



THE DARK LENS

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**Everyone
Can
Succeed**

Welcome

Hello!

First of all, I heartily welcome and congratulate you all on this important occasion.

It is because of your trust, experience, and vision that we are here today with a business proposal that will not only be a profitable business but also a means of improving people's eyesight and quality of life.

Our proposed optical business, ****THE DARK LENS****, is not just a store, but the beginning of a journey to become a trusted brand. The support of valued partners like you fills us with pride and energy.

We believe that the true secret to success lies within "we"—and today, "together, we" are laying the foundation for a strong, reliable, and rapidly growing optical network.

We are honored to have you join us in this proposal.

Let's work together to build a future where every customer has not only clear vision but also complete trust in us.

Thank you.

Welcome to our family!

Let's light up every eye, every dream together!

Again, our heartfelt gratitude for your support and trust.

Thank you!

DALVEER SINGH CEO
THE DARK LENS



About CEO



Dalveer Singh: CEO of "THE DARK LENS"

Dalveer Singh is an experienced and visionary leader in the optical industry, serving as the Founder and CEO of "THE DARK LENS." He has over 15 years of extensive experience in optical lenses, frame design, and related technologies. Using his expertise, he has led the company toward cutting-edge technology-driven innovations, focusing on advanced optical solutions such as smart lenses and custom frame design. Dalveer Singh's leadership has helped DARK LENS become a leading name in the industry, based on quality, innovation, and a customer-centric approach. His vision is to strengthen not only traditional optical products but also meet future needs by embracing digital and sustainable technologies.

About CEO

DALVEER SINGH

OWNER & CEO

About Us

Introduction

About The Dark Lens

The Dark Lens is an Indian optical company specializing in spectacle lenses, sunglasses, and other optical products. The company has been in this field for over 15 years, focusing on high-quality lens design and manufacturing. The company's primary objective is to provide premium optical solutions at affordable prices, tailored to the needs of the Indian market. Available through a network of distributors in various cities, it prioritizes customer eye safety and comfort. For more information, visit their official website or contact local stores.



Grow Your Business With Us

About Us

Dear Business Partner,

Hello!

Eye care is a top priority for everyone today, and the optical industry is one of the fastest-growing sectors in India.

We "THE DARK LENS,,are looking forward to partnering with you as a trusted, fast-growing brand in your city/region.



Grow Your Business With Us

Dear Business Partner,
Dear Business Partner,

By joining us, you'll get:

- ✓ High-quality products – stylish frames, premium lenses, sunglasses, and contact lenses
- ✓ Most attractive margins – Best profit share in the industry
- ✓ Free marketing support – billboards, social media promotions, posters, standees
- ✓ Regular stock availability and fast delivery
- ✓ Training and sales support – Free product training for your staff
- ✓ Exclusive area rights – No other dealer in your area
- ✓ Credit facility for eligible partners



Grow Your Business With Us

We're looking for:

- Experienced businessmen who already run optical shops
- Enthusiastic entrepreneurs planning to open new shops
- Those who believe in quality and customer service

A successful partnership isn't just a business, it's a long-term and rewarding relationship.

Join us and watch your business grow 3-5 times over the next 5 years.

Let's work together to give millions of people better eyesight and stylish looks... and earn a lot at the same time!





Our Timeline

2011

The company was founded by Dalveer Singh and launched as an offline store.

2019

Initially, offline stores were systematically expanded, focusing on quality and service.

2022

In light of the challenges faced by offline stores due to the COVID-19 pandemic, online stores were launched.

2025

To rapidly expand the business, a channel network was established, partnership fundraising, and employee training were initiated.

Our History

The Dark Lens Company: An Inspiring Journey

Beginnings: From a Small Step to a Big Dream (2011)

2011 was a time when online shopping was just gaining ground in India. Mr. Dalveer Singh, a visionary entrepreneur, founded the company that same year. Initially, it was a simple offline store selling glasses, lenses, and eye care products. Dalveer believed that good vision not only underpins health but also elevates the quality of life. Opened in a corner of a small town, the store quickly gained customer trust. The initial challenges were numerous – limited resources, market uncertainties, and competition. But Dalveer's hard work and customer-centric approach strengthened the company. He personally interacted with each customer, understanding their needs, and providing sound advice. This became the foundation on which the company was built.

Growth: Expansion on a Foundation of Trust

As the years passed, The Dark Lens expanded beyond the offline world and entered the digital world. By 2015, the company launched its first online portal, providing customers with high-quality lenses and glasses at home. Dalveer's strategy was simple: quality, affordable prices, and prompt service. Millions of customers capitalized on this. The company opened branches in various cities and soon emerged as North India's leading eyewear brand. Facing challenges, such as supply chain disruptions during the pandemic, the company focused on innovation. They now offer smart lenses, UV-protected products, and customized solutions. Today, in 2025, The Dark Lens is not just a company, but a brand that makes eye care accessible.

Our History

Today, The Dark Lens Company has achieved significant success thanks to the unwavering trust of millions of customers. Initially consisting of one offline store, it now has hundreds of outlets across the country and a strong online presence. The company not only grew its business but also embraced social responsibility through free eye checkup camps, awareness programs in rural areas, and eco-friendly products. Under the leadership of Mr. Dalveer Singh, the company's turnover has reached crores and it continues to be an inspiration for young entrepreneurs. This journey proves that with true faith and dedication, any dream can become a reality.

****Message from Mr. Dalveer Singh:**** "Our success lies in the trust of our customers. From 2011 to today, we have strived to meet their expectations at every step."

The Dark Lens – Where Vision Meets New Heights!



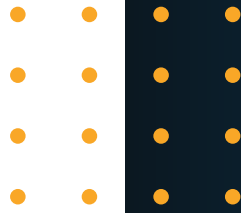
Vision

OUR VISION

THE DARK LENS –
Vision Statement (for
human vision
improvement)

"To give every eye the
sharpest, clearest, and
healthiest vision
possible – so that the
world is not only seen,
but felt in its entirety."

Clear vision, healthy
eyes – for every human
being.



Mission

THE DARK LENS – Mission

"To reach every corner of India, both online and offline, through a network of partners over the next 5 years, providing affordable, high-quality, and reliable vision correction to every person – so that no one remains blind."





**Thodi si break, poori clear vision
Break mein bhi, aankhon ka khayal.**

Our Work

THE DARK LENS is a premium and affordable optical brand that operates in two simple ways:

1. Direct-to-Consumer (D2C) Model

Sells the latest anti-glare, blue-cut, photochromatic, progressive lenses, and stylish frames through its online store (website and app).

Free eye-checkup booking, virtual try-on, and 7-day home trial. Direct from factory to customer – hence premium quality at a 30-50% discount.



Optical Business

1. Eye Testing (Refraction)
2. Frame Selection
3. Lens Recommendation
4. Order Processing
5. Frame Fittings

Our Work

2. Partner Network Model (Offline + Online-Offline Combo)
Tie-ups with over 500 partner opticians/franchise stores across India. EXCLUSIVE THE DARK LENS counters in partner stores or complete store-in-store.

Even if you order online, you get free fitting + after-sales service from the nearest partner store. We provide high margin + branding + training to our partners, they push only our products.



optical business
6. Sales & Billing
7. After Sales Service
8. Stock Management
9. Customer Follow-up
10. Marketing



Our portfolio

THE DARK LENS – Company Portfolio (Short, Powerful & Premium Feel)

Who We Are

THE DARK LENS – India's boldest optical brand that is not just glasses, it gives attitude. Premium lenses, fearless designs and world-class eye-care are the revolutionary brands that have reached India.

What We Offer (Portfolio)

- Ultra-clear Anti-Glare & Blue-Cut Lenses
- Photochromic (Light-Adaptive) Lenses
- Progressive & Bifocal Lenses
- High-Index Thin Lenses (1.67 & 1.74)
- Premium Sunglasses & Computer Glasses
- Zero-Power Fashion Frames (Bold & Dark Aesthetics)
- Kids Eye-Care Range
- Contact Lenses (Daily, Monthly & Colored)
- Complete Eye-Checkup Services (Online Booking + Offline Stores)

Our Reach

- 500+ Partner Opticals across India (rapidly growing)
- Full Online Store (Free Home Eye-Check + Delivery)
- Same-Day Delivery in Metro Cities
- Try-at-Home Service (5 Frames Free)

“If it is dark then it is clear.”

Our Service...

1. Power-Packed Eye Check-Up
2. Crystal-X Lens Technology
3. Magic of Unbreakable Frames
4. Zero-Power Swagger
5. 48-Hour Express Delivery
6. Lens Replacement Lifetime Deal
7. 1-Year Damage-Proof Warranty
8. Kids Special "Grow-With-Me" Package
9. Corporate & School Tie-Ups
10. Try-Before-You-Buy (Virtual+Store)



DEVELOPMENT



MARKETING

Free camp → Trust → Sale → Business partners network
Referral + WhatsApp → Repeat

Become a Our Business Partnerer ...

A. Who can become a Network REFRAI RETAIL PARTENER ?

- Existing optical shop owners (who want to sell our products)
 - Grocery/medical store owners
- Mobile repair/cosmetic shop owners
- Unemployed youth/women who can invest 50,000-70,000 rupees
- People with eye hospitals/eye clinics



DEVELOPMENT



MARKETING

Free camp → Trust → Sale → Business partners network
Referral + WhatsApp → Repeat

Become a Our Business Partnerer ...

B. What will a partner receive?

1. Our brand nameboard + complete showroom look (free or at a very low cost)
2. Free merchandise (glasses, frames, lenses, sunglasses) worth ₹50,000 to ₹1 lakh initially
3. Free software + billing app + barcode system
4. Free training (2-3 days) – how to sell glasses, how to perform eye checkups
5. Monthly marketing support (pamphlets, SMS, WhatsApp, Facebook Ads)
6. Home delivery (by our staff)
7. Weekly new stock + return of old stock
8. Up to 25-35% margin per customer



DEVELOPMENT



MARKETING

Free camp → Trust → Sale → Business partners network
Referral + WhatsApp → Repeat

Become a Our Business Partnerer ...

C. How much investment will a partner need to make?

There are three types of packages:

Package A (Mini Partner)

Investment: ₹50,000 – ₹70,000 Counter size: 4×6 feet will do Monthly earnings: ₹25,000 – ₹40,000 (starting date)

Package B (Standard

Partner) Investment: ₹1.5 lakh – ₹2.5 lakh Small shop (100-200 sq ft) Earnings: ₹50,000 – ₹90,000 per month

Package C (Pro Partner)

Investment: ₹4-6 lakh

Large shop + auto refractor machine

Earnings: ₹1 lakh to ₹2 lakh



DEVELOPMENT



MARKETING

Free camp → Trust → Sale → Business partners network
Referral + WhatsApp → Repeat

TABLE	PLAN	VALUE	PRODUCT	PROFIT
1	RETAIL REFFREL PARTENER	2000 /.	1 UV PROTECTION FRAME With Single Power	PER RRP 200 /
2	PARTENER	50000 -100000/.	BRANDING + MARKETING	PER RRP 200 + 4% EXTRA
3	PRO PARTENER	4 - 6 LAKH	BRANDING + MARKETING+ EYE TESTING SOFTWARE +BAR CODE SYSTEM + WORTH 2 LAKH LENCE FRAMES	PER RRP 200 + 6 % EXTRA
4	SHAIRING PARTENER	Company shareholding will be 60% and all partners will have 40% shareholding.	Terms & Condition :- Minimum Shairing start will be 10 lakh	LIFE TIME BUSINESS PARTENERSHIP

S.N.	RANK	L & R PV VOLUME	INCENTIVE INCOME	REWARD INCOME	OTH FIXED REWARD	UPCOMING FUND REWARD
1	PROMOTER	2	200	200	5 DAY 5 * 1000 /.	
2	RRP	4	200	200	15 DAY 15 * 5100 /.	
3	RRP STAR	8	400	400	25 DAY 51 * 11000 /.	
4	BRONGE	16	800	1000	50 DAY 101 * VOCATIONAL	
5	BRONGE STAR	32	1600	2100	TOUR IN RAJASTHAN	+ 11000 CASH
6	PLATINUM	64	3200	5100		
7	PLATINM STAR	128	6400	11000	60 DAYS GO	GOA TOUR + 25000 CASH
8	SILVER	256	12800	21000		
9	SILVER STAR	512	25600	51000		90 DAY CLEAR START CAR FUND 3 % BY CTO
10	PEARL	1024	51200	100000		HOUSE FUND 3 % BY CTO

S.N.	RANK	L & R PV VOLUME	INCENTIVE INCOME	REWARD INCOME	OTH FIXED REWARD	UPCOMING FUND REWARD
11	PEARL *	2048	102400	200000	5000 Monthly meeting allounce	Dubai Tour With Spouse
12	EMERALD	4096	204800	500000	Helth insurance 1 cr	
13	EMERALD *	8192	409600	751000		
14	DIAMOND	16384	819200	1100000		50000 Monthly Sallery
15	BLUE DIAMOND	32768	1648400	2100000		100000 Yly Medical Allounce
16	ROYAL DIAMOND	65536	3276800	5100000		
17	CROWN D.	131072	6553600	10000000		Special Honour Programme
18	BLACK D.	262144	13107200	20000000		Special Honour Programme
19	IMPERIAL D.	524288	26214400	30000000		Special Honour Programme
20	GLOBEL AMBASSADO R	1048576	52428800	55100000		Special Honour Programme By Celebrity*

SWOT Analysis

STRENGTHS

- High profit margin (up to 40-60%)
- Repeat customers and referrals keep coming
 - A monopoly may develop in the local area

WEAKNESSES

- High initial investment (frames and machines)
 - Lack of trained staff
- Competition from online brands (Lenskart, Titan Eye+)
- Fear of duplicate/fake products



OPPORTUNITIES

- The contact lens and sunglasses market is growing
- Demand for blue-cut and progressive lenses has increased rapidly
- The kids section is doing well due to the increasing number of children
- Insurance/company tie-ups are possible

THREATS

- Discount wars between big online players
- Opening of a new store within 500 meters of the local area
- Customers placing direct online orders
- Late delivery or quality issues from a supplier

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THANK YOU

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