



SWAMI VIVEKANANDA UNIVERSITY

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Completion Report of "Campus Drive of Lenskart"



Organized by: Department of Optometry

Date: 03th April 2024

Venue: Swami Vivekananda University

Campus Placement Drive Report

Date of Campus Drive: 03/04/24

Name of Company: Lenskart

Number of Students attended: 14

Batch: 2020-2024

Details:

Lenskart conducted a Campus placement drive on 3rd April, 2024 in Swami Vivekananda University, Barrackpore.

Lenskart is an Indian multinational optical prescription eyewear retail chain, based in Gurgaon. As of March 2023, Lenskart has more than 2,000 retail stores, three-fourths of which are in India. Its manufacturing facility in New Delhi manufactures 3 lakh glasses a month. Lenskart is building an automated factory in Bhilwadi, Rajasthan, with an annual production capacity of 5 crore glasses. Peyush Bansal, a former Microsoft employee, founded Lenskart.com in 2010 along with Amit Chaudhary and Sumeet Kapahi. Lenskart have 10,000+ employees, more than 1500 omnichannel stores across 175+ cities in India, Singapore, Dubai and Saudi. Lenskart is very secretive about the geographic distribution of its employees. The company reached a valuation of \$1 billion in December 2019 after SoftBank invested around \$275 million. In March 2023, the Abu Dhabi Investment Authority invested \$500 million in Lenskart at a valuation of \$4.5 billion. In June 2023, the company raised \$100 million from ChrysCapital.

Panel of four members, Mr. Sreejit Sarkar (Regional Training Manager-East and Professional Optometry service), Mr. Supratim Banerjee (Senior Cluster Optometrist-east), Mr. Sudipto Banerjee (HR Manager-east) and Mr. Soumyadeep Ghosh (Human Capital- Retail HR) came for searching suitable talent by conducting student interviews for the position of Optometrist. Panel members were very keen in conducting Campus recruitment drive next year also.

The programme was coordinated by Mrs. Dipanwita Ghosh (HOD, Department of Optometry) and Mr. Praloy Mukherjee (Training and Placement Officer). The programme commenced with a warm welcome of Lenskart Technical and HR team. This was followed by a small presentation by Mr. Sreejit Sarkar which gave a detailed knowledge of the company and the job role. After that the following rounds of interview were conducted.

- Initial screening and assessment of communication skills (In Person)
- Technical and Clinical Interview round (In Person)
- HR Interview (In-Person)

Total 14 candidates participated in the campus recruitment drive, out of which all candidates were qualified after the first round. Qualified candidates were then assessed on their technical clinical skill and knowledge, after which 8 candidates were shortlisted. Shortlisted candidates will be called for the final round (online platform) within 7 days which will be conducted by the central HR team. Overall experience and feedback of Lenskart recruitment team was very positive as the need of their organization to search the right talent to drive its business objectives were fulfilled by the students and the Campus Recruitment Drive conducted by us. Our Chief Operating Officer Mr. Saurabh Adhikari, motivated & supported in every aspect for the successful conduction of this campus drive & quoted how such programmes were essential for boosting the confidence of students and for the strong image of our university by building a bridge between prestigious industries.

Mrs. Dipanwita Ghosh
HOD, Department of Optometry

Mr. Praloy Mukherjee
Training and Placement Officer

