

**Lenskart Solutions Limited (LENSKART:NSE) - Strategic SWOT and Financial Insights  
- A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies,  
Competitive Intelligence, Financial and Operational KPI's, and Recent Trends**

Company Report | 2025-12-24 | 65 pages | Quintel Research

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- Enterprise User Price \$195.00

**Report description:**

Report Summary

Lenskart Solutions Limited Strategic SWOT Analysis and Financial Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, and Recent Trends Report is a comprehensive and easily accessible overview of Lenskart Solutions Limited's business operations. It provides a detailed analysis of the company's financial and strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about Lenskart Solutions Limited including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses Lenskart Solutions Limited's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. Additionally, By integrating these strategic analyses, the report offers a comprehensive understanding of Lenskart Solutions Limited's overall strategic standing and supports informed decision-making and strategic planning.

The report also covers Lenskart Solutions Limited's financial analysis basis of latest income statement, balance sheet, and cash flow statement. Key financial ratios related to profitability, asset turnover, credit, market, and long-term solvency are outlined,

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providing guidance for investment decisions. Furthermore, the report compares Lenskart Solutions Limited's financial parameters with those of its competitors, offering a unique analysis of the competitive landscape. This information helps manage the business environment and improve sales activities by gaining insight into competitors' operations.

Finally, the report includes recent news and deal activities undertaken by Lenskart Solutions Limited enhancing awareness of the company's business trends, growth perspectives, and more.

### Key Highlights

Lenskart Solutions Limited, founded in 2008 as Valyoo Technologies Private Limited by Peyush Bansal, Neha Bansal, Amit Chaudhary, and Sumeet Kapahi, is a leading Indian eyewear company headquartered in Haryana, India. The company began as an online eyewear retailer in 2010 and opened its first physical store in New Delhi in 2013. Since then, Lenskart has expanded rapidly through a hybrid model of online and offline channels, including retail stores, mobile applications, and its website. Lenskart's product portfolio spans eyeglasses, sunglasses, and contact lenses, catering to men, women, and children. The company is known for its high-quality eyewear manufactured using advanced robotic technology, which ensures precision to three decimal places, and supports in-house lens production. Offering over 5,000 styles, including premium brands like Ray-Ban and Oakley alongside its own in-house labels, Lenskart emphasizes variety, affordability, and fashion-forward designs. While India remains its largest market, Lenskart has also expanded internationally to regions such as Japan, Southeast Asia, and the Middle East. Serving over 100,000 customers monthly, the company combines innovative technology, customer-centric service, and cost efficiency by eliminating middlemen, making it one of the fastest-growing eyewear businesses globally.

Lenskart Solutions Limited in the News:-

2025-07-02 - Lenskart bets big on Smart Glasses

2025-03-06 - Lenskart breaks ground on its upcoming state-of-the-art manufacturing facility in Telangana

### Scope

- Tactical Analysis:- Various strategic frameworks to gain insights into a Lenskart Solutions Limited's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.
- Business Strategy:- Contributes to shaping the Lenskart Solutions Limited's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.
- Financial Position:- Provide valuable information on the financial performance and investor sentiment surrounding the company. Indicating the level of confidence and expectations in the company's future prospects. These components collectively contribute to understanding the financial health and market perception of the company.
- Company Fundamentals:- These fundamentals offer valuable insights into the company's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.
- Competitive Landscape:- An identification of the Lenskart Solutions Limited's main competitors, providing insights into the competitive landscape it operates in.

### Reasons to Buy

- Comprehensive Understanding of the Lenskart Solutions Limited's internal and external factors through SWOT analysis, Financial Analysis, and Competitors Benchmarking.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.

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- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences, and best practices.
- Financial Performance Evaluation provides crucial insights into key financial ratios and trends, supporting better financial decision-making and resource allocation.
- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company Lenskart Solutions Limited:

- Lenskart Solutions Limited PESTLE Analysis
- Lenskart Solutions Limited Value Chain Analysis
- Lenskart Solutions Limited Porter's Five Forces Analysis
- Lenskart Solutions Limited VRIO Analysis
- Lenskart Solutions Limited BCG Analysis
- Lenskart Solutions Limited Segmentation, Targeting and Positioning (STP) Analysis
- Lenskart Solutions Limited Ansoff Matrix Analysis

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