OORJA®
ENTERPRISES LLP

THE WORLD LOOKS BETTER
THROUGH OORJA LENSES

www.oorjaenterprises.in

WELCOME
TO THE WORLD OF **OORJA LENSES!**

Even the most celebrated writers and philosophers would have not been able to present their ideas in front of us all without one thing - a clear vision. A vision for boldness, for breaking barriers, for bringing people together.

In today's fast moving world, when there is so much to see, feel and think, Oorja's range will help you cut through the noise to see what matters. Visualise your future with us.

Each Oorja lens is handpicked to cater to the requirements of each customer, because each person's eyes are as unique as their personalities.

We warmly invite you to join the Oorja family.

Decisions
are
always
easier

mission: clear vision

OORJA ENTERPRISES LLP

Mission and Vision

The term 'OORJA' signifies 'ENERGY'.
At Oorja, we aim to channelise our energy to provide the highest quality of lenses and create the most efficient and simple vision solutions for customers.

We also aim to enrich and strengthen the market with the latest technology, starting with our own app-based selling structure. Visualise your future with Oorja.

About Us

Oorja Enterprises LLP is created with the aim of bringing the best quality lens to the Indian market. Our lenses are manufactured using the latest technology and materials in order to present the best product to the user. Our diverse range comprises lenses which are smudge-proof, anti-glare, dust-free and more...

Our user-friendly first-of-its-kind **Oorja App** lists entire range of products, allowing a client to place an order within minutes. We ensure on-site delivery as per your schedule.

Oorja lenses are meant to show the world in all its glory. We strive towards achieving excellence in product quality while keeping up with innovative technology.

TRUST & RESPECT
Our relationship with you
is our #1 priority

TRANSPARENCY
Always be in control
of your purchase process

INNOVATION
Cutting-edge tech
to ensure the best for you

Oorja Brands

Our lenses come in 4 categories:

1 OORJA CLASSIC
mission: clear vision

Crafted for Pixel - Perfect Precision and Outstanding Visual Performance accompanied with Durability and Sturdy Coating.

2 super OORJA CLASSIC®
mission: clear vision

Crafted to reduce unwanted reflections from the lens surface with appealing ARC coating in (Super) Green & Gold coats.

3 OORJA PREMIER
mission: clear vision

Crafted to provide a shielded protection to your eyes from Harmful Blue Light, with exemplary SHMC coatings in BB Series and Wide Corridor HMC in Crossbow Progressive Designs.

4 OORJA ELITE
mission: clear vision

Crafted for the Zero Reflection in Diamond White (Selfie Lens) and Easy Drive Lens with magnificently Clearest Base Coatings for most exquisite experience.

EFFICIENCY
Hassle-free purchase and delivery mechanisms

COLLABORATION
Your feedback will help us learn and grow

OORJA ENTERPRISES LLP

OORJA ELITE
mission: clear vision

OORJA Diamond White Low-Flex

Normal Lens

OORJA Diamond White Lens

1st TIME IN INDIA 1st 1st TIME IN INDIA

OORJA Proudly Introduces...

OORJA Diamond White Low-Flex Lens

- Aspheric Design
- Anti-Blue Light
- High Transparency
- Lotus Effect
- Anti-Scratch
- Stain Resistant
- Water & Dust Proof

Innovative Product©

OORJA ENTERPRISES LLP

OORJA'S ZERO REFLECTION LENS...

Say Goodbye to Reflections and wear the new generation innovative OORJA Diamond White Low-Flex Lens.

Experience the 'Visual Clear Technology', best suitable for Digi-life.
Finest Monomer to give a Diamond-like Clear base with UV 420 to 480 properties.

Reflections in day-to-day Digital Lifestyle are annoying and unappealing. We, at OORJA, understood this problem and so came out as the first company to launch its solution with OORJA Zero Reflection Lenses.

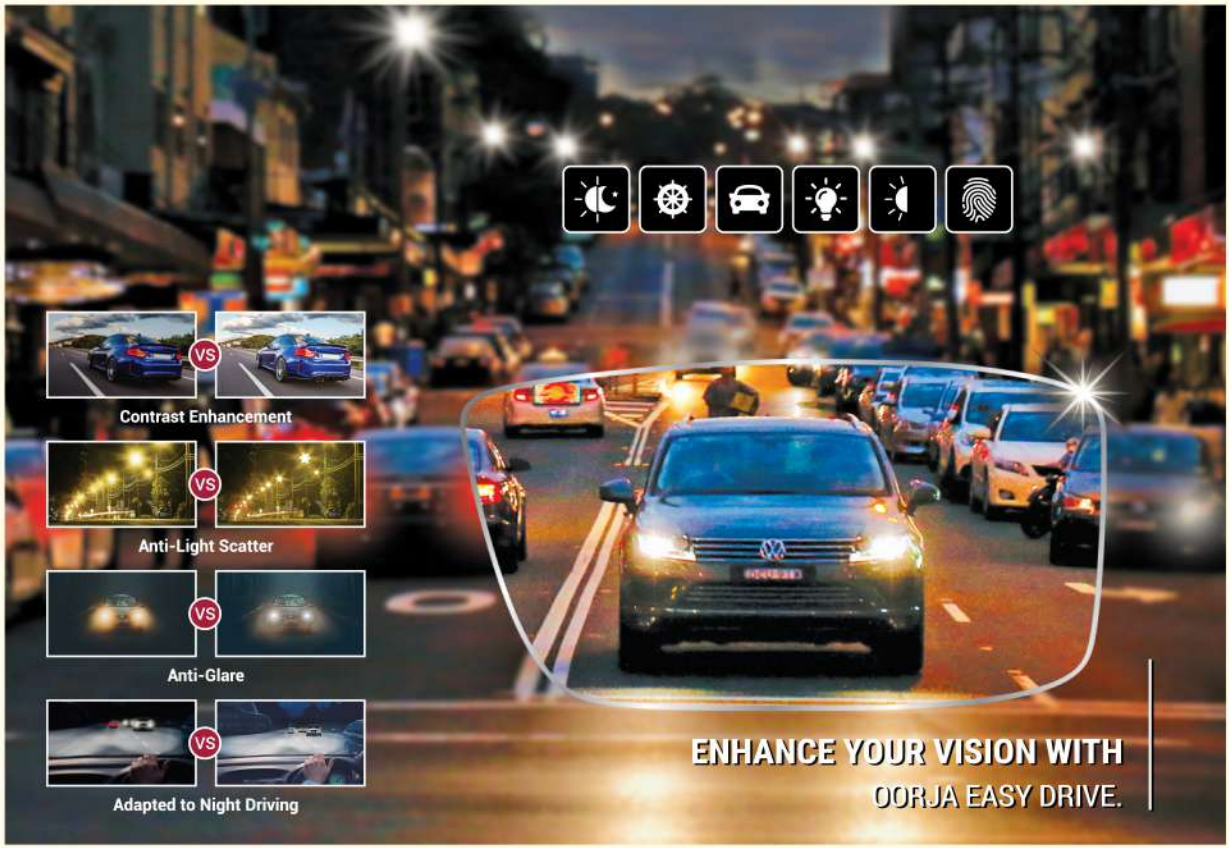
OORJA Diamond White Low-flex Lens is an Elite-class product. Taking its properties into consideration, it has premium aspheric design with UV 420-480 protection, specially recommended for Digital life. In addition, the finest monomer has been used in it to give a Diamond-like Clear base and the highest transparency.

To make this product a full-package, it also has Blue light protection, which lets one work flawlessly in front of Digital devices even for long hours. These lenses are treated with a Super Hydrophobic Multi-Coating that repels moisture and prevents scratches, smudging, droplets and stains from sticking to the lenses, and provide extra durability with easy to clean facility.

Enjoy clicking Reflection-free Selfie with OORJA Zero Reflection Lenses.

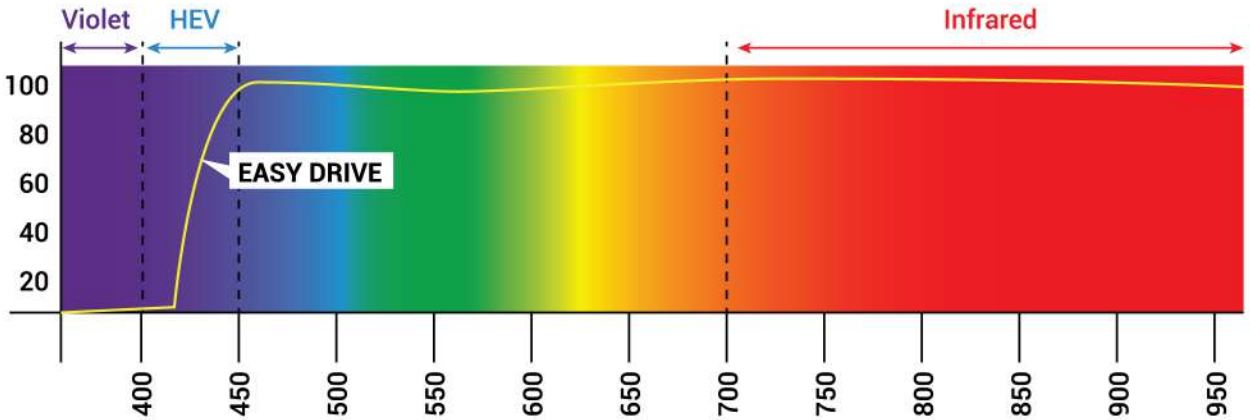
OORJA ELITE
mission: clear vision

Easy Drive



Blocks Harmful Blue Rays	Anti-Light Scatter	Adapts To Day & Night Drive	Anti-Glare	Contrast Enhancement	Lotus Effect	Prevents Eye Strain

Signature Product©



Easy Drive lenses are best suited for those, who need to drive vehicles often at dawn, dusk or night time over and above the daytime. They have been specially designed to reduce the strain due to headlights of other vehicles on roads and exposure to its reflections. It eliminates internal reflections of light extracting from street lights and car headlamps. The lens coating reduces those HEV (High Energy Visible) light reflections at night to a larger extent.

Our Easy Drive Lens uses Anti-Glare, Anti-Scatter, Anti-Reflective technology specially to block HEV Light between 400-450 nm emerging from high brightness LED light sources.

Glad to state that OORJA Easy Drive Lens is also infused with Blue Block technology - providing greater protection against harmful Blue light of digital devices like mobiles, computers and also UV Rays.

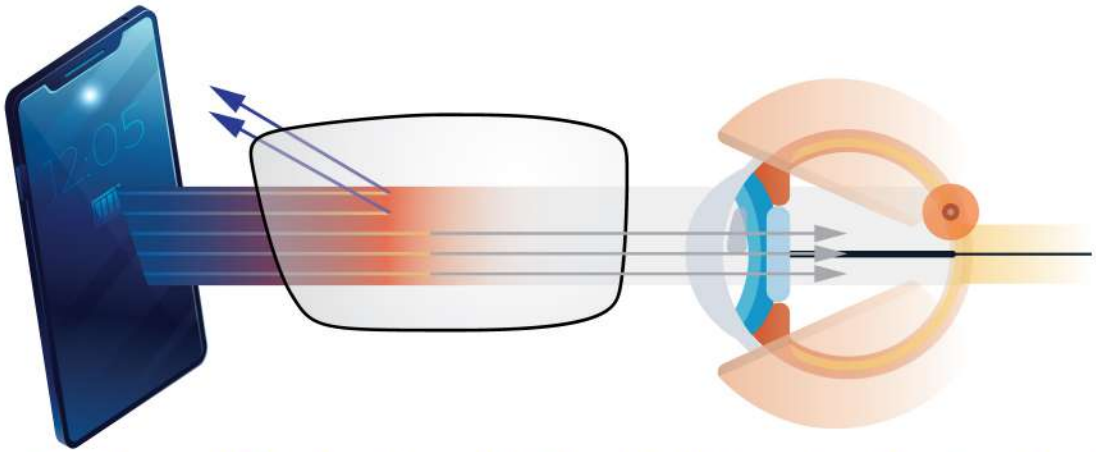
OORJA PREMIER
mission: clear vision

Blue Block

BLOCK THE BLUES AND LET THE HAPPINESS IN

- Blocks Harmful Blue Rays
- Anti-Reflective Coating
- Aspheric Design
- Lotus Effect
- Repels Water and Dust
- Clearest Vision
- Enhances Well-being

Signature Product©



Repels and Blocks Harmful Blue Light to enter the Pupils of eyes.

OORJA's Blue Block or Blue Light Filtering Lenses cut blue light unlike regular lenses. They boost the production of melatonin, involved in the modulation of important retinal functions like falling asleep faster. They keep the eyes fresh and help prevent strain, blurred vision and recurring headaches due to screen time by digital devices, such as mobiles, computers, and also UV rays from immense sunshine. More our eyes come across Blue Light absorption, the higher is the risk of color distortion. Oorja's Blue Block Lenses are the best in the market to protect our eyes from UV light, which causes tissue growth to form on the cornea, which leads to form Eye Webs.

Oorja's Premier line of product Blue Block enhances clarity of vision with High Transmittance and reduces the probability of having Cataracts and Macular Degeneration.

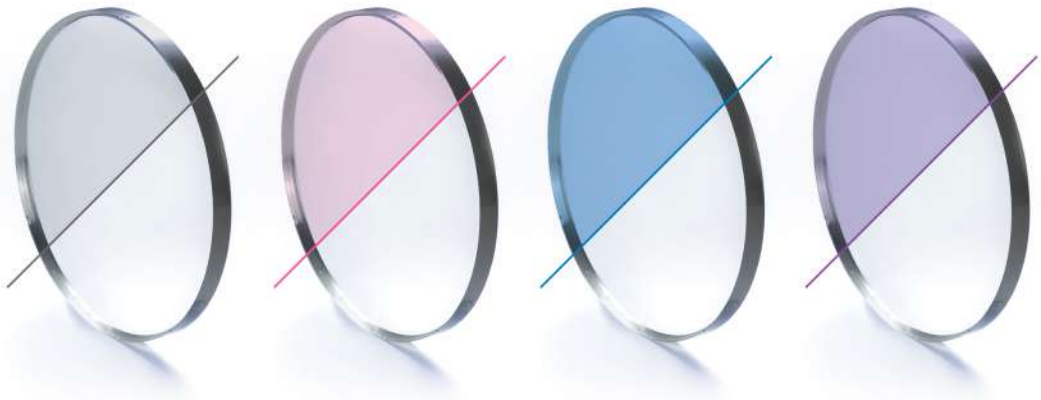
These lenses are treated with a Super Hydrophobic Multi-Coating that repels moisture and prevents smudging, droplets and stains from sticking to the lenses, and provides extra durability with easy to clean facility.

OORJA PREMIER
mission: clear vision

Photo Grey (Dual Coat | Quick Change)

Quick Change	Hydrophobic	Anti-Static	Anti-Reflective Coating	Repels Water and Dust	Clearest Vision	Premium Coating

Signature Product©



OORJA Photochromic lenses / Photo Grey (Dual Coat) provide optimal visual comfort and protection to our eyes. When these lenses are exposed to UV light, the transmission of molecules changes and the following factors influence the light transmission and darken the lenses as Eye Shield. OORJA's Optical Visual Change Technology miraculously works for darkening the tint of lens within 30 seconds when exposed to harmful UV lights.

These lenses have a special chemical coating that transforms the lenses into vibrant color combinations as designed by OORJA varying according to light conditions.

Easy adaptability to the tint according to the light conditions is the key feature of OORJA Photochromic lenses. Its standard colors get darken faster in cloudy and sunny outdoors and fade back to clear glasses in indoors just within few seconds. It prevents eye strain, headaches, and reduces exposure to harmful light.

OORJA Photochromic lenses are available in Photo Grey Dual Coat, Pink, Purple and Blue transitional tones.

OORJA PREMIER
mission: clear vision

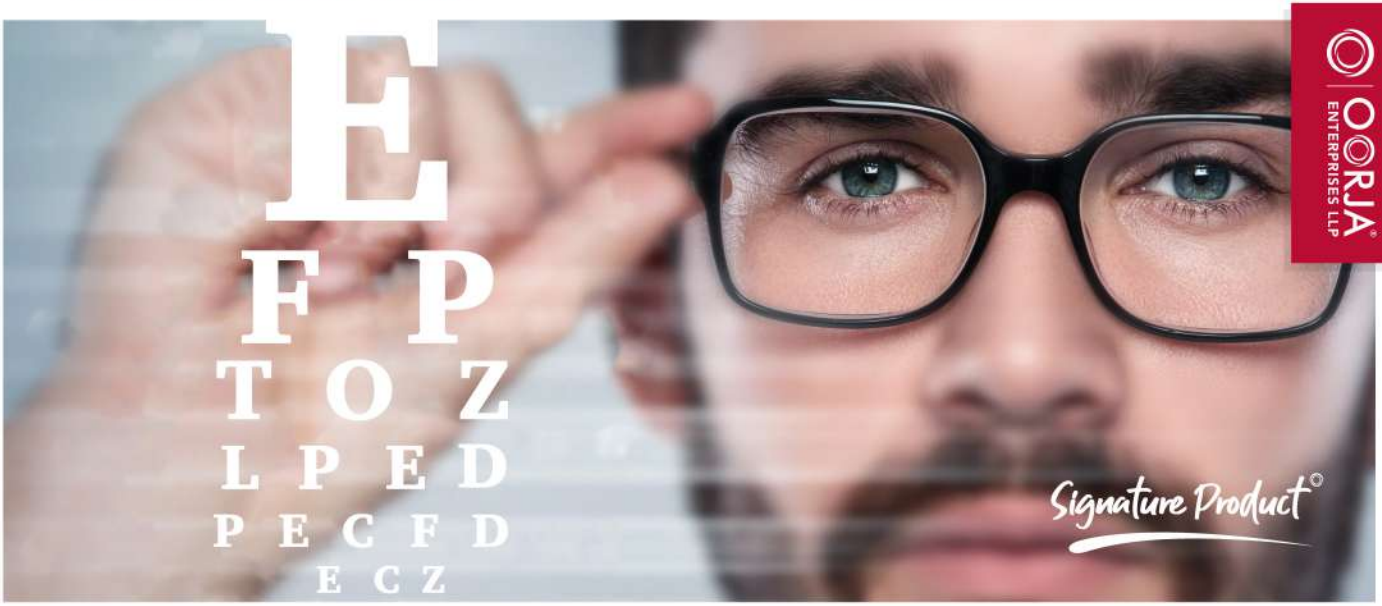
Progressive (Crossbow Designs)

Oorja's Progressive Crossbow | Freeform Lenses are the latest in allowing individuals to get better vision with advancing age.

Progressive is the ultimate solution offering distance vision, middle vision and near vision, all in one single lens. Progressive Crossbow Design Lens and Freeform Lens comes with integrated wide corridor functionality and it is dust-free, scratch-free, smudge-free and also water repellant. Enjoy the Digital Eye View with Oorja Progressive Lenses.

- Best In Class Progressive Design
- Anti-Reflective Coating
- Prevents Eye Strain
- Improves Sleep
- Enhances Well-being
- Digital Eye View
- Premium Coating

(Super) Green & Gold

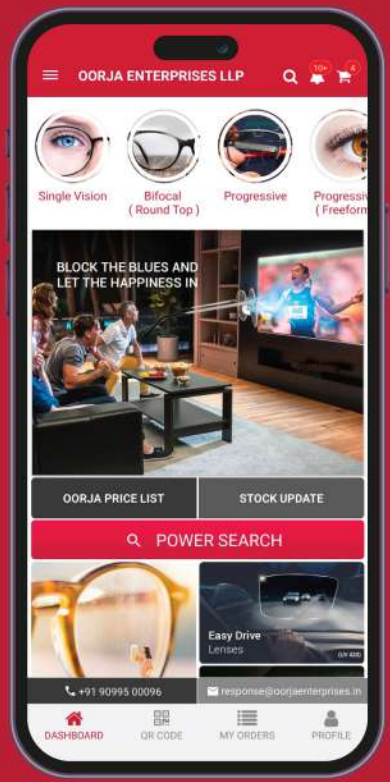


OORJA's significant product with the finest long lasting coating of Super Green/Gold is highly featured with some of the magnificent benefits. We all know that when our sweat gets on the lens, they are likely to create such droplets, which lead to form optical distortion.

OORJA Super Green/Gold's hydrophobic coating is anti-static that keeps the water, dust and dirt away from your eyeglasses. Even if such particles come into contact with OORJA Super Green/Gold Hydrophobic coated lenses, they will definitely fall off. We recommend this product especially to athletes and person who don't forget their routine work out.

Our signature coating of Super Gold Hydrophobic product is also Anti-Glare, Anti-Dust and Scratch Resistant.

Thanks to UV 400 protection that shields our eyes from the harmful UV A/B rays.



Glad to be Connected

- **Uncompromising Clarity**
- **Cutting Edge Technology**
- **Premium Coatings**
- **Highest Quality Standards**

Download Oorja App for
A Seamless Digital Experience.

GET IT ON Google Play

GET IT ON App Store

A Focus on You !

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