

LeBrands.Space Introduces India's First Digital Mall for Authentic Brand Discovery

The platform brings fair visibility for Indian D2C brands using its FlexiExpose rotation engine, MallMate for social shopping, and SpacePoints that reward users for engagement instead of purchases.



LeBrands Space

Chennai, Tamil Nadu Nov 16, 2025 ([IssueWire.com](https://www.IssueWire.com)) - LeBrands.Space has launched India's First Digital Mall, a new discovery-driven platform designed to help consumers find authentic Indian brands without advertising pressure, algorithm bias, or marketplace commissions.

The platform positions itself as a fair and transparent alternative to traditional e-commerce models.

Online shopping in India has increasingly become dominated by repetitive recommendations and sponsored listings. While the country's D2C sector continues to expand, smaller brands often get overshadowed by high-budget competitors. LeBrands.Space addresses this gap by offering a mall-style browsing experience where each brand receives its own verified digital shop, complete with stories, videos, and direct website links.

A key innovation in the platform is the **FlexiExpose Engine**, a visibility rotation system that ensures every brand—big or small—gets equal exposure in the discovery feed. This avoids the pay-to-win visibility model commonly seen in traditional marketplaces.

To make the experience more engaging, LeBrands.Space introduces **MallMate**, a live social shopping feature that allows users to explore brand shops together with friends. Through audio interaction and shared browsing, shoppers can recreate the collaborative feel of visiting a physical mall.

The platform also launches **SpacePoints**, an engagement-based rewards program where users earn points not for purchases but for interactions such as viewing content, exploring categories, liking posts, or sharing discoveries. These points can be redeemed directly on partnered brand websites, encouraging deeper brand exploration.

LeBrands.Space requires verified GSTIN details for every onboarded brand, ensuring transparency and credibility. The platform takes zero commission and redirects shoppers to the brand's own website for checkout, giving businesses full ownership of their customers.

As India's consumer market continues shifting toward independent labels and homegrown products, LeBrands.Space aims to become one of the country's leading hubs for brand discovery. More information about the Digital Mall can be found at <https://www.LeBrands.Space>.



The infographic is divided into three vertical panels on an orange background. The left panel, titled 'FlexiExpose Engine ensures every Indian brand gets equal visibility – no ads, no bias', shows a 'Feed' with four icons (flower, star, shopping bag, and two people) and a circular arrow labeled 'Equal Exposure Rotation' with the text 'Every brand gets a turn on the top of the feed'. The middle panel, titled 'MallMate Shopping together with friends', shows three people looking at a smartphone displaying shopping icons. The right panel, titled 'Every engagement is rewarded, not purchases', shows a purple box with a star and two dots, labeled 'SpacePoints', with the text 'Earn points for engaging with brands' below it.

FlexiExpose Engine ensures every Indian brand gets equal visibility – no ads, no bias

MallMate
Shopping together with friends

Every engagement is rewarded, not purchases

SpacePoints
Earn points for engaging with brands

LeBrandsSpace Digital private Limited

*****@lebrands.space

8111006300

21/22, Alandur Road, 2nd St, Guindy Thiru Vi Ka Estate, Arulayiammanpet, Chennai

Source : LeBrandsSpace Digital private Limited

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