

Lenskart Solutions Limited

(Earlier known as Lenskart Solutions Private Limited)
Corporate Office: Ground Floor, Vipul Tech Square,
Golf Course Road, Sector- 43, Gurugram, Haryana 122009



To,

Date: 2nd February 2026

The Hon'ble Chief Commissioner,
Central Consumer Protection Authority,
Department of Consumer Affairs,
Ministry of Consumer Affairs, Food and Public Distribution,
Government of India.

Subject: Self-Declaration regarding compliance with Guidelines for Prevention and Regulation of Dark Patterns, 2023

We write this declaration on behalf of **Lenskart Solutions Limited** ("Lenskart"), in reference to the advisory issued by the Central Consumer Protection Authority bearing reference CCPA-1/1/2023-CCPA dated 05 June 2025, and the Guidelines for Prevention and Regulation of Dark Patterns, 2023 issued under the Consumer Protection Act, 2019.

Lenskart operates digital platforms, including its websites and mobile applications, through which it offers optical products and related services to consumers across India. We place strong emphasis on transparency, informed consumer choice, and fairness in the design and functioning of our digital interfaces.

In alignment with the above-mentioned Guidelines, Lenskart has undertaken an internal review of its platforms, including user journeys, interface elements, purchase flows, disclosures, and consent mechanisms, on a best-efforts basis. This assessment was conducted to evaluate whether any practices falling within the scope of "dark patterns", as defined under the Guidelines, are present.

Based on this review, and to the best of our knowledge and belief:

- Lenskart's platforms are designed to enable clear and voluntary consumer decision-making.
- The platforms do not intentionally deploy practices such as misleading urgency, forced actions, hidden charges, confirm-shaming, subscription traps, interface interference, or other manipulative design patterns prohibited under the Guidelines.
- Material information relevant to consumer choice, pricing, and consent is presented in a manner intended to be clear, accessible, and understandable.

This declaration is being submitted voluntarily, in good faith, and on a best-efforts basis. Lenskart remains committed to cooperating with the Central Consumer Protection Authority and other relevant authorities in fostering a transparent, fair, and consumer-centric digital marketplace.

Regd. Office: Plot No. 151, Okhla Industrial Estate, Phase III, New Delhi 110020

Website: www.lenskart.com, Email: compliance.officer@lenskart.com, Phone No: 0124 – 4293191

CIN — U33100DL2008PLC178355

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Your Sincerely

For Lenskart Solutions Limited

Name: Lavanya Chandan

Designation: General Counsel

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