



LAWRENCE & MAYO

Ophthalmic Opticians

Engineering - Equipment - Instrumentation



LATE MR. ISIDORE C. MENDONCA



LATE MR. L. H. ALLISTON

*In fact – their very relevant positioning statement,
which has in continuous existence since 1877 – is:*

HELPING VISIONARIES SEE BETTER SINCE 1877

Lawrence & Mayo is a 147-year-young legacy institution which was started by two Jewish families, the Lawrence family and the Mayo family – who were jewellers, watchmakers and opticians by tradition. These two families set up businesses across the globe. The initial cities where they located their businesses were, first London, followed by Calcutta, Bombay, Karachi, Rangoon (in Burma), Colombo; and later in Cairo, Spain, Portugal and Singapore. This was later bought over by Mr. L.H. Aliston (an English gentleman), Mr. L.H. Aliston appointed Mr. Isidore Cinncinatus Mendonca in Calcutta as an able successor to eventually buy over his business just before the Quit India movement.

In India, Lawrence & Mayo is a wholly family-owned and managed business and has been India's leading optician brand since 1877. The brand is renowned for its legacy of eye-care in India, offering the highest standard in precision eye-care solutions.

Just a few of the world-renowned individuals who have entrusted their eye-care to Lawrence & Mayo include:

- **Mahatma Gandhi** • **Pandit Jawaharlal Nehru** • **Rabindranath Tagore** • **J.R.D. Tata**
- **Narayan & Sudha Murthy** • **Kumarmanglam Birla** • **Azim Premji** • **Nirmala Sitharaman**

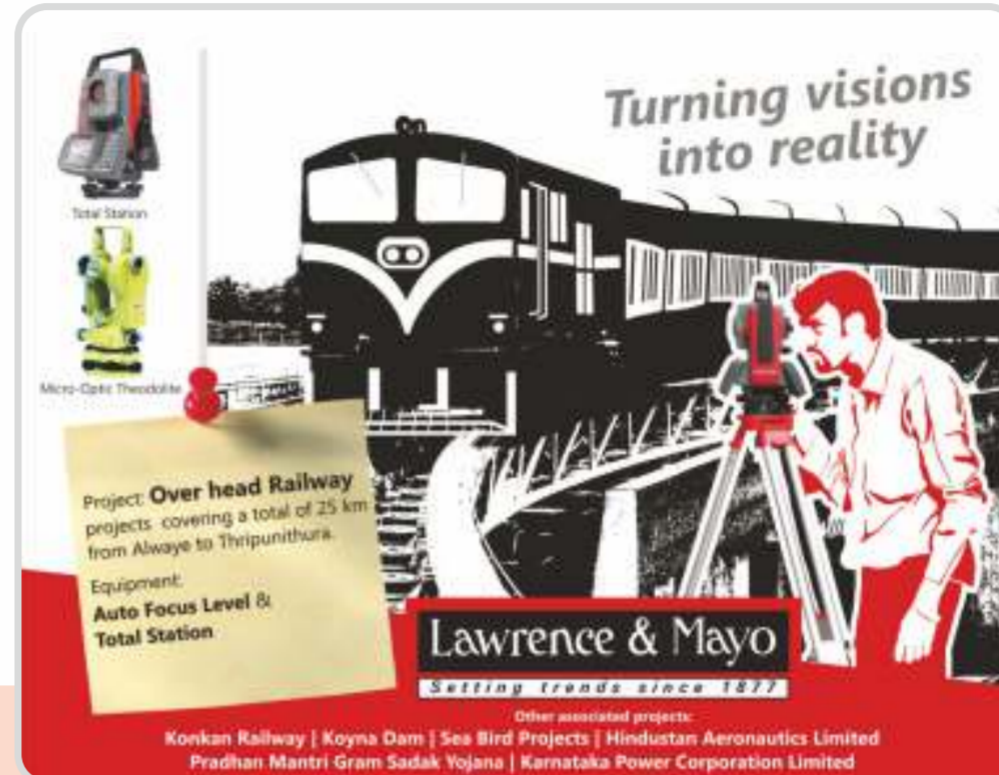
...and several other luminaries. Individuals who were active leaders in our freedom movement, poets, artists, writers, sportspersons, industrialists, NRI's, foreign tourists have all been happy customers of Lawrence & Mayo.

In its earlier (pre-independence) days, the brand catered to most of the royal families, maharajahs of the princely states as well. They have had the privilege of Royal patronage to be appointed as opticians to kings, queens, and viceroys alike. In fact, during the Wimbledon tennis finals of 1923, HRH Queen Mary styled herself in the 'Amulet' glare protectors designed and manufactured by Lawrence & Mayo in Bombay. The company still very proudly has a letter of the correspondence.

Today, little has changed as far as their commitment to excellence goes. The brand's customer-base now consists of people from all walks of life who want nothing but the best when it comes to eye-care. And the brand also currently counts amongst its customers the who's-who of modernity.



***From Left to Right: Mr. Philip Mendonca, Mr. R. H. Mendonca,
Mr. Joseph Mendonca, Late Mr. Michael Mendonca***



The brand was incorporated in India in 1938 under the Indian Companies Act (1913) as a Private Limited company. Later, in 1959, Mr. I. C. Mendonca took charge as the Managing Director and laid the foundation for expanding the brand in India.

Lawrence & Mayo are ophthalmic opticians, which means they manufacture their lenses in-house, in their 14 state-of-the-art factories and do not outsource the production of this vital component.

Although it is their optical and eye-wear business which is most well-known and publicly renowned (because it is a retail and B2C business, having over a hundred retail outlets across the length and breadth of the country), equally flourishing are their B2B businesses, which include weather stations, survey equipment, drones, vacuum and material testing equipment, and much more.

Since inception, the brand has remained steadfast in its commitment towards long-term growth, quality, and excellence in service; simultaneously honouring the shared traditions and values rooted in their rich history.

Post-independence, the brand re-oriented its mission, focus, and objectives to support the needs of a newly-emerging India. The brand has several firsts to its credit. In 1975, Lawrence & Mayo became the first opticians in India to introduce contact lenses. They received ISO Certification in 2003, were the first to introduce computerised eye testing and continue to be change makers in the Optical Industry.

As briefly mentioned above, Lawrence & Mayo has two primary divisions:



In the Lawrence & Mayo optical showrooms, customers have access to not just the widest of product ranges but are serviced by some of the most well-trained, knowledgeable, experienced and enthusiastic staff from across the optical industry. And, based on years of extensive research, Lawrence & Mayo has developed a state-of-the-art process for eye-testing called P.E.T. (Precision Eye Test) available to customers in all the brand's stores across the country.

Corporate Eye Screening Programmes (CESP) now re-branded L&M - CONNECT, are also regularly conducted for employees of corporate houses. Not only are these programmes conducted at no cost to the Corporate House, the employees who avail of this programme are entitled to free gift-vouchers for themselves and their families which can be redeemed against spectacles, contact-lenses and sun-glasses at any of the brand's stores.

Several other such social initiatives are organised for various sections of society.

As far as the offerings of the Lawrence & Mayo Instruments division is concerned, it is at the forefront of providing state-of-the-art scientific and engineering equipment and instruments and has tie-ups with several leading international firms for their wide product-range. These include Geometric and Engineering Instruments, general Laboratory Instruments and related accessories. These instruments are supplied to a premium range of clientele, that include Railways, Collieries, Universities and Engineering Colleges, organisations in the Oil Industry, Quality Control and Research Laboratories and several others. Lawrence & Mayo is also one of the largest importers of these instruments and understands the market well.

Around a decade ago, the company foresaw the huge need for using drones for various commercial purposes, and pioneered the trading of indigenous drones. Drones are complicated pieces of equipment, and the deployment, training, and usage of drones requires considerable expertise. This is also a core area where LYNX- Lawrence and Mayo excels. The drones we deal with are used by private commercial establishments as well as by government entities. These are then used in large-scale projects like road construction and expressways, and building bridges.

Our medical and analytical equipment is being widely used in over 800 hospitals across the country for various analytical work in laboratories, research labs in hospitals and government institutions across the country.

Indeed, Lawrence & Mayo has come a long way since the first establishment in Calcutta in 1877, almost a century-and-a-half ago.

Today, the brand can rightly be called 'India's Neighbourhood Optician' due to its vast network of testing-facilities and sales showrooms and service centres which are widely accessible for people across most parts of the country. The showrooms are located in premier locations in major cities and towns across India.



LYNX
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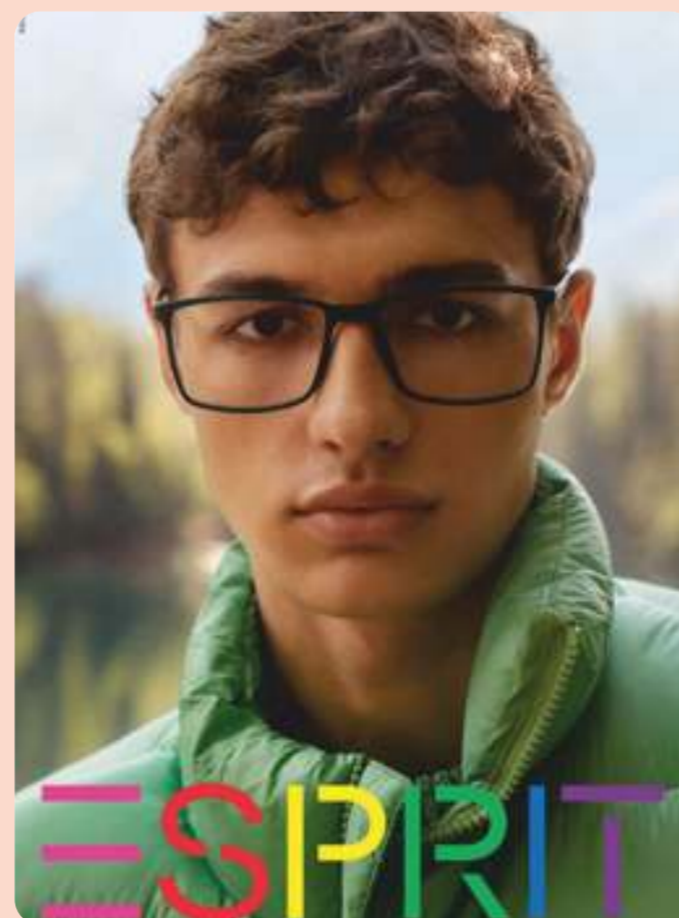
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Over the 147 years of its existence date:

- **Product styles have changed in keeping with trends and fashion**
- **Designs and materials have improved and evolved**
- **Techniques have been adopted, discarded, and modified...**

Our expert teams regularly travel abroad to Mido (Italy), Paris, China, and several other countries to source the latest and the best frames as well as sunglasses for our esteemed clients. Currently, we stock frames of over 850 international brands and another 200 brands of sunglasses. This offers our customers and clients the widest possible range to choose from. Thus, we are constantly offering the very best in eye-wear from around the globe. Yet, ONE thing remains constant and that is, Lawrence & Mayo's constant commitment and dedication to product and service excellence and offering all their customers the very latest and best.

The young team at Lawrence & Mayo are Michelle Nandodkar, Suzanne Poncha, Dr. Vivek Mendonsa, Amitava Mendonca, Menaka Mendonca, Geetanjali D'Souza Prabhu, Indira Harberlin , Vivek Nandodkar, Rajiv Nandodkar & Jai Mendonsa are the 3rd generation growing and expanding the business and looking after various facets of the business across the country.



The 3rd Generation Management team. From Left to Right:

Menaka Mendonca (Process & IT), Amitava Mendonca (Jt. Marketing & Operations) Vivek Nandodkar (Sales, Technical n Purchase), Michelle Nandodkar (Finance, Purchase - Opticals, Human Resources), Vivek Mendonsa (Jt. Marketing), Suzanne Poncha (Clinical Professional Services) Rajiv Nandodkar (4th Generation) (Digital & On- Line Marketing, In-store Merchandising), Geetanjali D'Souza (Finance, Human Resources) & Jai Mendonsa (4th Generation) (LYNX - Analytical, Microscopy and Scientific Division)

Long before 2013, when Corporate Social Responsibility (CSR) was made mandatory for companies having a profit of 5 crores INR , Mendonsa Foundation ,a public registered trust funded by Lawrence & Mayo, was the vision of all the three Senior Directors, namely Mr. Robert H. Mendonsa , Mr. Joseph Mendonca, Mr. Michael Mendonca - skilling the youth of India in vocational skills, optometry, audiometry ,psychotherapy has been its areas of focus . Having received awards and being featured in the CSR Good Book several times is one more feather in their cap. These activities are driven by Dr. Suhani V. Mendonsa as Project Director.

Words of advice from Chairman & Managing Director, Mr. Robert Henry George Mendonsa :

- **Control & Monitoring (CM) your business daily is a MUST, You can't take your eyes off your business for 4 seconds**
- **Don't block too much money in inventory, spares & stocks**
- **Don't over invest in technology because it will get obsolete in no time**
- **There is a life outside the office, have hobbies, recreations, travel**
- **Read a book as often as you can and if you can learn a few things and implement them in your life and business, you then have recovered the cost of the book**
- **Don't finance your children, raise them up -YOURSELF**
- **Last but not the least, 'the difference between RUNNING your business and RUINING it is a tiny letter called 'I', keep it under control , it's a team which runs organizations**