

VRX GLOBAL INNOVATION SUMMIT SPANNED A GAMUT



GLOBAL PARTNERS PRESENT
AT THE VRX SUMMIT

**LALIT KUMAR
GUPTA, CBO-
VISION RX LAB
ADDRESSING
THE GLOBAL
PARTNERS**

Vision Rx Lab presented its latest innovations in product line, marketing and services to its 65 global partners at its annual forum to foster sustainable business development in changing times. The conference, hosted at the Leela Ambience Hotel in Gurgaon on 11th and 12th November 2019, was very well received.

In his opening presentation, Lalit Kumar Gupta, CBO of the company, said, "In a world where everything is digitized, businesses need to pursue innovation to disrupt their own business model before the competition does. Without innovative strategies, companies will lose their competitive advantage in an increasingly commoditized world.

Hence for sustainable business it is necessary to add value with innovation in products and services."

Vision Rx Lab unveiled its latest innovations in protective lens material and AR coating categories. UV Max, an advanced lens material which completely cuts out harmful UV Rays up to 400 nm, ensures greater comfort and optimal protection. In the AR coating category, Satin Klear UV is one of the most advanced and transparent AR in the market with 99.6% transmittance and exceptional resistance to high temperature. The lens reduces ghost images that often appear in other AR, leading to maximum transparency, which makes them almost invisible not only to the user but also to those facing them.





▲ GLOBAL PARTNERS WITH SANJIV KUMAR GUPTA, CEO-VISION RX LAB AT THE GROUP'S STATE-OF-THE-ART-LAB IN GURGAON



AN INNOVATIVE DISPLAY AREA SHOWCASING NOVA EYEWEAR'S OUTDOOR SOLUTIONS

A preview of lens designs that will soon be launched showed products that offer increased comfort and exceptional optics.

Since innovation extends beyond new product development to how business decisions and initiatives are taken to keep up with the changing times, an informative panel discussion focused on "Emerging Trends that are Redefining the Global Retail Business and its Challenges". This session drew a lively exchange of practical ideas and solutions among the participants on the current issues faced by optical retail partners. The panellists of eminent experts from different parts of the world and professionals from the eyewear industry shared their perspectives on the changes in the optical industry with the coming of the digital revolution. They also shared how businesses are being reinvented to stay ahead in the growing competitive market.

The new marketing campaign for

the company's flagship brand Nova, featuring its global brand ambassador Jacqueline Fernandez, was also unveiled at the conference. Nova is being repositioned as 'Complete Eyewear', with the famous film star sporting the new categories in lenses, frames and sunglasses. The new collection offers a wide range of vision solutions in stylish frames. Also featured are 'Nova Combos' which offers chic frames with lenses at a single price, and 'Try on App', an app based tool which provides customers a virtual preview of how they look as they click on their choice of frames and sunglasses on the app screen.

The event was capped with a tour of the Vision Rx Lab in Gurgaon that showed its highly efficient services. This fully integrated lab is equipped with the latest cutting-edge technology in digital surfacing, remote edging, coating and tinting processes. With the addition of two new labs, the production facility has expanded to 180,000 square feet and includes new high-speed edging machines that ensure the delivery of higher volumes in a much shorter time. The entire process of lens generation is fully automated with state-of-the-art robotic technology supervised by experts.

The programme included a tour to Jodhpur where the global partners enjoyed a break at the Taj Umaid Bhawan Palace and Taj Hari Mahal, both luxury heritage properties noted for their fine cuisine and cultural programmes, and visits to the city's historic landmarks.

