

# INDIAN EYEWEAR BRAND PRODIGY EXPANDS OVERSEAS



**W**ith its vast experience in eyewear distribution, the Dhansri Group was able to achieve the best sales and distribution in its allotted territory in the country for the globally renowned Luxottica Group's famous brands. The top optical brands it has been associated with over two and half decades include Bausch & Lomb, Fastrack, Sterling Group, Fuji, Zircon, Hoya, and Zeiss spectacle lenses, among others.

The Dhansri Group recently partnered with VisualEyes to further consolidate and grow in the ophthalmic lens industry. VisualEyes is a popular brand that offers the full range of lenses. This is a brand by Corning, the renowned multinational technology company who were the world leaders in the ophthalmic lens material industry till early 2000, before CR-39 and plastic lenses became popular.

In 2018 the Dhansri Group decided to launch an in-house brand, Prodigy, which offers a complete range of frames and sunglasses. It has

done so well in these five years with the brand available through over 5000 optical retailers and wholesalers in over ten countries. These include Nepal, Bangladesh, Sri Lanka and some countries in Africa. Its global footprint is growing steadily as they look to expand their distribution network to more countries.

In addition to Prodigy, the company also offers a few sub brands like Prodigy Royale, Prodigy Insignia for all ages, and Prodigy Champs for children.

Their innovative frames and sunglasses are manufactured with state-of-the-art materials crafted into fashionable eyewear. With the company's understanding of the sector, they



offer the latest styles that cater to the demands of the market.

Designed and engineered by a team of optical industry experts, Prodigy Eyewear is made using the latest technology. Each product goes through rigorous steps to offer exceptional customer experience. All the frames and sunglasses, priced competitively, carry a one-year warranty against any manufacturing defects.

“Prodigy branded frames and sunglasses are currently sold in over ten markets across the globe. We have more than half a million happy Prodigy customers, since this brand was launched in 2018. Our development, design and engineering teams work very closely with the market experts and actual consumers to ensure that the unique needs of the actual consumers are understood and met,” says Sumit Modi of the Dhansri Group.

In addition to the optical sector and the ophthalmic lens industry, the Noida-based Dhansri Group has multiple business verticals as they also deal in tea processing, food grains, iron and steel, consumer

durables, and automobile dealerships in east as well as north India. With this wide range they have built up a strong network across the country.

