

## Lenskart: From Startup Vision to Eyewear Powerhouse

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Lenskart's journey began in **2008**, when a group of young entrepreneurs — **Peyush Bansal, Neha Bansal, Amit Chaudhary, and Sumeet Kapahi** — came together to solve a pervasive problem in India's underserved eyewear market. They incorporated their company originally as **Valyoo Technologies Private Limited** and later launched **Lenskart** as an online eyewear retailer in **2010**.

At the time, eyewear in India was dominated by small, fragmented optical shops with inconsistent pricing and limited choices. The founders saw an opportunity to combine **technology, convenience, and quality** to make eyewear more accessible — at the right price and with a better customer experience.

### The Founders Behind the Vision

#### Peyush Bansal – The Architect of Growth

Peyush Bansal is the co-founder and **CEO of Lenskart**, widely recognised as the driving force behind its strategy and innovation. Before Lenskart, he worked at **Microsoft in Seattle**, gaining critical insights into technology and user experience before returning to India to start his entrepreneurial journey.

He holds a degree in Electrical Engineering from McGill University and completed post-graduate entrepreneurship training at **IIM Bangalore**. Since founding Lenskart, Bansal has led the company through rapid expansion, helped it become a **unicorn**, and served as a judge and mentor on **Shark Tank India**, elevating his and the company's public profile.

#### Neha Bansal – Merchandising & Legal Strategist

Neha Bansal, a co-founder with a background in commerce, plays a key role in **merchandising and legal strategy** at Lenskart. Her deep involvement in product assortment and legal governance helped strengthen the brand's operational backbone.

#### Amit Chaudhary – Expansion & Operations Leader

Amit Chaudhary brought strong technical and operational expertise to the team. With experience in analytics, technology, and organisational development, he significantly influenced Lenskart's omnichannel growth and supply logistics.

#### Sumeet Kapahi – Sourcing and Execution Expert

Sumeet Kapahi joined the company early and has been instrumental in **global sourcing and logistics**. His industry experience helped streamline Lenskart's supply chain and ensured efficient product availability — a crucial factor for scaling both online and offline sales.

## A Hybrid Retail Revolution

Lenskart launched online in 2010 selling **contact lenses** and soon expanded to **eyeglasses and sunglasses**. Recognising that eyewear often required physical fitting and customer trust, the founders **pivoted to a hybrid model** by combining e-commerce with physical storefronts. They opened their **first retail store in New Delhi in 2013**, laying the groundwork for India's largest organised eyewear chain.

Today, Lenskart operates **thousands of omnichannel stores** in India and abroad, bridging technology and personal experience by offering services like **free eye tests, AI-powered virtual try-ons**, and doorstep delivery — features that transformed a traditional category.

## Funding, Growth & Global Expansion

Lenskart's rise has been backed by robust investor confidence. The company has raised **over \$1 billion** from marquee global investors including **SoftBank Vision Fund, Temasek, KKR, PremjiInvest**, and others. This capital fueled expansion into international markets and helped Lenskart scale production and retail infrastructure.

In 2019, the firm achieved **unicorn status** with a valuation exceeding \$1 billion. Since then, multiple funding rounds have further skyrocketed its valuation into the multi-billion-dollar range as it prepares for a **major IPO**, highlighting its evolution into a global optical lifestyle brand.

The founders themselves have also reinvested in the business — most recently infusing roughly **₹160 crore** to support the company's future growth.

## Innovation & Customer Focus

What sets Lenskart apart is its blend of **technology and customer-centricity**:

- **AI and AR Features** like virtual try-ons that simulate how frames look on customers.
- **Free home eye checkups** and high-quality automated manufacturing.
- A wide product portfolio ranging from everyday eyewear to premium and lifestyle brands.

This innovation has helped the brand serve **tens of millions of customers worldwide** and become one of Asia's largest eyewear companies.

## The Vision Ahead

From a modest online startup to a publicly listed eyewear giant, Lenskart's success story is rooted in **solving real consumer problems with tech-first solutions**. The founders' relentless focus on accessibility, quality, and omnichannel experience continues to drive the brand's mission — making **clear vision affordable and enjoyable** for people across India and beyond.

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