

This Or That



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SOCH Group's latest venture is a one-of-its-kind experiential **shopping platform**, addressing the new-age needs of millennials and Gen Z. This Or That is the world's first ever phygital retail platform that handpicks interesting, unique, and innovative startup brands from across India. Its unique services and offerings from the very best start-ups across the country are set to revolutionise the world of shopping, and make the latest and most exciting products more accessible than ever before

For more details, please visit <https://www.indiabusinessstoday.in/detail/this-or-that-mumbai-558518>
