

Soch Expands in South India with 11th Exclusive Store in Hyderabad

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Indian ethnic fashion label **Soch** has further strengthened its presence in South India with the opening of its **11th exclusive store in Hyderabad**, reinforcing the brand's focus on expanding its retail footprint in one of the country's most vibrant fashion markets.

The new outlet in Hyderabad adds to Soch's growing network of dedicated stores across the city and region, offering shoppers an extensive selection of **women's ethnic wear** — including **sarees, salwar suits, kurtas, lehengas and kaftans** crafted in premium fabrics with intricate detailing that blends traditional aesthetics with contemporary style.

Soch's expansion in Hyderabad aligns with the brand's broader strategy to enhance its **brick-and-mortar presence** in key urban centres while catering to rising demand for quality ethnic fashion. With multiple stores located throughout the city — from Banjara Hills and Jubilee Hills to other prominent shopping districts — Soch aims to provide easier access to its collections for women across the metropolitan area.

The Hyderabad market has long embraced ethnic fashion, and Soch's growing portfolio of exclusive outlets reflects both **consumer interest in curated traditional wear** and the brand's commitment to meeting diverse style preferences. This latest store launch underscores Soch's efforts to deepen customer engagement and strengthen its position among India's leading ethnic fashion brands.

As Soch continues its retail expansion, the brand remains focused on offering **elegant and versatile wardrobe options** that celebrate Indian heritage while appealing to modern tastes — a blend that has helped it build a loyal customer base both online and offline.

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