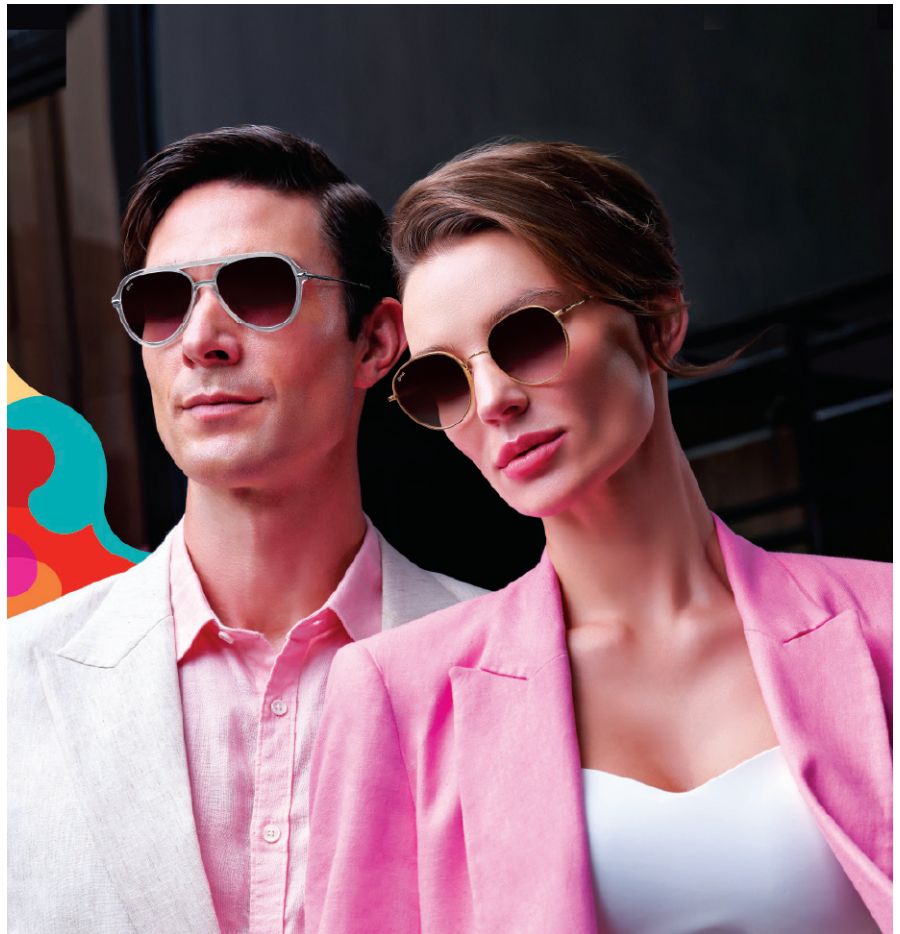


NOVA EYEWEAR CELEBRATES GLOBAL REACH WITH VIBRANT *"NOVA TO THE WORLD"* CAMPAIGN

Nova Eyewear, the flagship brand of Vision Rx Lab, has rolled out a new vibrant campaign, "Nova to the World," to celebrate its remarkable global journey, spanning over 40 countries worldwide. The world is vast, vibrant, and waiting to be seen – and Nova Eyewear is ensuring everyone sees it in style through its enriching campaign visuals.

For years, Nova Eyewear has been synonymous with innovation, trust, and a relentless pursuit of visual excellence. It is globally recognized for blending cutting-edge lens technology with fashionable frames, empowering individuals to see the world with clarity and confidence. From revolutionary lens technology and advanced coatings, to trendsetting frames and sunglasses, Nova caters to the diverse needs of modern, active lifestyle worldwide.



"Nova to the World" brings this global reach to life through captivating visuals and a dynamic film. This campaign displays the brand's extensive portfolio, vividly showcasing the vast opportunity to experience the world through lenses crafted with meticulous precision and framed by designs that seamlessly blend technical sophistication with contemporary style. This campaign captures the very essence of Nova's mantra: "Vision Meets Fashion."



NOVA BRAND CAMPAIGN VIDEO



Pilot, specialty progressive lenses designed for pilots and other professionals requiring exceptional visual performance in demanding environments, and Nova Golf, specially crafted for enhanced performance on the golf course. These are some of the signature products from VRX's vast offerings. These revolutionary innovations reiterate Nova's commitment to cater to diverse visual needs with precision, while their contemporary, trendy designs appeal to discerning customers.

Nova is the flagship brand of Vision Rx Lab, an internationally renowned company which is among the major players in the optical industry.

Vision Rx Lab, part of the EssilorLuxottica Group, is one of India's largest ophthalmic product manufacturers. Headquartered in Kolkata, it specializes in high-quality organic and mineral Rx lenses and complete eyewear solutions, including its global brand, Nova Eyewear. With 10 manufacturing labs, 37 service centers, and exports to over 54 countries, the company has a strong international presence, supported by overseas offices in the USA, Europe, Canada, and the UAE.

The campaign does not just highlight the functionality of Nova Eyewear; it emphasizes how it enhances everyday life experience. Whether exploring bustling cityscapes or soaking up breathtaking views, Nova empowers individuals to see the world in a new light, with clarity, confidence, and style.

Nova delights consumers with ground-breaking new-age innovations like Nova Ai. These are high-end, customized progressive lenses tailored to each wearer's unique way of looking, leveraging Artificial Intelligence. This tech-infused lens sets new benchmarks in clarity, comfort, and adaptability in personalized lenses, powered by cutting-edge optical technology and AI. Nova Ai incorporates the analysis and interpretation of Ocular Dynamics to provide relevant data on each person's distinctive vision. Every eye and head movement is meticulously mapped using state-of-the-art VR devices to dispense lenses with the highest precision for unparalleled accuracy. Backed by 'Metamorph technology,' these lenses offer unfettered natural vision for a truly personalized and seamless visual experience.

Nova's new-age product category offers a wide assortment of vision solutions, ranging from everyday needs of SV & PAL wearers to more specialized innovations such as Nova Drive, an ergonomically designed lens for 24 x 7 driving comfort, Nova