



VISION

To be a worldwide company in ophthalmic lenses, with a leading position in the Indian market.

GOALS

Quality: Our primary focus is on quality. We need to ensure the lenses going out of our premises are the best quality that can be available to our customers.

Customers: We do well only when our customers do well. Our customers have to be totally satisfied with our service and quality. All our efforts need to be directed to build a healthy relationship with our customers.

Brand building: We have to build public image, trust and pride to secure the competitive edge, thereby increasing overall market share.

VALUES

We believe that the knowledge, experience and talent of our employees; the wisdom of our strategy; the strength of our management team; the service and quality of our product define the success of our organization.

We aspire to be known as a company with the highest standards of ethical conduct, an organization that people can trust – we believe in doing what we say.

Our success is very much the result of our values which we constantly reinforce and communicate to our employees, shareholders and clients.




K. G. GUPTA
CEO

Date: 1st January 2007