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Lenskart Eyes Volume Growth After Strong Q2 Performance

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Lenskart, one of India's leading eyewear retailers, is set to prioritize **volume growth** following a strong second-quarter performance. CEO **Peyush Bansal** stated that the company plans to expand its reach across the country while continuing to focus on affordability and accessibility.

Strong Q2 Performance Drives Strategy

The retailer reported robust growth in Q2, driven by increased footfall in stores and a surge in online sales. Lenskart's blended model of physical and digital retail has been a key factor in its success. Bansal emphasized that the company's strategy is now shifting towards **scaling volume**, rather than solely focusing on premium product sales.

Expansion of Retail Footprint

Lenskart has been aggressively expanding its physical stores. Over 700 stores currently operate nationwide, with plans to add **more outlets in smaller towns and cities**. This expansion aligns with the company's goal of increasing volume sales and capturing a larger share of the Indian eyewear market.

Strengthening Digital Presence

While brick-and-mortar stores remain a priority, Lenskart continues to invest in **digital innovation**. Online sales channels, virtual try-on features, and personalized recommendations are part of the company's strategy to attract new customers and retain existing ones. The hybrid approach of combining offline and online channels has proven effective in boosting sales.

Eyewear Market Trends

India's eyewear market continues to grow, fueled by rising awareness of eye health and fashion trends. Affordable eyewear options and omnichannel experiences are attracting a wider audience. Lenskart's focus on **volume growth** aligns with these market dynamics, potentially enabling it to capture a larger share of the rapidly expanding industry.

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