



भारतीय
प्रौद्योगिकी
संस्थान
काशी हिन्दू विश्वविद्यालय



INDIAN
INSTITUTE OF
TECHNOLOGY
BANARAS HINDU UNIVERSITY



Business Track

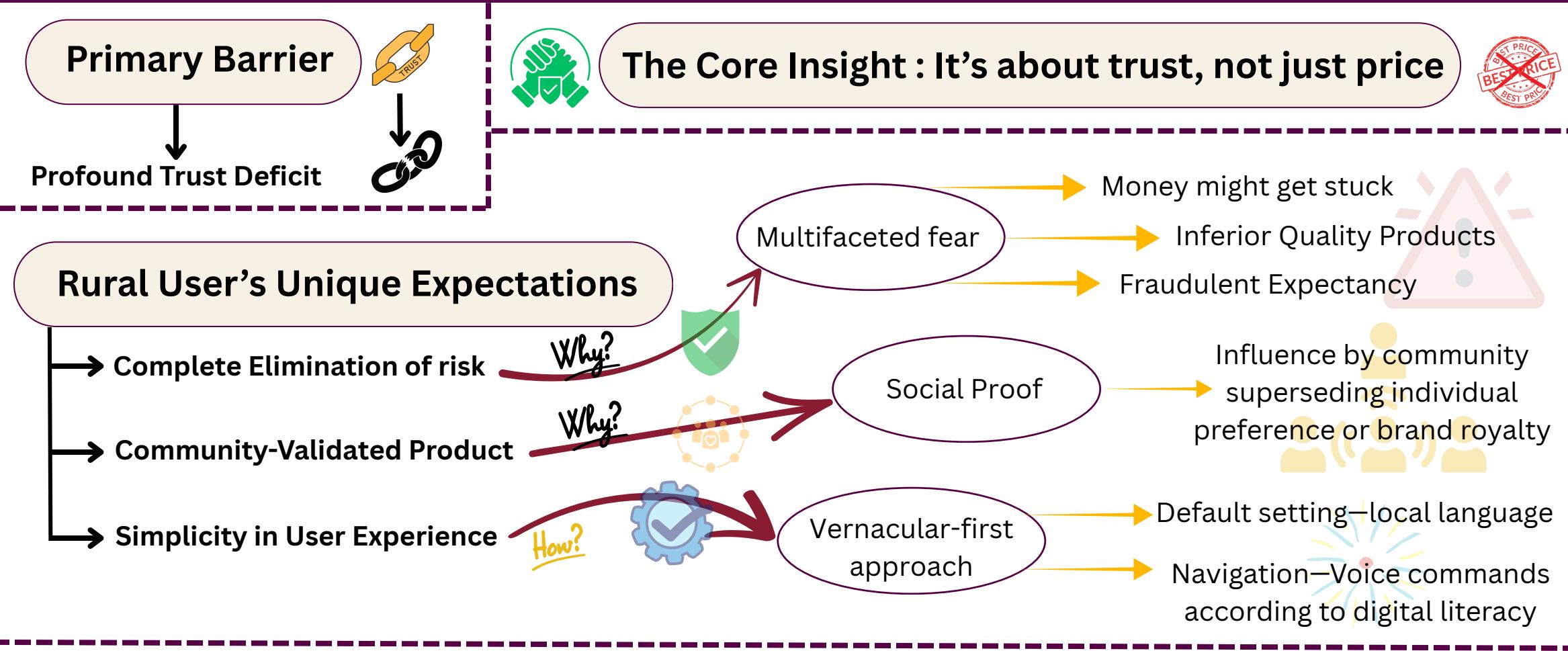
EXPANDING TO
RURAL INDIA



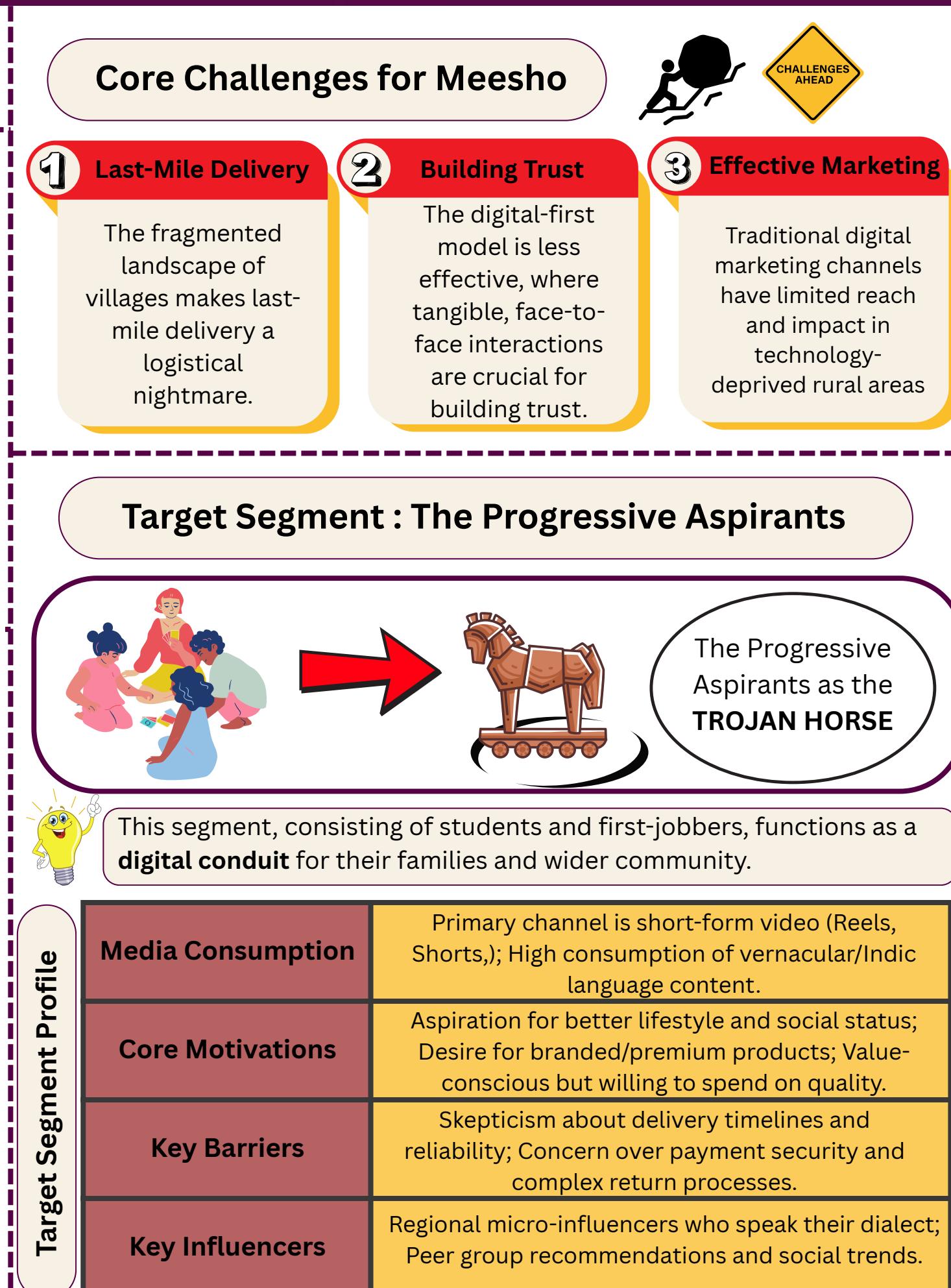
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IIT (BHU) VARANASI





User Personas	Demography	Digital Savviness	Aspirational Mindset
The Cautious Traditionalists 	Old-aged people with lower disposable income.	Mostly Technology limited, generally find it hard to use.	Deep-rooted skepticism towards online platforms.
The Pragmatic Adaptors 	Middle-aged people with steadily rising incomes.	Comfortable with technology but remain risk-averse.	Adoption of new services is driven by demonstrated utility.
The Progressive Aspirants 	Aged 14-30, most digitally native segment.	Highest digital literacy, with approx. 90% having access to smartphone.	Actively seek premium and branded goods often driven by desire for social mobility



First-Trust Catalog

Meesho should curate a "First-Trust" storefront with:

- Trusted FMCG & Personal Care
- Simple, Unsized Apparel and Home Goods
- Aspirational Entry-Level Electronics

Initial Positive Experience(Receiving a familiar product)

User explores Meesho broadly

More expectations fulfilled—building trust

Policy & Platform Redesign

Mitra-Verified Instant Refunds

Cash on Delivery (COD) as Default for frictionless payment

Communication through vernacular-language and infographics

Video catalogs with short, engaging product videos in local language

How-to-content library, with simple vernacular interface

Analyzing the neighbor village's reviews and purchases to drive conversions.

"Phygital" Ecosystem and Brand Repositioning

शहर वाला मॉल,
अब फ़ोन में,
कम दाम में।

बाजार से सस्ता,
सीधा घर का
रास्ता।

Sponsor local events and festivals to build brand recall and goodwill.

Deploy "Meesho Express" vans to local haats and melas, offering product demonstration through Meesho Mitra.

Utilize traditional marketing channels like wall paintings and ads in local newspapers and on regional TV channels.

Hyperlocal Commerce Model: The "Meesho Mitra" Program



Meesho Mitra
THE LOCAL E-COMMERCE BRIDGE

What's in store for "Mitras"?

Commission on sales

Performance-based bonuses

Access to exclusive products

What will "Mitra" do?

- Serve as the final delivery point.
 - Manage the last-mile delivery or act as a convenient Pick-Up/Drop-Off (PUDO) point.
- Hyper-Local Hub**

Physical face and operational endpoint of Meesho in the village.

- Help less digitally savvy users in browsing the app and navigating the ordering cycle.
 - Minimize the digital literacy gap.
- Assisted Commerce Agent**

Creative Flow for Meesho's Trust Creation and Brand Recalling



Ramesh observes the **Meesho stall** at a mela and also the **wall paintings** on his road to the mela.



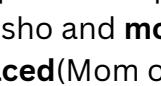
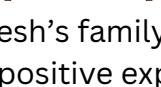
The **Meesho Mitra** explaining everything about the Meesho brand to Ramesh making him curious to explore the products.



Meesho's **simple user interface** and **tutorial videos in local language**, with wide variety of familiar products, make buying process smooth for Ramesh and he orders a smartwatch.

In case, Ramesh didn't like the watch and is worried about the return process.

Ramesh loved the product



Meesho Mitra performs basic quality check and initiates an **instant refund** to Ramesh on the spot.

All of Ramesh's worries are gone, and he further **explores Meesho** and goes on to become one of the **premium customers**.

Ramesh **influencing** his friends to buy products from Meesho, and they in turn **influence their families and friends**.

Ramesh **spreading words** about Meesho's great product and service while flexing his watch.

Instant Returns & Quality Check Point

- User can return an unwanted product directly to their local Mitra.
- Instant refund can be initiated by Mitra after a basic quality check.

Community Trust Anchor

- Presence of a known Mitra within the village provides a level of social proof and assurance.
- Serve as crucial trust-building asset.

Why Meesho's Urban Strategy Won't Work in Rural India

Urban Strategy	Why it Fails in Rural India	The "Gram-Seva" Solution
Reseller-centric model: Relies on a network of digitally literate resellers using social media to drive sales.	Low Digital Literacy: The reseller model is too complex for many in rural India.	"Meesho Mitra" Program: Simplifies the process by having a trusted local agent handle the digital aspects.
Social Media Marketing: Heavy reliance on Facebook, Instagram, and WhatsApp for customer acquisition.	Limited Reach & Impact: While social media usage is growing, offline channels and word-of-mouth are more influential.	"Phygital" GTM Strategy: Combines the best of both worlds with mobile experience zones, wall paintings, and local media.
Digital-First Trust Building: Trust is built through app ratings, reviews, and a seamless digital experience.	Need for Tangible Trust: Rural consumers need a human connection and the assurance of a local point of contact.	Hyperlocal Commerce Model: The "Meesho Mitra" is a familiar face in the community, providing a tangible point of trust.
Standardized Logistics: Relies on established courier networks for last-mile delivery.	Fragmented Logistics: These networks have poor penetration in deep rural areas.	"Meesho Mitra" Program: The Mitra acts as a micro-delivery hub, solving the last-mile challenge.

Market Opportunity Sizing: The Deep Rural Prize

Metric	Estimated Size
Total Villages (<10k population)	~593,000
Estimated Total Population in Target Villages	650-700 Million
Rural Internet Users (Active)	488 Million
Serviceable Addressable Market (SAM) - "Progressive Aspirants"	130-175 Million
Serviceable Obtainable Market(SOM) - 3-Year Target User Acquisition	20-25 Million

The "Phygital" Media Plan: Story & Distribution

The Core Story:
"Meesho: Aapke Gaon Ka Apna Online Bazaar, Bharose Ke Saath."

Digital (AirCover)

Hyper-local Influencer Marketing:

The strategy must prioritize regional micro-influencers (10k-100k followers) who create authentic content in local dialects.

Vernacular Short-Form Video:

Dominate platforms like Instagram Reels and YouTube Shorts, which are the primary media channels for this demographic.

Physical (Ground Assault)

"Meesho Mitra" Launch Events:

The onboarding of a new Mitra in a village should be treated as a community marketing event.

Van Activations & Haat/Mela Presence:

Branded mobile vans can be deployed to local markets (haats) and fairs (melas) to provide "touch-and-feel" product experiences.

Phased Go-To-Market (GTM) Rollout

Phase	Timeline	Geographic Focus	Key Activities	Success Metrics
1: Pilot	Year 1	3-5 districts in states with high rural internet penetration (e.g., Kerala, Maharashtra).	Perfect the "Meesho Mitra" playbook: recruitment, training, tech integration and incentives.	Mitra activation & retention rate; Cost Per First Transaction (CPFT); New User First Transaction Rate.
2: Scale-Up	Year 2	20-30 districts in contiguous regions.	Expand the Mitra network based on pilot learnings, scale regional media buys, and optimize logistics for network density.	Growth in district-level GMV; Repeat Purchase Rate, and Mitra Net Promoter Score.
3: Blitz	Year 3-5	Nationwide rollout across all target states.	Aggressive expansion of Mitra network. National-scale, regionally-adapted media campaigns.	Market share in target villages; Total new users acquired; AOV growth.

Defining Success: KPIs and Risk Mitigation

New User First Transaction Rate

Monthly Repeat Purchase Rate

Number of Active Meesho Mitras

Mitra Net Promoter Score (NPS)

Average Order Value (AOV)

Product Return Rate

Risk: Low adoption of Mitra Program

Mitigation: Provide robust training and technological support to Mitras.

Risk: Potential for agent-level fraud

Mitigation: Utilize technology for verification and a strictly enforced penalty system.

Risk: Aggressive competitive reaction

Mitigation: A rapid and successful rollout will establish a significant first-mover advantage.

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Meesho:
सही दाम, घर
आए सामान।



**THANK
YOU**

