



Did you know that 80% of the information received by your brain is through your eyes? That's right – regular eye examinations can protect your vision and your health. India has about 600 million people who need vision correction but only 150 million have access to spectacle lenses; the remaining do not because of the three As – awareness, accessibility and affordability. Crizal is the largest selling branded anti-reflective lens today but not without effort. In India, it has taken more than 20 years of collective effort from Essilor, opticians, optometrists and other eye care professionals to bring awareness about spectacle lenses to the consumer.

SEE CLEARER. LOOK SMARTER.

#1 IN SPECTACLE LENSES WORLDWIDE.

Crizal

SEE CLEARER, LOOK SMARTER WITH CRIZAL.
CRIZAL® acts like a shield against reflections, scratches and smudges for the clearest vision possible. Even in the flashlights of a selfie (oh, and recommend Crizal to your friend).

essilor

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the eyes of the world to help them look better, see better and feel better, making it one of the most innovative brands in the optical industry. Within the Essilor portfolio – Crizal Sapphire 360° UV with 360° multi-angular technology is the most recent innovation in the Crizal brand. These lenses further reduce reflection coming from all sides to offer consumers the clearest vision.

After its introduction in India in 1999 Crizal has seen a significant growth almost every year. It is a brand enjoying immense credibility amongst opticians and end users alike. Crizal crossed the 1 million wearer mark a few years ago and continues to gain in strength.

Innovation is key to Crizal and is constantly evolving to suit the changing needs and lifestyle of the wearer.

While the original Crizal UV lenses protects eyes from the three enemies of clear vision – scratches, reflection and UV, with Crizal Sapphire 360° UV, it moved from vision correction to vision enhancement for the digital world. The lens protects the wearer from the six enemies of clear vision – reflection, scratches, water, smudge, dust and UV.

Innovation of course has continued and Crizal has moved from protection to prevention with Crizal Prevencia. In a world where we live our lives through digital screens – laptops, tablets, mobiles et al – eyes are being subjected to harmful UV and blue light. Part of this blue light is necessary for body functions like hunger, sleep, emotion etc. But there are harmful elements in this blue light which cause cataract and speed up AMD (age related macular degeneration). Crizal Prevencia has Light Scan technology that allows the good blue light into the eyes and keeps away the harmful blue.

History

Essilor is a 170-year-old company formed by the merger of Essel and SILOR both entrepreneurial and innovative in their DNA. This French company with operations in more than 100 countries, invests more than 500 million Euros annually on research. Product innovation is the key that has made the company visible internationally and a leader in every category. In fact, products less than three years old account for one-third of its turnover. Essilor is responsible for many firsts – it launched Orma the first lightweight unbreakable lens in 1959 which is the origin of most plastic lenses; Varilux the world's first ever progressive lens was also invented in

Market

The Indian eye care market includes all optical products. The Indian spectacle lens market is driven by increasing awareness about lenses, technology and innovation, and is the fastest growing segment among other optical products like spectacle frames, sunglasses, contact lenses and other accessories. The lens industry is more evolved in tier 1 and tier 2 cities where awareness and convenience have made people switch from glass to plastic lenses; in smaller cities and villages, glass lenses are still sold although it is almost unheard of in other parts of the world. The focus of companies like Essilor is on shifting spectacle wearers from using glass to plastic lenses; from uncoated lenses to Crizal, from low index to high index lenses, from clear to branded photochromic lenses like Transitions and from bifocal to branded progressive lenses like Varilux.

Many exciting changes are unfolding in lens technology from manufacturing to lens designs. Today, the market offers lenses, which protect the wearer from harmful UV rays, blue light (emitted from LED lights, mobile and tablet screens) and lenses that are clear indoors and turn dark outdoors. India's workforce productivity is dependent on people's eyesight and Essilor recognises this need by striving to ensure that

the best possible vision is provided to the people of India.

Achievements

Crizal is the most trusted brand in spectacle lenses. It is the only lens brand that has a wide recognition amongst consumers in India. Despite



TRANSMISSION OF LIGHT is provided by CRIZAL LENSES GIVING the best CLARITY

the reality that lenses are a low involvement category as compared to choosing the right frame, Crizal is largely responsible for introducing the Indian consumer to the importance of having the right lens fitted into their spectacles.

Essilor entered the Indian market in 1998 with the first successful branded hard-coated lens and brought a revolution in the quality and variety of lenses available to opticians and consumers. Crizal was launched in 1999 and its USP was absolute clarity and a feeling of not wearing lenses at all. Crizal offers its wearer 99.2% transmission of light, giving the best clarity and lenses with almost no reflections. Since then, Crizal has literally opened

1959. Essilor is also the world champion for custom made personalised product, giving the discerning wearer that extra edge. Every major innovation in lenses has originated from Essilor.

Product

Crizal from Essilor was born in 1994 – an organic multipurpose lens that combines a specific hard coating, multi-layer high performance anti-reflective coating and a coating that makes Crizal water-resistant. This product has since become one of the largest and most reliable selling brands of lenses, both for its quality and performance. Launched in India in 1999, Crizal has expanded its distribution to more than 10,000 opticians across India and it services these opticians through a network of labs and stock points.

Crizal, without doubt, is an innovative brand. Across its products are a number of common features: clarity of vision provided by the most superior anti-reflective coating; comfort provided by lightness, transparency and quality of vision; attractiveness obtained by thinness and transparency; protection against shocks UV rays and harmful blue violet light.

Recent Developments

Unlike the previous years, today we have a great amount of light around us with varying intensities, colours and types. Such excessive exposure to lights, which can be termed light pollution, leads to a world full of reflections for spectacles wearers – back and front side reflections, optical diffusions and ghost images. The amount of light one consumes, be it from digital devices, external digital advertising devices, LEDs, or just all the ambient light that has been on the rise, the effect of these various reflections on lenses can be very disturbing. Crizal Lenses have been the synonym for anti-reflective coating lenses across the globe. In India it is acknowledged as the most preferred consumer brand in

spectacle lenses. Crizal® Sapphire™ 360° UV is the new generation of Crizal® coating that reduces reflections of light coming from all around the wearer. Thanks to its new 360° Multi-Angular Technology™ which combines new calculation tools and a new nano-layer inside the stack, Essilor is able to manage various targets and optimise lens performance.

In this digital age, constant exposure to digital devices can have a harmful effect on the eyes. Crizal Prevencia, a unique design by Essilor, uses Light Scan technology which has been designed to



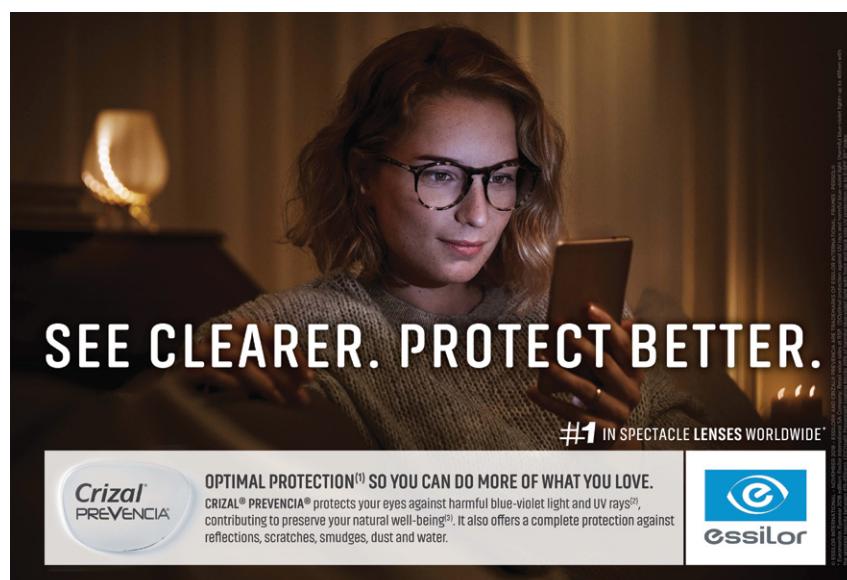
#1 IN SPECTACLE LENSES WORLDWIDE*

filter out harmful rays, the blue-violet rays. While blue light can cause AMD, UV light from the sun can cause cataracts. Crizal Prevencia, protect the eyes on a daily basis, maintaining the wearer's long term eye health. At the same time, it lets in the good light that regulates sleep and mood, and boosts brain activity. Also, this no-glare lens gives

which emphasises on how Crizal is clearly the best choice, a play on clearest vision – the brand is always talking about crystal clear vision. Crizal is a global brand, which has been adopted by Indian customers and enjoys immense popularity amongst eye care professionals and consumers. Eye care professionals in India are also responsible

for the success of Crizal; they have used the training provided by Essilor to correctly dispense the product based on the needs of the consumer and have ensured that they provide the best service to their customers. There is a Crizal for everyone based on their budget, needs and lifestyle.

A growing segment for Crizal is children. They spend a lot of time on screens and in fact one-in-four school children do poorly in class because of poor vision. Crizal and eye care professionals have come together to do screening in schools and colleges to build awareness on the importance of getting eyes tested and if vision impairment is detected, to wear the correct prescription lenses.



#1 IN SPECTACLE LENSES WORLDWIDE

OPTIMAL PROTECTION⁽¹⁾ SO YOU CAN DO MORE OF WHAT YOU LOVE.
CRIZAL[®] PREVENCIA[®] protects your eyes against harmful blue-violet light and UV rays⁽²⁾, contributing to preserve your natural well-being⁽³⁾. It also offers a complete protection against reflections, scratches, smudges, dust and water.



the best vision in all light conditions, and is resistant to smudges, scratches, dust and water.

Promotion

Considered as a premium brand of crystal clear spectacle lenses, Crizal is one of the most recognised consumer brands in its category thanks to Essilor's efforts since 2005 when the company started talking to consumers directly. From its first campaign – Open Your Eyes to Crizal which said: if anyone requires a spectacle lens they should think about Crizal, to the latest communication

Brand Values

Crizal stands for clarity in vision. Identified by the go-getter who wants the best, most brand loyalists are young achievers between the 20 and 35 age group. Trust, quality and reliability have been the fabric of the brand. Crizal will always push the innovation paradigm. The brand continues to probe and seek answers to vexing questions – is the brand giving the best in both protection and prevention to its consumer? Are the people of India seeing well? The challenge Crizal takes up is to be the forerunner in product innovation to give the consumer even better, clearer vision.

Things you didn't know about CRIZAL

- * Worldwide over 300 million wearers have chosen Crizal since 1992
- * One pair of Crizal Lens is sold every second somewhere in the world.
- * Nine out of ten Crizal wearers are very satisfied as compared to four out of ten generic coating wearers*
- * 92% of Crizal wearers intend to purchase Crizal again**



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(1)Based on cumulative sales volume until end of 2016

(2)**Based on brand tracking conducted by MSW in nineteen countries in 2015-16 among 27,696 spectacle wearers out of which 1,046 were Crizal wearers

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