

The Direct-to-Market Shift



\$6.5 Billion D2C Market

The global direct-to-consumer e-commerce market is forecast to reach this milestone by 2026.



The End of "Intuition" Decisions

By 2026, leaders must justify strategy through real-time analytics rather than experience alone.



DSD for Perishable & Fragile Goods

Direct-to-store models minimize damage risk and significantly reduce total time-to-market for retailers.

Value-Focused E-commerce Growth (Projected)

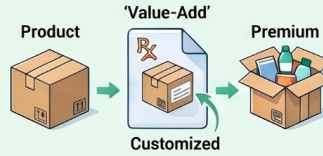
Metric	FY25	FY28E (Projected)
Net Merchandise Value	INR 300 Bn	INR 675 Bn
Order Frequency	9.7x	
Contribution Margin	5.0%	5.6%

Efficiency & Technology Moats



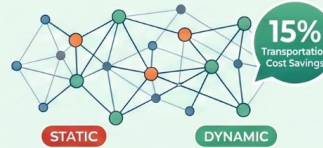
\$192.5 Billion AI Investment

Supply-chain AI investment is booming as automation becomes foundational for lean wholesale operations.



Value-Added Services are Essential

Wholesalers must offer customization, pre-assembly, or kitting to prove they remain indispensable.



Dynamic Route Planning

Moving from static to dynamic planning can save up to 15% in transportation costs.

FROM WAREHOUSE TO SHELF: THE DIRECT PATH TO RETAIL SUCCESS

THE DISTRIBUTION BOTTLENECK: EVERYONE LOSES



FRYCOLD PACKAGED: THE FRYCOLD PACKAGED SOLUTION

ZERO-COST MARKET ENTRY
A free platform with no commissions, no percentage cuts, and no marketplace fees for brands.



NO COMMISSIONS / NO FEES

DIRECT RETAILER DEPLOYMENT
Reach mapped retailer networks through deployment partners without needing to build your own sales team.



BRAND

DEPLOYMENT PARTNERS

MAPPED RETAILER NETWORKS

QUALIFIED DIRECT LEADS
Transactions happen directly between buyer and seller, ensuring brands retain control and full profit margins.



BRAND

BULK BUYER

Welcome to
Frycold.com
an intent validated recurring sales marketplace

here is what we do as a brand:



Packaged Brochure 2026

Aagstus Hightusk Research

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