MARCH 2024

SRP ₹

SUGGESTED RETAIL PRICE LIST

OORJA®

ENTERPRISES LLP

mission: clear vision

mission: clear vision

ISO® 9001:2015

WELCOME

TO THE WORLD OF **OORJA LENSES!**

We are thrilled to announce that all OORJA Products are now **ISO Certified (9001:2015).** This achievement underscores OORJA's commitment to deliver the best products to its valued customers.

We remain steadfast in our dedication towards fulfilling all our customers' requirements. Thank you for all your support.

Together, we are now a family of **11,000+** Active Retailers and **50+** Distributors.

We are also grateful for making us one of the largest Stocked Lens suppliers of the Optical Industry in India with total technical support, having first of its kind of Oorja App.

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 powerful vision solutions for you, our customers. Oorja's mission is to make you visualise your future with us.

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

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

EFFICIENCY
Hassle-free purchase and delivery mechanisms

COLLABORATION
Your feedback will help us learn and grow

OORJA BRANDS

1 OORJA ELITE mission: clear vision

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

2 OORJA PREMIER mission: clear vision

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

3 super OORJA CLASSIC® mission: clear vision

Crafted to reduce unwanted reflections from the lens surface with most appealing SHMC coating in Blue Filter (Blue) and Blue Filter (Gold) products.

4 FIESTA® Clarity is the key

Our range of the most efficient lenses, designed for clarity, anti-glare and enhanced colour perception. Suitable for indoor & outdoor experiences

OORJA ELITE
mission: clear vision
ISO 9001:2015

OORJA
ENTERPRISES LLP

SELFIE LENS
FOR NEW-GEN

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

OORJA Proudly Introduces...

OORJA Diamond White Low-Flex Lens

OORJA'S ZERO REFLECTION LENS...

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

Experience the timeless visual clarity. Highly recommended for Digi-life.

Finest Monomer to give a Diamond-like Clear base with UV 420 to 480 properties.

OORJA DIAMOND WHITE LENS PROTECTS FROM FOLLOWING HARMFUL EFFECTS

Eye Strain

Exhaustion

Puffiness

Headache

Dizziness

Insomnia

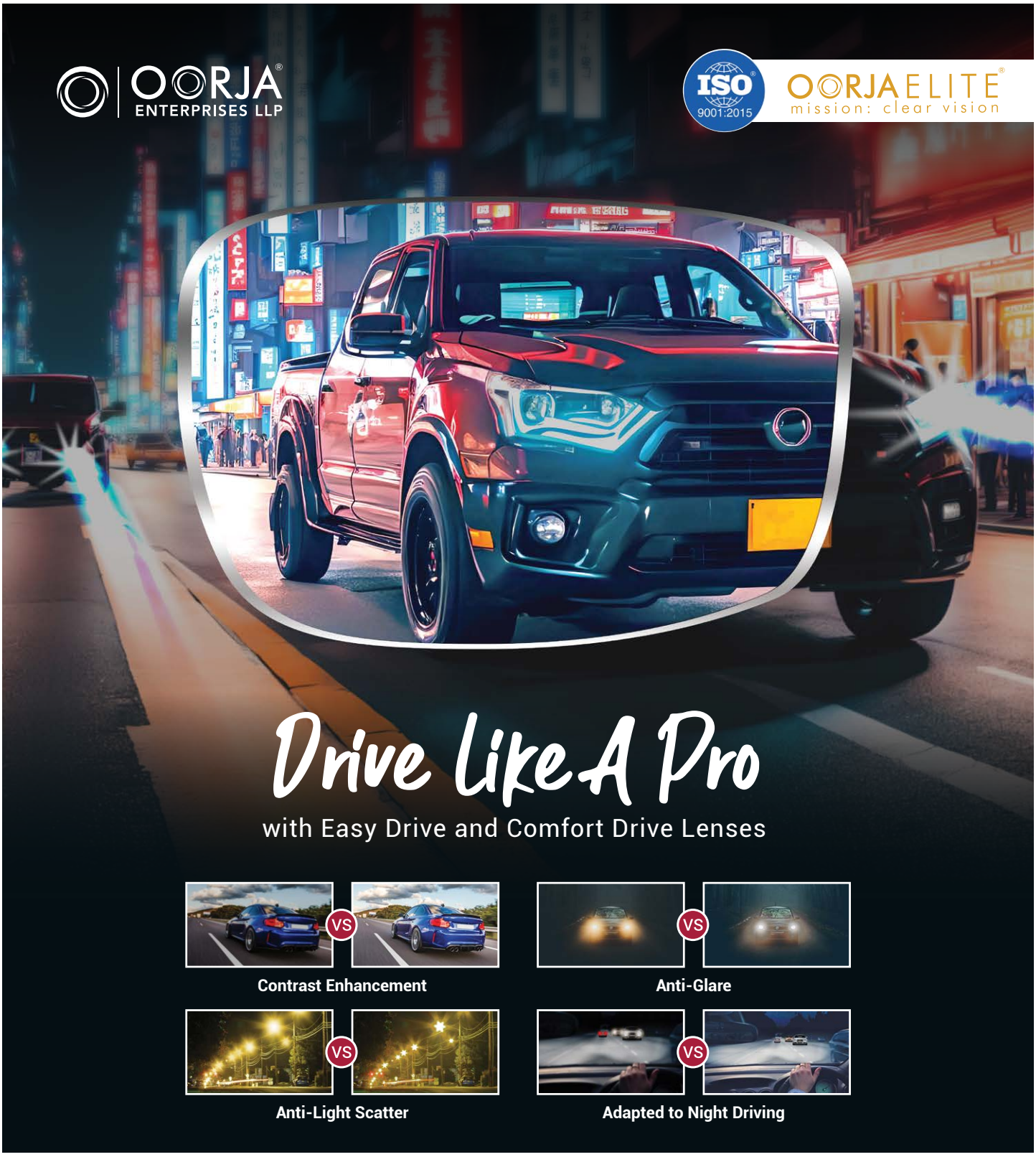
COMPLEMENTARY : Pocket-Friendly Lens Cleaner | Microfibre Selvet | Eye Yoga | Diamond White Card | Designer Pouch

DW | BB | SV | SHMC (LOW FLEX) ASP (SELFIE LENS) *Innovative Product©*	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	70	Sph. -8.00 Cyl. -2.00	-	2700
	1.56	65	Sph. +1.75 Cyl. -2.00	-	2850
	1.56	65	Sph. +4.00 Cyl. -2.00	-	2850

OORJA ENTERPRISES LLP

ISO 9001:2015

OORJA ELITE
mission: clear vision



Drive Like A Pro

with Easy Drive and Comfort Drive Lenses

Contrast Enhancement

Anti-Glare

Anti-Light Scatter

Adapted to Night Driving

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

COMPLEMENTARY : Pocket-Friendly Lens Cleaner | Microfibre Selvet | Eye Yoga | Easy Drive Card | Designer Pouch

EASY DRIVE | WH | BB | SV SHMC | KOC 55 ASP Signature Product©	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	70	Sph. -8.00 Cyl. -2.00	-	2250
	1.56	65	Sph. +1.75 Cyl. -2.00	-	2400
	1.56	65	Sph. +6.00 Cyl. -2.00	-	2400

OORJA ELITE®
mission: clear vision

ISO 9001:2015

UPGRADE YOURSELF WITH OUR
INNOVATIVE ARRIVAL

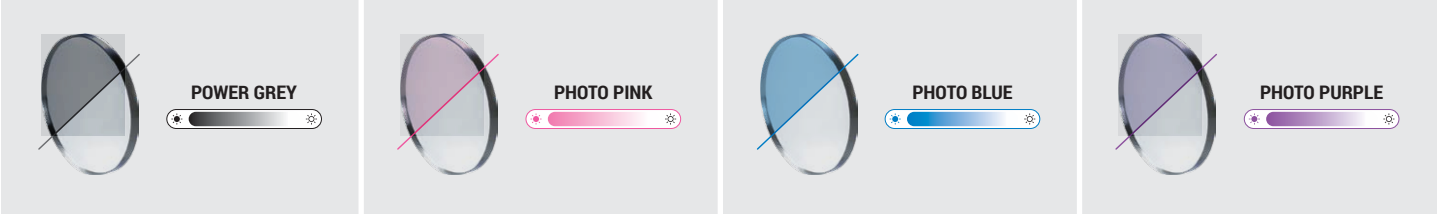
LOW REFLECTION GUARANTEED

Use of Digital Devices all-day long?
Fikar Not, ***SkyLux Coating*** hai na!

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

COMPLEMENTARY : Pocket-Friendly Lens Cleaner | Microfibre Selvet | Yoga Guide for Eyes | SkyLux Card | Designer Pouch

BB | WH (DIGITAL) | SV SHMC (SKYLUX) | KOC 55 ASP *Signature Product*©	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	72	Sph. -6.00 Cyl. -2.00	-	1500
	1.56	65	Sph. +1.75 Cyl. -2.00	-	1590
	1.56	65	Sph. +6.00 Cyl. -2.00	-	1590



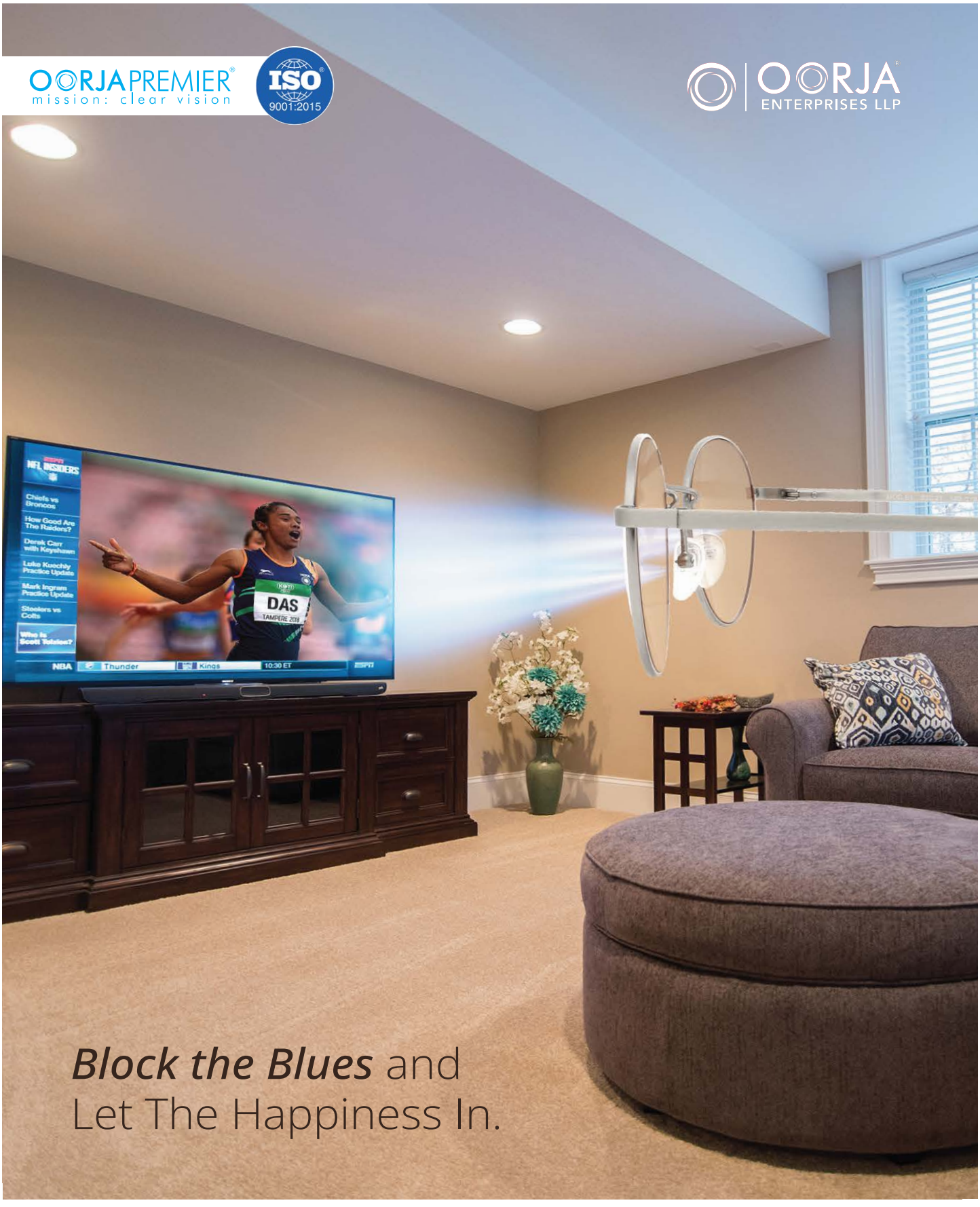
COMPLEMENTARY : Pocket-Friendly Lens Cleaner | Microfibre Selvet

	Index	Diameter	Power Range	Axis	Price (₹)
PHOTO PINK | SV | HMC | KOC 55 Signature Product	1.56	70	Sph. -0.00 Cyl. -0.00	-	1750
PHOTO PURPLE | SV | HMC | KOC 55 Signature Product	1.56	70	Sph. -0.00 Cyl. -0.00	-	1750
PHOTO BLUE | SV | HMC | KOC 55 Signature Product	1.56	70	Sph. -0.00 Cyl. -0.00	-	1750
	1.56	70	Sph. -6.00 Cyl. -2.00	-	1925
PG | SV | HMC (DUAL COAT) | KOC 55 Signature Product	1.56	70	Sph. -8.00 Cyl. -2.00	-	1680
	1.56	65	Sph. +1.75 Cyl. -2.00	-	1785
	1.56	65	Sph. +4.00 Cyl. -2.00	-	1785
	1.56	70	Sph. -6.00 Cyl. -4.00	-	2275
	1.56	65	Sph. +4.00 Cyl. -4.00	-	2380
BB | PG | SV | SHMC (POWER GREY) KOC 55 [SPIN COAT] Signature Product	1.56	70	Sph. -6.00 Cyl. -2.00	-	1750
	1.56	65	Sph. +1.75 Cyl. -2.00	-	1855
	1.56	65	Sph. +6.00 Cyl. -2.00	-	1855

OORJA PREMIER®
mission: clear vision

ISO® 9001:2015

OORJA® ENTERPRISES LLP



Block the Blues and
Let The Happiness In.

OORJA BLUE BLOCK LENS PROTECTS FROM FOLLOWING HARMFUL EFFECTS:

Eye Strain	Exhaustion	Puffiness	Headache	Dizziness	Insomnia

COMPLEMENTARY : Pocket-Friendly Lens Cleaner | Microfibre Selvet

OORJA ENTERPRISES LLP

ISO 9001:2015 OORJA PREMIER mission: clear vision

BB | WH | SV | SHMC (GREEN)
KOC 55

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -8.00 Cyl. -2.00	-	1050
1.56	65	Sph. +1.75 Cyl. -2.00	-	1155
1.56	65	Sph. +6.00 Cyl. -2.00	-	1155
1.56	70	Sph. -6.00 Cyl. -4.00	-	1645
1.56	65	Sph. +6.00 Cyl. -4.00	-	1750

BB | WH | SV | SHMC (BLUE)
KOC 55

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -8.00 Cyl. -2.00	-	1225
1.56	65	Sph. +1.75 Cyl. -2.00	-	1330
1.56	65	Sph. +6.00 Cyl. -2.00	-	1330
1.56	70	Sph. -4.00 Cyl. -4.00	-	1820

BB | WH | SV | SHMC (DUAL COAT)
KOC 55

Signature Product©

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -8.00 Cyl. -2.00	-	1400
1.56	65	Sph. +1.75 Cyl. -2.00	-	1505
1.56	65	Sph. +6.00 Cyl. -2.00	-	1505
1.56	70	Sph. -6.00 Cyl. -4.00	-	1995
1.56	65	Sph. +6.00 Cyl. -4.00	-	2100

BB | CW | WH | SV | SHMC (GREEN)
KOC 55 (ASP)

Signature Product©

Index	Diameter	Power Range	Axis	Price (₹)
1.60	75	Sph. -8.00 Cyl. -2.00	-	1925
1.60	75	Sph. -10.00 Cyl. -2.00	-	2065
1.60	65	Sph. +1.75 Cyl. -2.00	-	2030
1.60	65	Sph. +6.00 Cyl. -2.00	-	2030
1.60	75	Sph. -6.00 Cyl. -4.00	-	2800

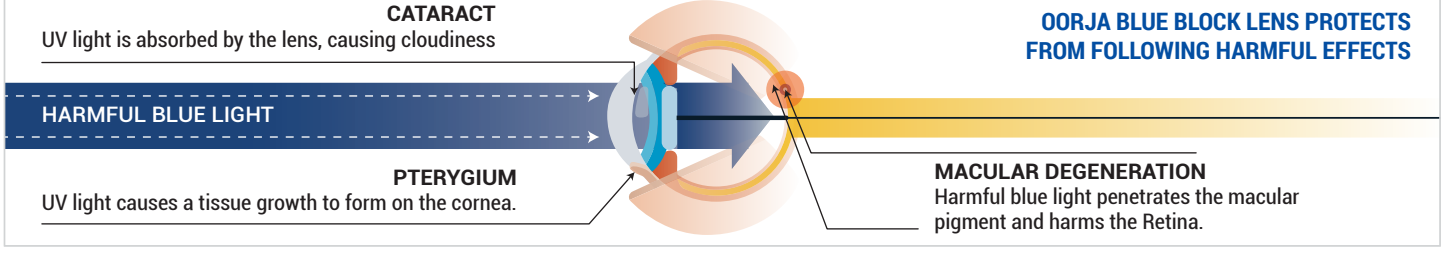
BB | WH | SV | SHMC (GREEN)

Index	Diameter	Power Range	Axis	Price (₹)
1.67	70/75	Sph. -12.00 Cyl. -0.00	-	2625
1.67	70/75	Sph. -10.00 Cyl. -2.00	-	2625
1.67	70/75	Sph. -15.00 Cyl. -0.00	-	2730
1.67	70/75	Sph. -12.00 Cyl. -2.00	-	2730
1.67	70/75	Sph. -10.00 Cyl. -4.00	-	3640

BB | WH | SV | SHMC (DUAL COAT)
MR7 (ASP)

Signature Product©

Index	Diameter	Power Range	Axis	Price (₹)
1.67	75	Sph. -12.00 Cyl. -0.00	-	3500
1.67	75	Sph. -10.00 Cyl. -2.00	-	3500
1.67	75	Sph. -15.00 Cyl. -0.00	-	3675
1.67	75	Sph. -12.00 Cyl. -2.00	-	3675
1.67	75	Sph. -10.00 Cyl. -4.00	-	4375



Digital Eye View : Raytracing Technology used to ensure seamless transitions across the entire lens.
Smooth Optics : Technology used provides optimum vision to the lens wearer.

BB | WH | PRG (CROSSBOW ADVANCE)
HMC | KOC 55
(ADD: +1.00 TO +3.00)
Signature Product©

Index	Diameter	Power Range	Axis	Price (₹)
1.56	75	Sph. +3.00 Cyl. -0.00	-	2100
1.56	75	Sph. -2.00 Cyl. -0.00	-	2205

BB | PRG (DIGI PRO) | HMC
KOC 55
(ADD: +1.00 TO +3.00)
Signature Product©

Index	Diameter	Power Range	Axis	Price (₹)
1.56	75	Sph. +3.00 Cyl. -0.00	-	1575
1.56	75	Sph. -2.00 Cyl. -0.00	-	1680
1.56	75	Sph. +0.00 Cyl. +2.00	180	1820
1.56	75	Sph. -0.00 Cyl. -2.00	90	1890

WH | PRG (DIGI PRO) | HMC
KOC 55
(ADD: +1.00 TO +3.00)

Index	Diameter	Power Range	Axis	Price (₹)
1.56	72	Sph. +3.00 Cyl. -0.00	-	1400
1.56	72	Sph. -2.00 Cyl. -0.00	-	1505
1.56	72	Sph. +0.00 Cyl. +2.00	180	1645
1.56	72	Sph. -0.00 Cyl. -2.00	90	1715
1.56	72	Sph. +2.00 Cyl. +1.00	180	1715

WH | PRG (DIGI PRO) | HC
KOC 55
(ADD: +1.00 TO +3.00)

Index	Diameter	Power Range	Axis	Price (₹)
1.56	72	Sph. +3.00 Cyl. -0.00	-	1225
1.56	72	Sph. -2.00 Cyl. -0.00	-	1330
1.56	72	Sph. +0.00 Cyl. +2.00	180	1470
1.56	72	Sph. -0.00 Cyl. -2.00	90	1540

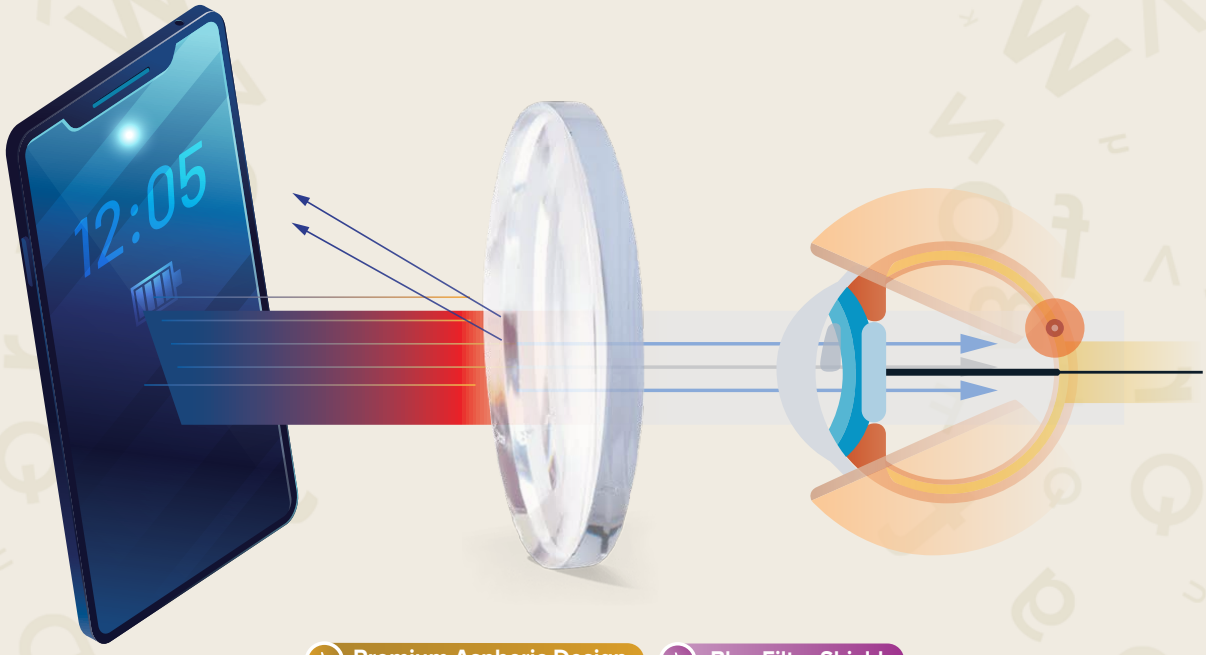
COMPLEMENTARY : Pocket-Friendly Lens Cleaner | Microfibre Selvet

UPDATE YOURSELF WITH OUR
NEW ARRIVALS

ISO 9001:2015

super ORJA CLASSIC
mission: clear vision

Blue Filter + Clarity Ki Guarantee.
Best Combo, Right?



Premium Aspheric Design | Blue Filter Shield

1.56 | KOC 55 | 65/70mm

Filters Harmful Blue Rays	UV Protected	Anti-Scratch	Improves Sleep	Repels Water and Dust	Clearest Vision	Premium Coating

COMPLEMENTARY : Pocket-Friendly Lens Cleaner | Microfibre Selvet

BLUE FILTER | WH | SV SHMC (BLUE) | KOC 55 (ASP) Signature Product©	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	70	Sph. -6.00 Cyl. -2.00	-	1050
	1.56	65	Sph. +1.75 Cyl. -2.00	-	1155
	1.56	65	Sph. +6.00 Cyl. -2.00	-	1155

BLUE FILTER | WH | SV HMC (GOLD) | KOC 55 Signature Product©	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	70	Sph. -6.00 Cyl. -2.00	-	1225
	1.56	65	Sph. +1.75 Cyl. -2.00	-	1330
	1.56	65	Sph. +6.00 Cyl. -2.00	-	1330

FIESTA® Clarity is the key

ISO 9001:2015

UPDATE YOURSELF WITH OUR
NEW ARRIVALS

Timeless Products
With *Unmatched Clarity*

Best Quality | Affordability | Clarity | Durability | Adaptability | Reliability

OORJA® ENTERPRISES LLP

ISO 9001:2015

Fiesta® Clarity is the key

Introducing Fiesta - OORJA's latest optical lens series – a fusion of cutting-edge technology and precision craftsmanship. Elevate your visual experience with Fiesta Lenses designed for clarity, reduced glare, and enhanced color perception.

COMFORT DRIVE | BB | SV
SHMC | KOC 55

COMPLEMENTARY:
Pocket-Friendly Lens Cleaner | Microfibre Selvet

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -6.00 Cyl. -2.00	-	1750
1.56	65	Sph. +1.75 Cyl. -2.00	-	1925
1.56	65	Sph. +6.00 Cyl. -2.00	-	1925

BB | WH | SV | HMC (GREEN)
KOC 55

COMPLEMENTARY:
Pocket-Friendly Lens Cleaner | Microfibre Selvet

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -8.00 Cyl. -2.00	-	875
1.56	65	Sph. +1.75 Cyl. -2.00	-	980
1.56	65	Sph. +6.00 Cyl. -2.00	-	980

PC | BB | WH | SV | HMC (GREEN)
KOC 55

COMPLEMENTARY:
Pocket-Friendly Lens Cleaner | Microfibre Selvet

Index	Diameter	Power Range	Axis	Price (₹)
1.59	72	Sph. -6.00 Cyl. -2.00	-	1050
1.59	65	Sph. +1.75 Cyl. -2.00	-	1155
1.59	65	Sph. +6.00 Cyl. -2.00	-	1155

WH | SV | HMC (GREEN)
KOC 55

COMPLEMENTARY:
Microfibre Selvet

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -8.00 Cyl. -2.00	-	630
1.56	65	Sph. +1.75 Cyl. -2.00	-	735
1.56	65	Sph. +6.00 Cyl. -2.00	-	735
1.56	70	Sph. -6.00 Cyl. -4.00	-	1120
1.56	65	Sph. +3.75 Cyl. -4.00	-	1190
1.56	65	Sph. +6.00 Cyl. -4.00	-	1190
1.56	70	Sph. -6.00 Cyl. -6.00	-	1960
1.56	65	Sph. +6.00 Cyl. -6.00	-	2030

PG | SV | HMC

COMPLEMENTARY:
Microfibre Selvet

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -8.00 Cyl. -2.00	-	945
1.56	65	Sph. +1.75 Cyl. -2.00	-	1050
1.56	65	Sph. +6.00 Cyl. -2.00	-	1050

PG | SV | HC

Index	Diameter	Power Range	Axis	Price (₹)
1.56	70	Sph. -8.00 Cyl. -2.00	-	665
1.56	65	Sph. +1.75 Cyl. -2.00	-	770
1.56	65	Sph. +4.00 Cyl. -2.00	-	770
1.56	70	Sph. -6.00 Cyl. -4.00	-	1120
1.56	65	Sph. +4.00 Cyl. -4.00	-	1225
1.56	70	Sph. -4.00 Cyl. -6.00	-	1645

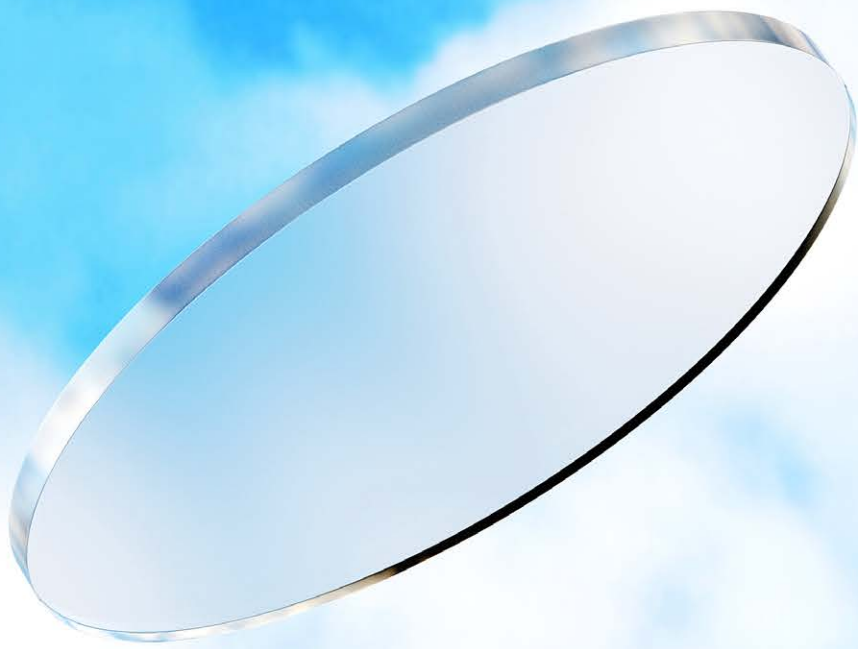
PG | KT | HC
(ADD: +1.00 TO +3.00)

Index	Diameter	Power Range	Axis	Price (₹)
1.56	65	Sph. +3.00 Cyl. +0.00	-	700
1.56	65	Sph. -2.00 Cyl. -0.00	-	840
1.56	65	Sph. +0.00 Cyl. +2.00	90 | 180	1050
1.56	65	Sph. +2.00 Cyl. +1.00	90 | 180	875
1.56	65	Sph. +3.00 Cyl. +2.00	90 | 180	980

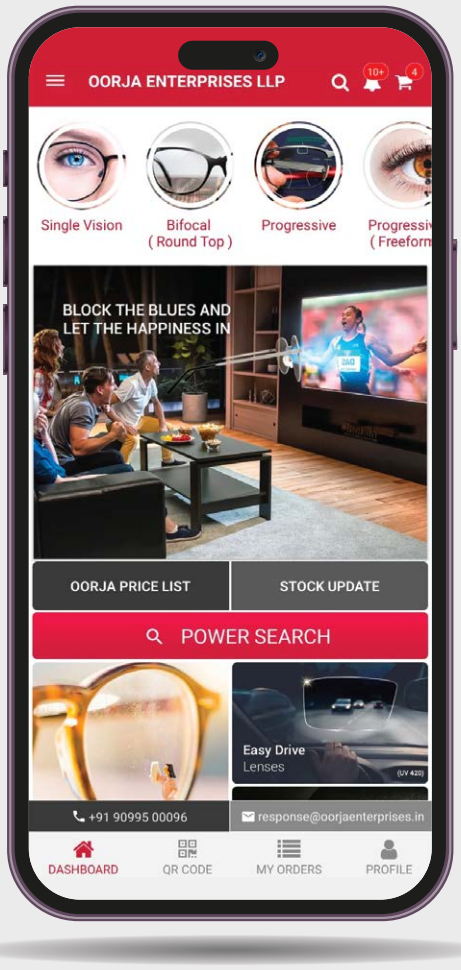
WH | KT | HC (ADD: +1.00 TO +3.00)	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	65	Sph. +3.00 Cyl. +0.00	-	420
	1.56	65	Sph. -2.00 Cyl. -0.00	-	455
	1.56	65	Sph. +0.00 Cyl. +2.00	180	490
	1.56	65	Sph. -0.00 Cyl. -2.00	90	525

TINTABLE | SV | HC	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	70	Sph. -8.00 Cyl. -2.00	-	700
	1.56	65	Sph. +1.75 Cyl. -2.00	-	805
	1.56	65	Sph. +4.00 Cyl. -2.00	-	805
	1.56	70	Sph. -4.00 Cyl. -4.00	-	1295

CLEAR | SV | HC	Index	Diameter	Power Range	Axis	Price (₹)
	1.56	70	Sph. -8.00 Cyl. -2.00	-	385
	1.56	65	Sph. +1.75 Cyl. -2.00	-	455
	1.56	65	Sph. +6.00 Cyl. -2.00	-	455
	1.56	70	Sph. -6.00 Cyl. -4.00	-	805
	1.56	65	Sph. +6.00 Cyl. -4.00	-	910
	1.56	70	Sph. -6.00 Cyl. -6.00	-	1715



Brightened ***Vision***
Brightened ***Lives***



- 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 !

TERMS

1) All Supply Will be Through Oorja App and Web Panel Only.
2) The Prices are Per Pair in Indian ₹, Ex. Rajkot.
3) This Price List is Subject to Change Without Notice.
4) This Price List is subject to Rajkot Jurisdiction.

OORJA ELITE® mission: clear vision

OORJA PREMIER® mission: clear vision

super OORJA CLASSIC® mission: clear vision

FIESTA® Clarity is the key

A PLACE WHERE PERFECT VISION IS CELEBRATED...

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