable material is lighter than standard polycarbonate and glass lenses and is featured in all of our Bio acetate sunglasses.

Lenskart can collaborate with Bird Eyewear to produce or supply these sustainable boxes as gifts for their customers.

# LENSKART ReVision

Millions of pairs of sunglasses and spectacles are thrown away each year. Lenskart's mission is to help eliminate eyewear waste from landfills, reduce the demand for virgin materials and create a circular manufacturing process where possible. If you have a pair of Lenskart (or any other brand frames) that has reached the end of its lifespan, **Lenskart will help you to recycle them.**



Repositioning

# OLD AGE SPECTACLES



## CLEVER FOLDING

Portable Reading Glasses  
Flexible Frames  
Foldable  
Easy to carry

## METAL FRAME

Light Weight  
Silicone Nose-pad  
Anti-Drop

## HIGH DEFINITION LENSES

Scratch Resistant  
Shatter Resistant  
Ultra Thin

## PREMIUM SUNGLASSES



### Sports-Specific Designs

Create specialized designs for sports enthusiasts, ensuring they offer maximum durability and performance..

### Fashion-Forward Designs

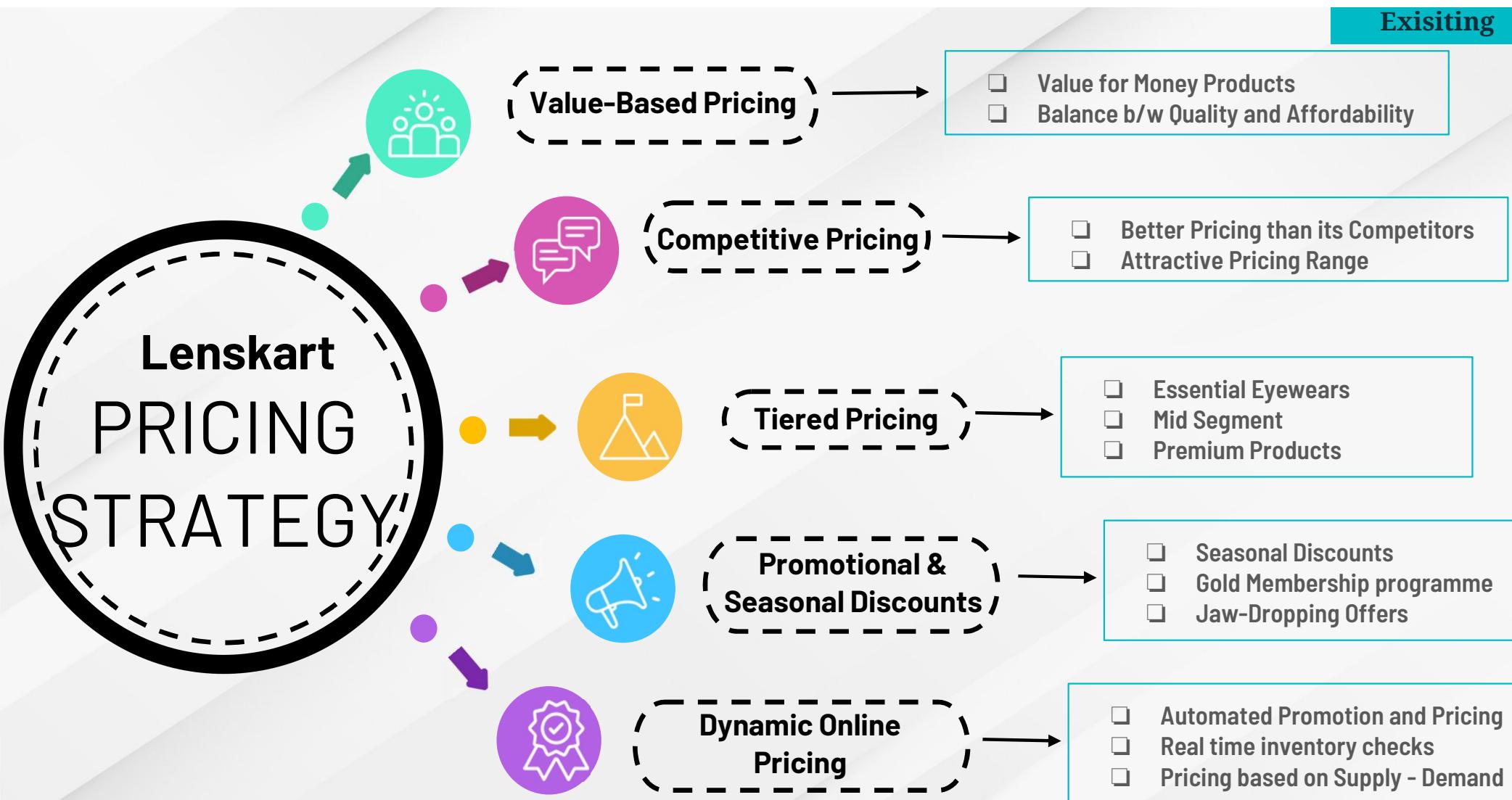
Collaborate with renowned designers to create trendy, fashionable frames catering to different styles.

### Classic and Timeless Options

Develop a range of classic designs that appeal to professionals and those who prefer a timeless look

# PRICE





# Pricing of Sustainable Products



## BioBased & Bio acetate

- Mid-range to Premium category
- Made from renewable resources.
- Higher production costs
- Offer Durability and Eco-friendliness.

## BioNylon

- Premium Segment Products
- Renewable materials and more complex production processes.

## Recycled Plastic Demo

- Moderate to high prices due to the recycling processes involved.

## TIERED PRICING

### FRAME MATERIAL

Material	Pricing
* Bio Acetate	Mid-Range to Premium
* Biobased	Mid-Range
* Bio Nylon	Upper-Range to Premium
ULTEM	Mid-Range
Acetate (Cellulose Acetate)	Mid-Range to Premium
TR90 (Thermoplastic Elastomer)	Mid-Range

### LENS MATERIAL

Lens Material	Price
* Bio Nylon Lenses	Higher due to renewable material and production costs
* Recycled Plastic Demo Lenses	Moderate to high due to recycling processes
Polycarbonate Lenses	Moderate, relatively affordable
Glass Lenses	High due to material and manufacturing complexity
CR-39 Lenses	Moderate, generally affordable

# Pricing of Sustainable Packaging



## Cornstarch Bag

- Clubbed with Premium Products
- Higher production costs
- Innovative processes required
- Environment Friendly

## Recyclable Pet & Paper

- Clubbed with Low-Mid priced segment products
- More Affordable
- Simpler Manufacturing and abundant raw material supply.

## TIERED PRICING

### PACKAGING MATERIAL

Packaging Material	Price
* Cornstarch Bag	Higher due to innovative and biodegradable material
* Recycled PET & Paper	Moderate to high, depending on the recycling process
Standard Plastic	Low to moderate
Cardboard/Paper	Low to moderate
Synthetic Fabric Bags	Moderate

Existing

## TIERED PRICING

### FITNESS TRACKER

Brand	Model	Average Price Range (INR)
Fitbit	Fitbit Ionic Smartwatch	₹15,000 - ₹20,000
Garmin	Garmin Varia Vision	₹30,000 - ₹35,000
Bose	Bose Frames Tempo	₹20,000 - ₹25,000
Huawei	Huawei X Gentle Monster Eyewear II	₹20,000 - ₹25,000
Vuzix	Vuzix Blade Smart Glasses	₹60,000 - ₹80,000
Oakley	Oakley Radar Pace	₹30,000 - ₹40,000
Solos	Solos Smart Glasses	₹35,000 - ₹50,000
Titan	Titan EyeX Smart Glasses	₹10,000- ₹25,000

## FIT-X PRICING

1

### Affordable Options:

Offer entry-level Fitness glasses priced around ₹4,999 – ₹9,999 to capture a broader market segment.

2

### Competitive Pricing:

Lenskart could introduce Mid-range pricing ₹7,999 – ₹14,999 products to compete with brands like Bose and Huawei.

3

### Premium Products:

Develop high-end models priced between ₹19,999 onwards to compete with brands like Oakley and Solos.

Existing

## TIERED PRICING

### PREMIUM SUNGLASSES

Brand	Average Price Range (INR)
Titan Eyeplus	5,000 - ₹10,000
Fastrack	5,000 - ₹15,000
Vogue Eyewear	4,000 - ₹12,000
Ray-Ban	5,000 - ₹20,000
Himalaya Optical	2,000 - ₹7,000

# Overall Pricing Strategy



## Competitive Pricing

Position new premium products in the ₹7,999 – ₹14,999 range to compete with brands like Vogue Eyewear and Ray-Ban.

## Tiered Pricing

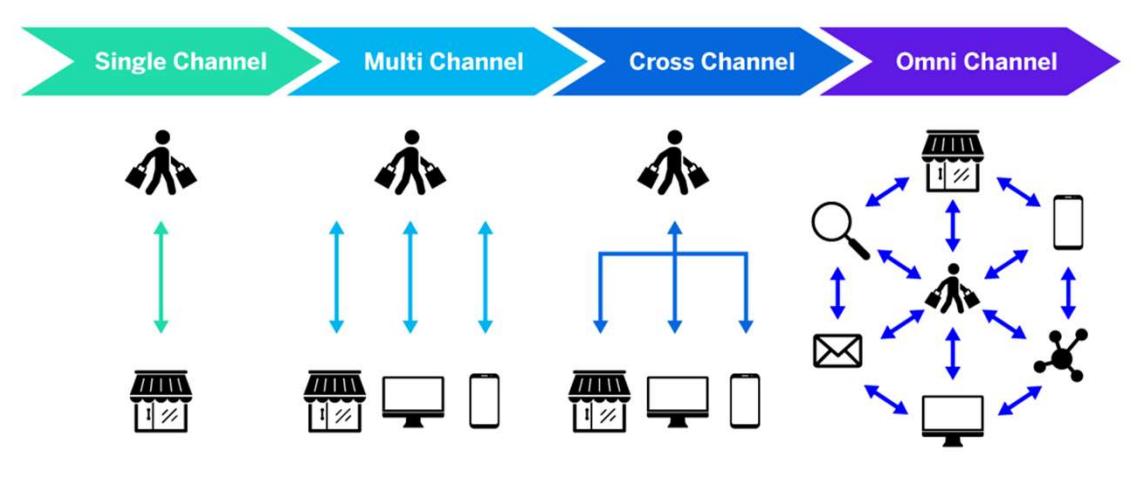
Offer a range of products from Affordable Premium products (₹3,999 – ₹8,999) to High-End luxury (₹9,999 onwards) to cater to different segments customers.

# PLACE



## RETAIL MODEL

Existing



Lenskart's omni-channel strategy offers a seamless shopping experience across **online, in-store, and mobile channels**. This integration ensures consistent customer interactions, from online browsing and virtual try-ons to in-store purchases and home deliveries.

Catering to diverse preferences enhances engagement, satisfaction, and loyalty, driving sales and giving Lenskart a competitive edge in the retail market.

# ONLINE PLATFORM

Existing

## lenskart.com

Discover how your top competitor's audience surfs the web so you can tailor your website experience perfectly at every stage of the customer journey

Global Rank: Worldwide    Country Rank: India

**7,824** ↓    **500** ↓

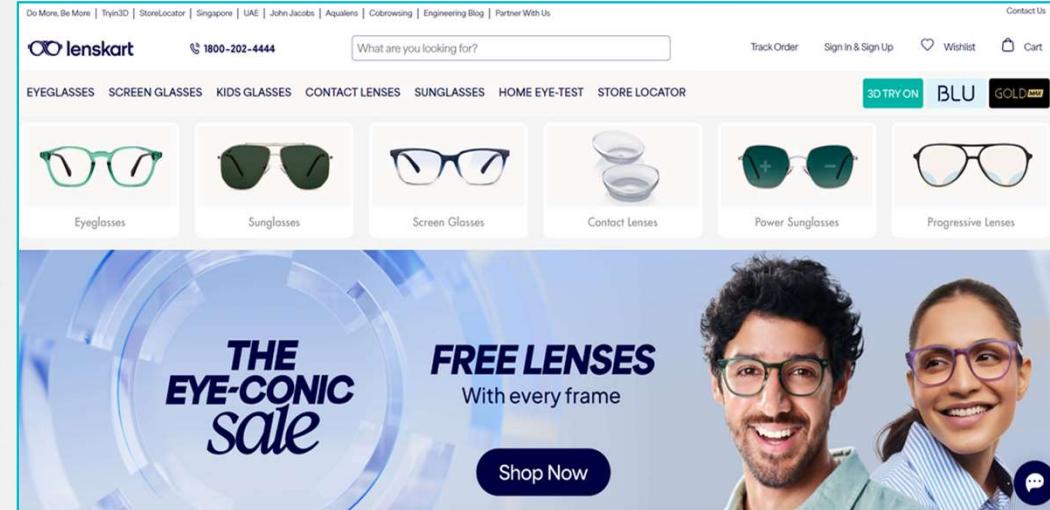
Authority Score  
**68**

Visits  
**9.47M** -21.55%

Pages/Visits  
**3.6**

Bounce rate  
**63.83%**

- Lenskart started as an Online platform that sells Contact Lenses.
- Currently company operates in Major field of eyewear.
- One of the first in India to offer a wide range of eyewear products through an online platform.



The screenshot shows the official website of lenskart. At the top, there's a navigation bar with links like 'Do More. Be More.', 'Tryn3D', 'StoreLocator', 'Singapore', 'UAE', 'John Jacobs', 'Aquarius', 'Cobrowsing', 'Engineering Blog', and 'Partner With Us'. The main header features the lenskart logo and the phone number '1800-202-4444'. A search bar says 'What are you looking for?'. Below the header, there are categories for 'EYEGLASSES', 'SCREEN GLASSES', 'KIDS GLASSES', 'CONTACT LENSES', 'SUNGGLASSES', 'HOME EYE-TEST', and 'STORE LOCATOR'. To the right, there are buttons for '3D TRY ON' (highlighted in blue), 'BLU', and 'GOLD'. The main visual area has a blue circular background with text 'THE EYE-CONIC Sale' and 'FREE LENSES With every frame'. On the right, there's a photo of a smiling man and woman wearing glasses. The bottom right corner has a small circular icon with a speech bubble.

Lenskart's website combines an intuitive interface with advanced technology and customer-centric services, making it a convenient and enjoyable platform for purchasing eyewear.

**Vincent Chase**  
Blue Gunmetal Full Rim Rectangle  
Frame Width: 141 mm  
Frame Size: Extra Wide (?)  
**₹999 ₹2000**

**Check Delivery Options**

- Enable Location for Delivery **ENABLE**
- Home Delivery  
Get your frame delivered at your doorsteps.
- Pickup From Store  
Buy online & get it delivered at your nearest store

Ensure Perfect Fit   Expert Supervision   Hassle Free Exchange

### Mode of Delivery

**Pick-Up at Store**  
Collect your item from your nearest Lenskart store

**Recommended**

- 24 Hours Fast Delivery**  
Get products delivered 24 hours earlier than usual
- Ensure Perfect Fit**  
Get expert help with fitting before pickup
- Easy Exchange**  
Get frames exchanged at the store right away
- Expert Supervision**  
Receive instant support from store experts

**OR**

**Deliver at Home**  
Item will be delivered in 7-10 business days

**HELP** **CONTINUE**

### Select Nearest Store

Patipukur,North 24 Parganas,Kolkata

**JAWPUR**

**5 Lenskart Stores Nearby**

- Shop No 6/80**  
Indiranagar, Bengaluru - 560038  
Near Pizza Hut  
0.3 kms
- Shop No 6/80, Ground Floor,**  
Shankar Road, Old Rajendar Nagar, New Delhi, 110060  
Indiranagar, Bengaluru - 560038  
Near Pizza Hut  
0.3 kms
- Shop No 6/80, Ground Floor,**  
Shankar Road, Old Rajendar Nagar, New Delhi, 110060  
Indiranagar, Bengaluru - 560038  
Near Pizza Hut  
0.3 kms
- Shop No 6/80, Ground Floor,**  
Shankar Road, Old Rajendar Nagar, New Delhi, 110060  
Indiranagar, Bengaluru - 560038  
Near Pizza Hut  
0.3 kms

**HELP** **CONTINUE**

## Brick-and-Mortar Model



- As of March 2023, Lenskart has 2000+ Exclusive outlets stores in 175+ cities.
- Advanced eye-testing facilities and personalized assistance from trained optometrists.
- Options for **in-store pickup** for online orders.
- Staff provide tailored advice and support, ensuring customers find the perfect eyewear.
- Emphasize on '**Try Before You Buy**'

Repositioning

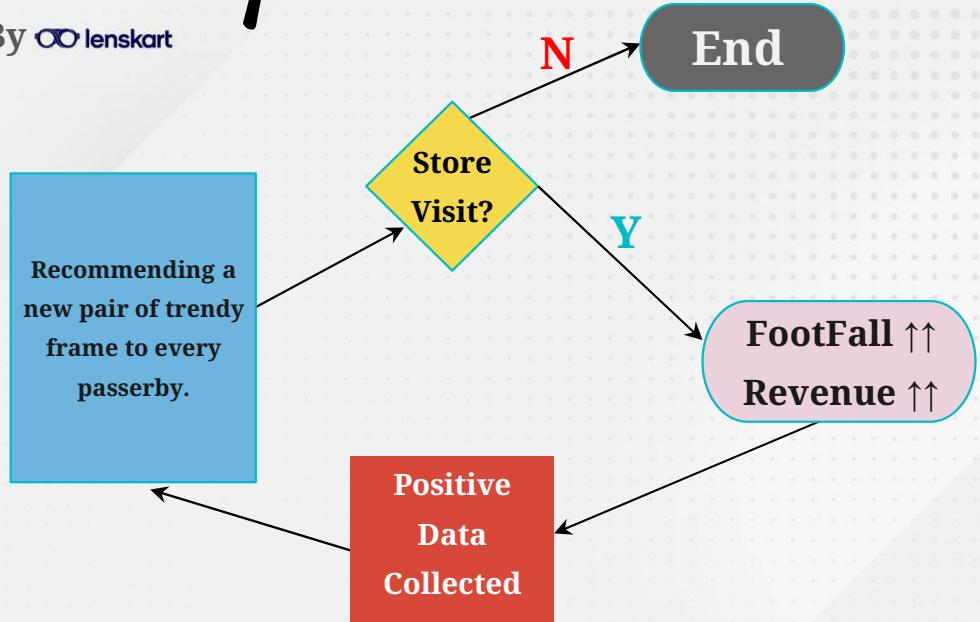
# StyleSnap

By  lenskart



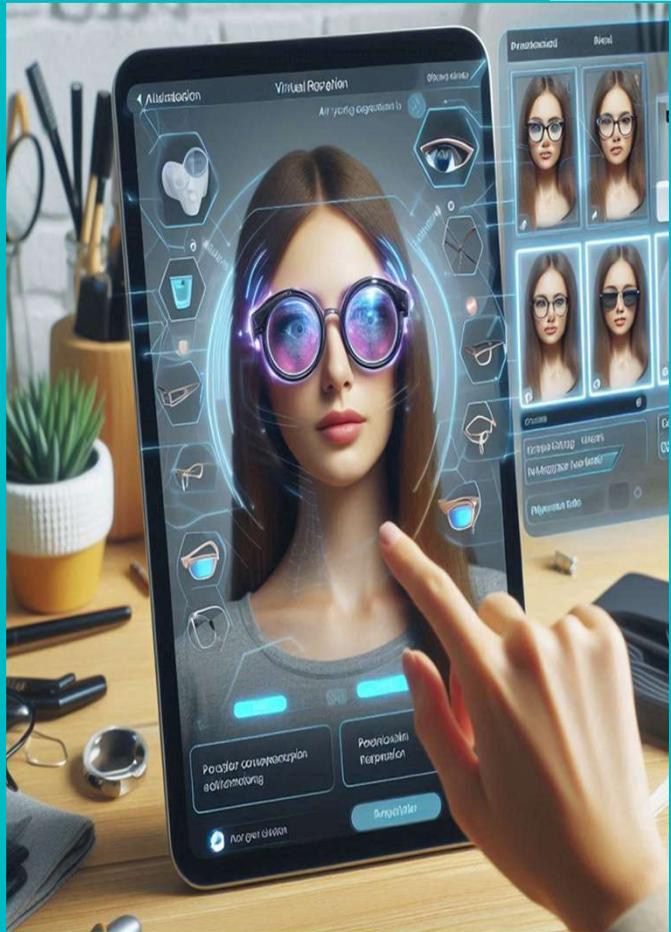
Guerrilla Marketing Strategy

StyleSnap



- Enhanced Customer Experience.
- Potential of creating Market-Buzz and Word of Mouth Marketing.
- Encouraging customers to visit the store.
- Helps in improving 'AI model for 3D Try ons'

## In-store AI-Enhanced Virtual Try-On Feature

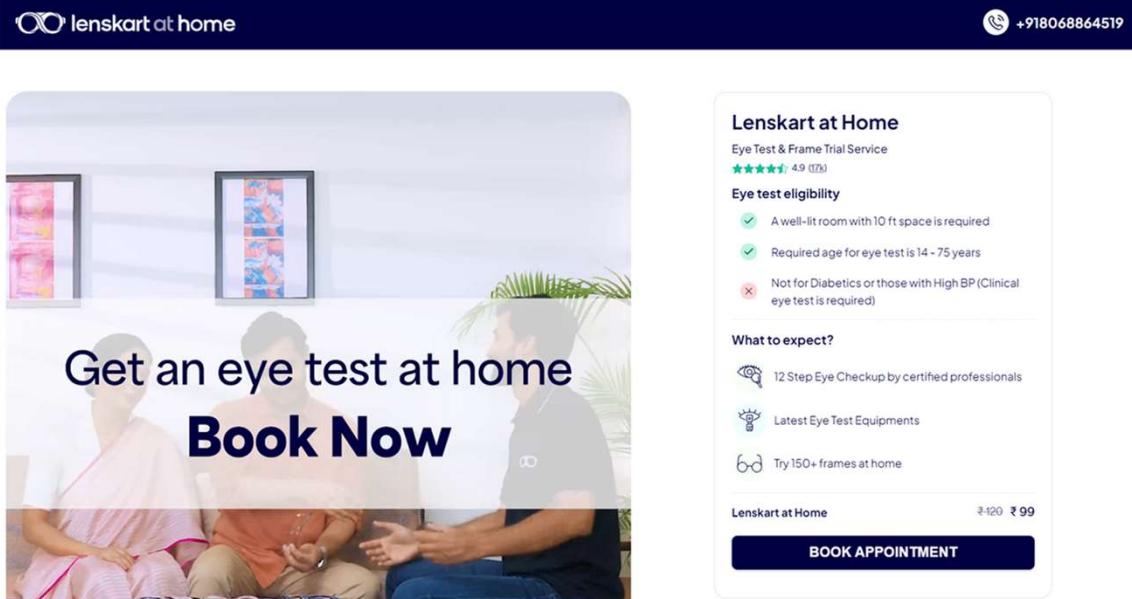


Integrating AI with Lenskart's existing virtual try-on features personalizes frame recommendations and provides real-time feedback, creating a unique and engaging shopping experience for customers.

This technology also taps into the **Endowment Effect** by fostering a sense of ownership and attachment to the frames, thereby increasing the likelihood of purchase and customer satisfaction.

- Facial Shape Detection
- Skin Tone Analysis
- Style Preferences

## Door-Step Service Model



The screenshot shows a promotional image for 'lenskart at home' where a professional optometrist is performing an eye test on a customer at their home. The customer is seated, and the optometrist is standing and pointing towards the customer's eye. In the background, there are framed pictures on the wall and a potted plant. Overlaid text reads 'Get an eye test at home Book Now'. Below this, a white callout box provides details about the service:

**Lenskart at Home**  
Eye Test & Frame Trial Service  
 4.9 (17k)

**Eye test eligibility**

- A well-lit room with 10 ft space is required
- Required age for eye test is 14 - 75 years
- Not for Diabetics or those with High BP (Clinical eye test is required)

**What to expect?**

- 12 Step Eye Checkup by certified professionals
- Latest Eye Test Equipments
- Try 150+ frames at home

Lenskart at Home ₹420 ₹ 99

**BOOK APPOINTMENT**

- Professional optometrists conduct eye exams at customers' homes, eliminating the need for travel and wait times.
- Tailored recommendations and one-on-one attention ensure customers receive dedicated & customized eye care.
- Simple appointment scheduling through the website, mobile app, or phone, with flexible time slots to suit customer schedules.

# PROMOTION



# MARKETING STRATEGIES



## SOCIAL MEDIA MARKETING:

Lenskart actively engages with customers on Facebook, Instagram, and Twitter through regular posts, advertisements, and promotional offers. They also run targeted ad campaigns to attract various customer segments.



## TELEVISION AND PRINT ADVERTISING:

TV commercials are a significant part of Lenskart's promotional strategy, featuring celebrities like Katrina Kaif to appeal to a broad audience. Print advertisements in newspapers and magazines help reach customers who prefer traditional media.



## DIGITAL MARKETING:

Lenskart utilizes Google Ads and SEO to enhance its online visibility. Strategic keywords help drive traffic to their website. Email marketing campaigns, in collaboration with companies like Netcore, are used to inform customers about new products, discounts, and promotions.



## INNOVATIVE CUSTOMER ENGAGEMENT:

**Virtual try-on feature:** Allows customers to see how frames look on their face using augmented reality, enhancing the online shopping experience.

**Home eye check-up service:** Offers convenience and promotes customer trust and satisfaction.

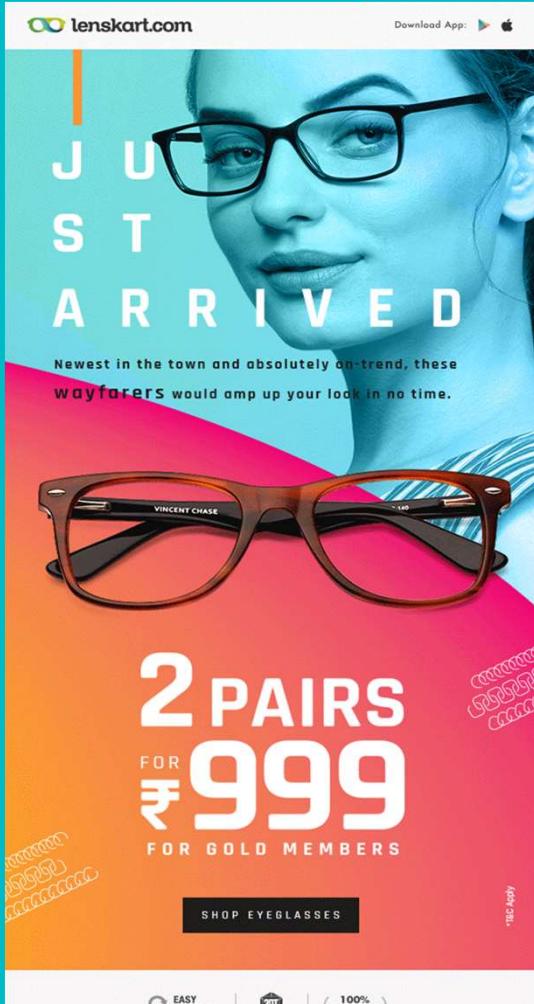


## PROMOTIONAL OFFERS:

**First frame free:** New customers only pay for the lenses in their first order.

**Exclusive discounts & exchange offers:** Encourage repeat purchases and customer loyalty.

## CURRENT PROMOTIONAL STRATEGIES



To keep the brand top-of-mind, Lenskart extensively promotes itself on social media and offers a 24x7 helpline for exceptional customer service.

They also engage in email marketing, partnering with **netCore** for specialized campaigns. Their various strategies further enhance their popularity among users.

- First Frame free for New Customers.
- Exchange option for an Old frame.
- Try at home option for customers by ordering maximum 5 frames at home, trying them and selecting among them.
- Virtual try on through a try on a model's picture.
- Home eye check-up facility.
- Doctor locator to find nearest ophthalmologist.

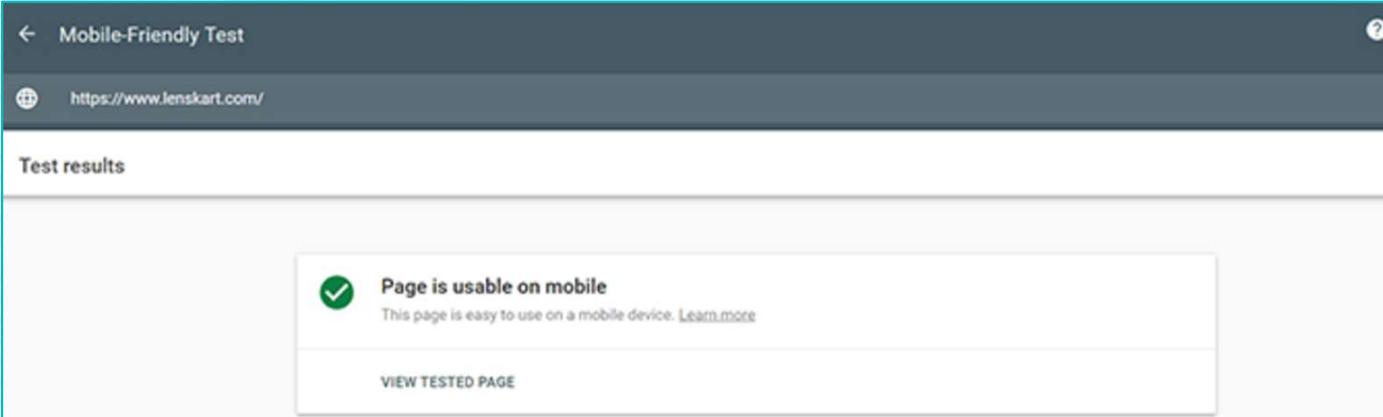
TV commercials and print ads have also helped Lenskart grow.

## LENSKART'S SEO STRATEGIES

Lenskart employs effective SEO (Search Engine Optimization) strategies, resulting in a remarkable **35.21%** of its website traffic being generated organically. These strategies enhance visibility and drive valuable user engagement on platforms.

### 1. Mobile-Friendly and User-Focused Design

Lenskart's website is optimized for mobile devices, ensuring a seamless user experience. A user-friendly interface, easy navigation, and fast loading times contribute to better user engagement and higher search engine rankings.



The screenshot shows the results of a mobile-friendliness test for the Lenskart website. The top bar displays the title "Mobile-Friendly Test" and the URL "https://www.lenskart.com/". Below this, a section titled "Test results" contains a green checkmark icon followed by the text "Page is usable on mobile". A subtext below it states "This page is easy to use on a mobile device. Learn more". At the bottom of this section is a button labeled "VIEW TESTED PAGE".

[REFERENCE](#)

## LENSKART'S SEO STRATEGIES

### 2. Page Titles and Descriptions

Lenskart uses well-written descriptions and titles for its web pages. These help the website show up better on search engines. The descriptions and titles give a good idea about what's on the each page.

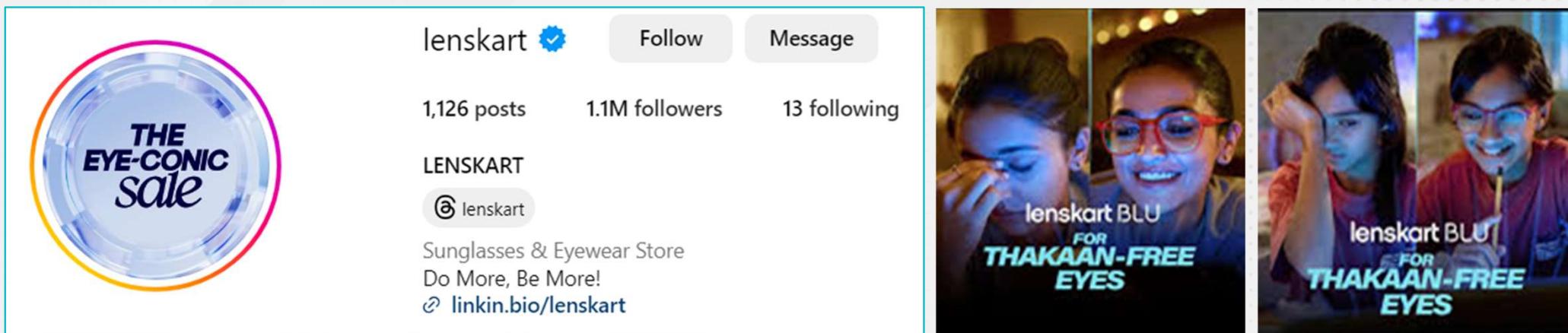
### 3. Technical SEO

Lenskart uses a special code called 'Schema' markup to help search engines understand its website better.

This code adds extra details to the website's information. This helps search engines show useful information about Lenskart's products right in the search results, like prices and ratings.

 Title 	✓ 57 characters
Eyeglasses, Sunglasses, Contact Lens Online - Lenskart IN	
 Description 	✓ 132 characters
Shop online for Eyeglasses, Sunglasses, Contact Lenses, and Prescription glasses at the best prices. ✓ Free Shipping throughout UAE	
 URL 	✓ Indexable 
https://www.lenskart.com	
 Canonical 	✓ Self-referencing 
https://www.lenskart.com	

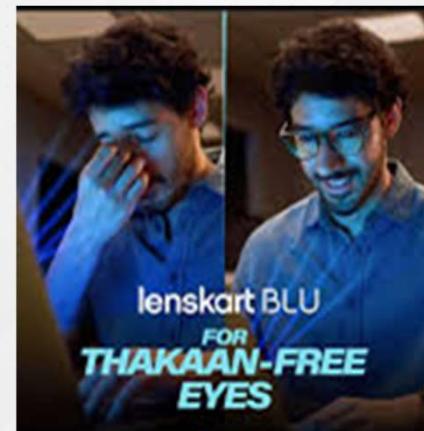
## Social Media Marketing Strategies



The image shows the Instagram profile of @lenskart. The bio reads: "Sunglasses & Eyewear Store Do More, Be More! linkin.bio/lenskart". Three promotional posts are visible on the right, each featuring a person wearing glasses with the text "lenskart BLU FOR THAKAAN-FREE EYES".

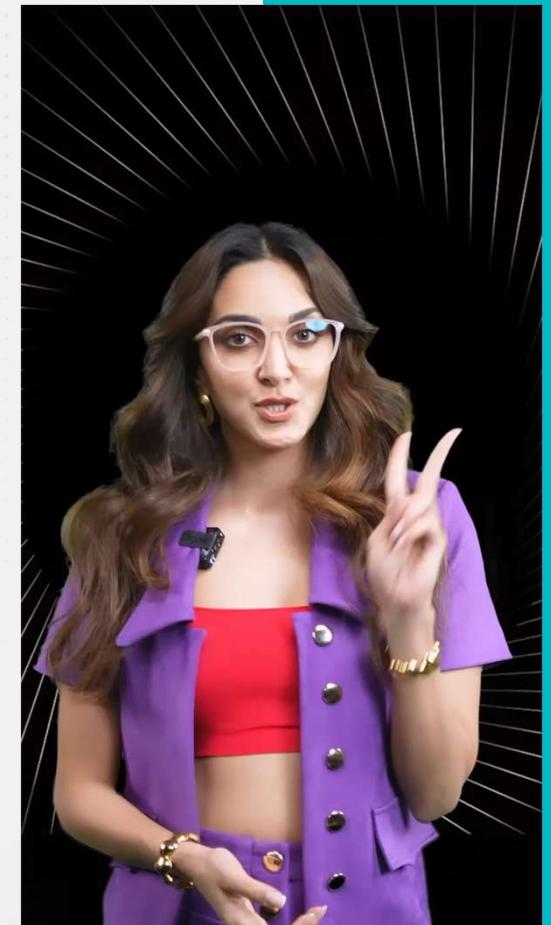
### □ INSTAGRAM

- With Over **1.1 M Instagram Followers**, LensKart is currently focussing on Blue-Ray segment for “Thakaan-Free Eyes” of Child, Student and Professionals.
- Lenskart’s Current focus is on capturing the increasing health awareness market.
- At present, LensKart is trying to establish itself as a Fashion and a Healthy brand in the eyeware market through its different Marketing Campaigns.



## Social Media Marketing Strategies

Lenskart partnered with actress **Kiara Advani**, creating an appealing Instagram reels which engage viewers better than regular posts, offering creative storytelling and viral potential for brands.



## Social Media Marketing Strategies

### □ FACEBOOK

Lenskart actively engages on Facebook, reaping various business benefits. Being active on Facebook builds brand recognition, connects with customers.

Lenskart's comprehensive Facebook About section, coupled with **15,53,709 followers**, ensures seamless customer service, promotes transparency, facilitates cross-platform navigation, and creates a personal connection.

By leveraging Facebook, Lenskart expands its online presence, drives traffic to its website, and ultimately bolsters sales and customer loyalty. Around **19.79% of Lenskart's traffic is generated by Facebook**.

### An Amazing Strategy

Lenskart partnered with influencer Kusha Kapila ([@kushakapila](#)). Collaborating with influencers on Facebook offers big brands a unique advantage – the ability to tap into niche audiences, gain credibility and expand reach effectively.



## Social Media Marketing Strategies

### □ YOUTUBE

As of now, Lenskart's YouTube account boasts a substantial 263K subscribers and an impressive library of 2.2K videos.

The War of Fair Prices #KaranVSPeyush



Uniting efforts for the “Fair Prices War” digital campaign, Lenskart collaborated with **Karan Johar** and **Peyush Bansal**. This effort aimed to increase understanding of the significance of affordable eyewear prices and how it could change the consumers view of high expenses linked to eyeglasses.

Existing

## WHERE DOES LENSKART'S PROMOTIONS LAG BEHIND?

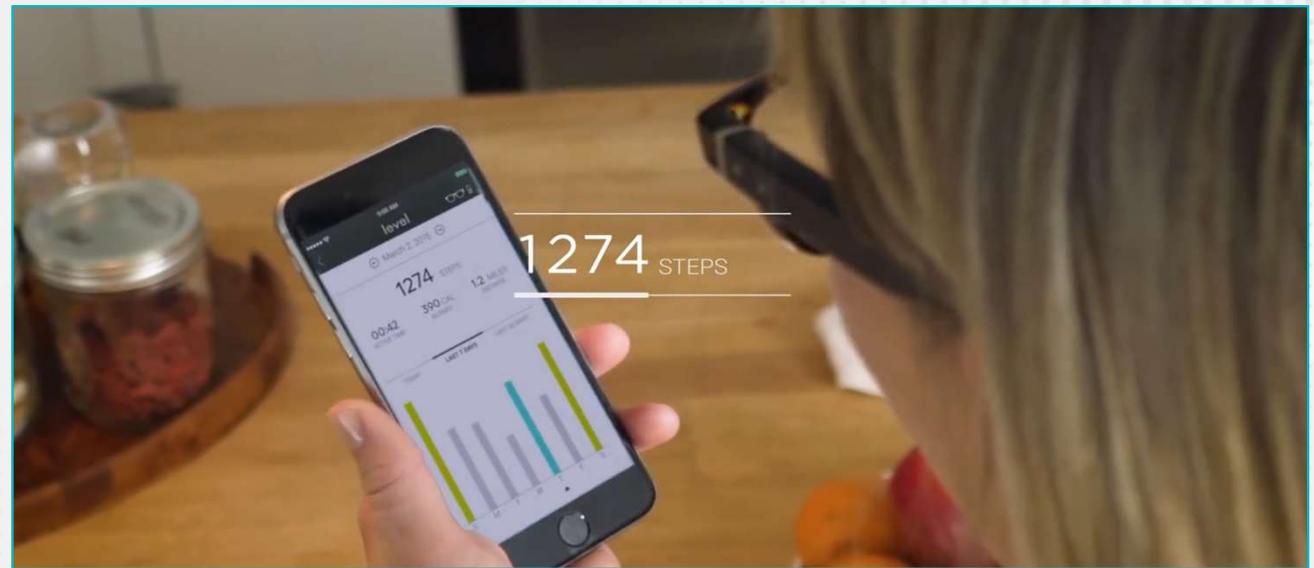
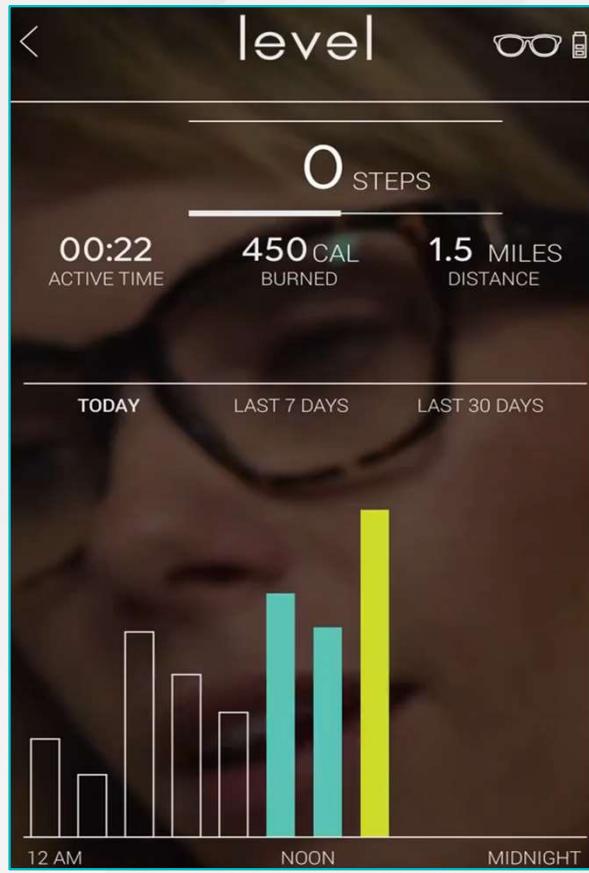


## WHERE DOES LENSKART PROMOTIONS LAG BEHIND ?

- ❑ Just Look at this Lenskart's Advertisement, here “**Luxury Brands**” are clubbed with “**Affordable Prices**”, which are against the “Market Hype” for any Luxurious Brand.
- ❑ This Advertisement clearly shows Lenskart’s intention for targeting Niche Market via Luxury Brands, but it will lose its future prospects for Brand Extension via new brands under its umbrella for premium segments which can increase the **profit by more than 300%**.
- ❑ Entering Luxury market with low prices is not a good idea for well-established brands.

## NEW PROMOTIONAL STRATEGIES

### 1. Fitness-Tracker Smart Glasses Campaign



- Lenskart need to invest in Smartglasses with **Fitness Tracker** which is the demand of this highly Health-Conscious World which can give it an opportunity to balance between the luxury and affordable pricing with newly demanded features.

## NEW PROMOTIONAL STRATEGIES

### 2. "For the Dad Who's Always There, Give the Gift of Sight" Campaign



- Lenskart may start a campaign of Social bonding and an emotional connection between **Old Age Parents and their Children**, solving year long problems of **Senior-Citizen** people with connector and latest technological enhancement can improve and enhance company's image alongside increasing its market share.

# BAV (Y&R) MODEL

## Differentiation

The brand's point  
of difference

## Relevance

How appropriate  
the brand is to you

## Esteem

How well regarded  
the brand is

## Knowledge

An intimate  
understanding  
of the brand

## Brand Strength

Strength / Vitality

## Brand Stature

Emotional Capital

BRAND ASSET

# BAV (Y&R) MODEL

**DIFFERENTIATION**

Lenskart stands out in eyewear industry,  
By Innovative technologies like '**3D Try-On**' and  
Customer enhancement services like – '**Home eye checkup**'

**RELEVANCE**

Lenskart is currently an **industry leader**. It has wider customer base. Improvement can be made by launching **newer segments, sub-brands and Tech-products**

**ESTEEM**

Positive customer perception and quality assurance.  
Company is shifting its production house in India to foster **Made in India** sentiments

**KNOWLEDGE**

Lenskart is a well-recognized brand. Brand awareness through extensive marketing campaign. Loyalty programmes like **Gold Membership**. Detailed product information, can improves consumer knowledge to buy products

## Academic Frameworks



### BCG MATRIX

Sunglasses  
Contact Lenses  
Fashion-centric eyewear

Relative Market Share

Accessories  
Powered Glasses

Market Growth



Star



Question Mark



Cash cow



Dog

Fitness Tracker  
Computer Glasses

Outdated Fashion  
Service-centric stores



# Thanks!

**Do you have any questions?**

**Bhavin Sharma**

**Hariom Singh**

**Sneha Gupta**

**Riddham Modi**

**Ujjawal Agarwal**

**Pawan Dhakad**



*“Empowering Your Vision,  
Inspiring Your Future! ”*

