



The city-based direct-to-consumer business iGRiD, which sells goods in the health, technology, and cosmetics sectors, intends to expand its product line. It now has 75 stock holding units, but this year it hopes to grow that number to 450. According to IGRiD Founder Madhav Kota, it has also developed plans to establish its own manufacturing facility in Hyderabad if demand rises.

A business strategy known as “direct-to-consumer” or “business-to-consumer” involves selling goods to clients directly rather than through wholesalers, retailers, or other middlemen. Products from IGRiD are offered on websites for online shopping such as Amazon, Nykaa, and its own platform.

“We plan to expand the band across India. We will first focus on Hyderabad and Telangana. We grew by 100 per cent over the previous year and have doubled our business. This year, we hope for higher growth. We are interested in starting our own manufacturing facility in Hyderabad when volumes support. The Government here is supportive and we want to be part of that. It is a matter of time,” he said.

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