

Executive Summary

Team: *git init Startup*

Disclaimer: This solution reflects our current knowledge and experience. We aimed to enhance the presentation by incorporating dialogues for engagement; any unintended implications are not intentional. We have included numerous sources, data, and our own survey findings through hyperlinks. These links are underlined.
We strongly encourage you to explore these sources, as not all information could be fully incorporated into the presentation.



Problem Statement : Expanding to Tier 1 Cities

Tier 1 cities in India are a competitive market, with both e-commerce and quick commerce players like Blinkit, Zepto, and Swiggy Instamart. Residents are generally more affluent, so to expand, we must identify customer needs, potential gaps, and how Meesho can uniquely address them.

What is our Solution?

Onboarding Emerging Brands

Partnering with emerging brands builds trust and attracts quality-conscious users, enhancing Meesho's brand value and authenticity.*



Rebranding

Many still see Meesho as a place for cheap products. Meesho needs to change this perception through extensive marketing

Reduced Delivery Time

This can be achieved and optimised by using dark stores in Tier 1 cities of high selling items & taking premium fees for faster delivery times

#BuildYourBrand

This is the USP which empowers small businesses, content creators, and fashion designers to build their own brands and sell on Meesho.

Why should Meesho work on this?

The \$32.2B Tier 1 e-commerce market presents a significant opportunity for Meesho. However, Tier 1 customers prioritize quality, price, and fast delivery—areas where Meesho currently falls short. So, some work needs to be done to attract this audience.

How can Meesho execute this?

1

Expanding Product Catalog with focus on quality instead of quantity

2

Building Express Delivery Service by increasing partnerships and adding delivery subscription

3

Launch of #BuildYourBrand a campaign to help people build their own brands via Meesho

4

Test Launch of RangManch a brand new marketplace for brands built using #BuildYourBrand

5

Testing MeeshoPoint an interactive touch-point placed in malls to acquire new customers

Who are we?



Aadya Dewangan



Vaibhav Kashyap



Vivek Kumar

"Tum hame problems do, ham tumhe solutions denge"

What are Tier 1 Consumers like?

We interviewed 10 people and narrowed them down to the following

[View Interviews](#)

| | | | |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| |  <p>Discount Diva</p> <p>Hello! I am Ananya and I love hunting for discounts on my favorite brands!</p> |  <p>Niche Navigator</p> <p>Hey! I am Rahul, I enjoy niche products, but they can be hard to find in one place.</p> |  <p>Quality Queen</p> <p>Hi! I am Deepika, and I prioritize quality over price, no matter what!</p> |
| Demographics | <ul style="list-style-type: none">- Female, 25, urban India- Middle-Middle Class- Open to non-branded products if value is good | <ul style="list-style-type: none">- Male, 24, urban India- Upper-Middle Class- Focused on niche products. | <ul style="list-style-type: none">- Female, 23, urban India- Upper Middle Class- Prioritizes branded clothing, footwear, skincare |
| Goals | <ul style="list-style-type: none">- Affordable quality products- Taking advantage of discounts and sales- Smooth shopping process | <ul style="list-style-type: none">- Good catalog selection- Finding cool niche products in one trustable place- Quick delivery & exchanges | <ul style="list-style-type: none">- Quality, branded products- Trustworthy platforms- Quick delivery and easy returns |
| Frustrations | <ul style="list-style-type: none">- Poor product quality for non branded segment- Hidden charges for returns/exchanges | <ul style="list-style-type: none">- Quality concerns on lesser-known platforms- Delayed deliveries, poor return policies | <ul style="list-style-type: none">- Size issues, stock unavailability- Hidden charges and slow returns |
| Shopping Behavior | <ul style="list-style-type: none">- Shops on Amazon, Flipkart- Frequently shops during sales seasons- Engages with social media promotions that offer discounts | <ul style="list-style-type: none">- Shops on various D2C brands- Engages with social media promotions that showcase unique products | <ul style="list-style-type: none">- Shops on Myntra, Nykaa, brand-specific apps- 3-4 online shopping trips/month- Engages with Instagram ads and brand promotions |

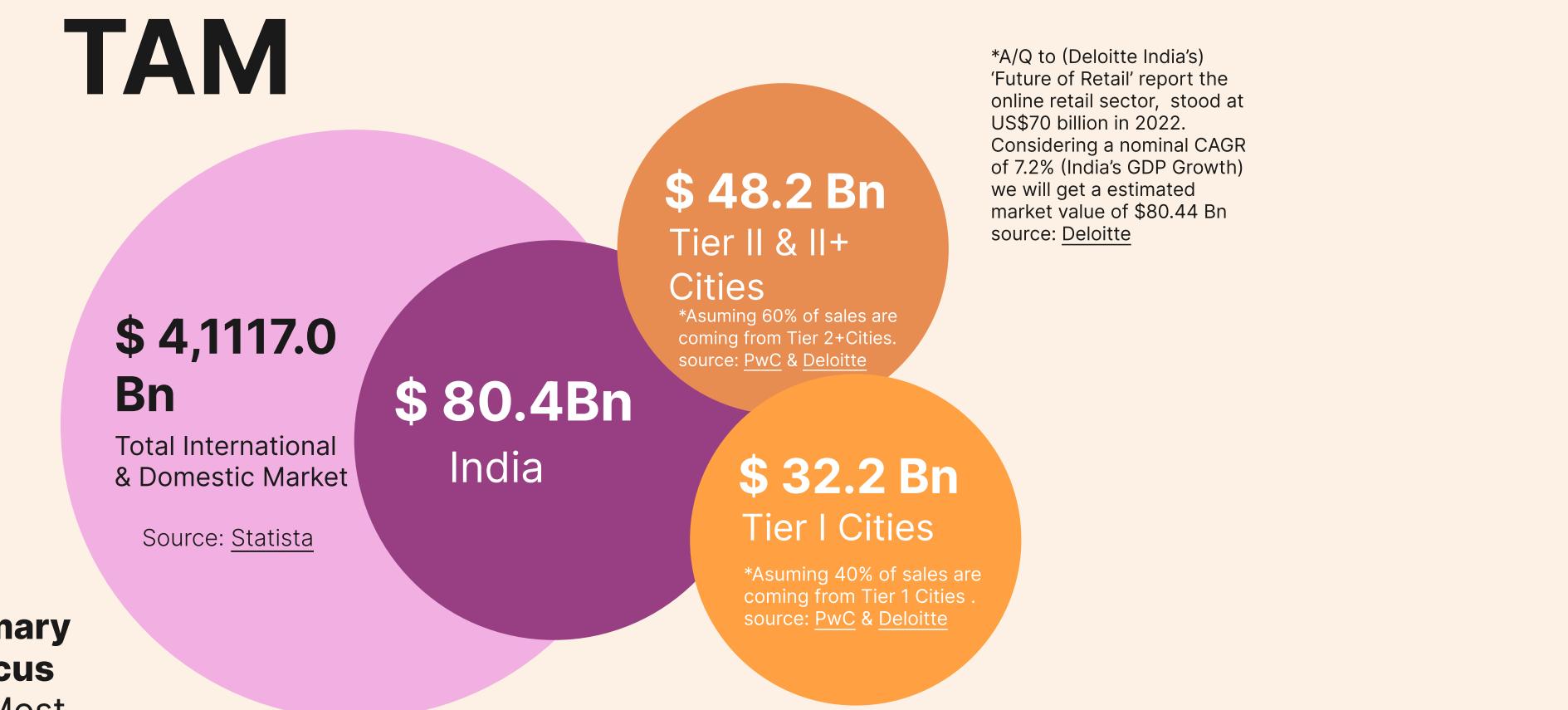
Market Analysis

Competitive Analysis of Ecommerce

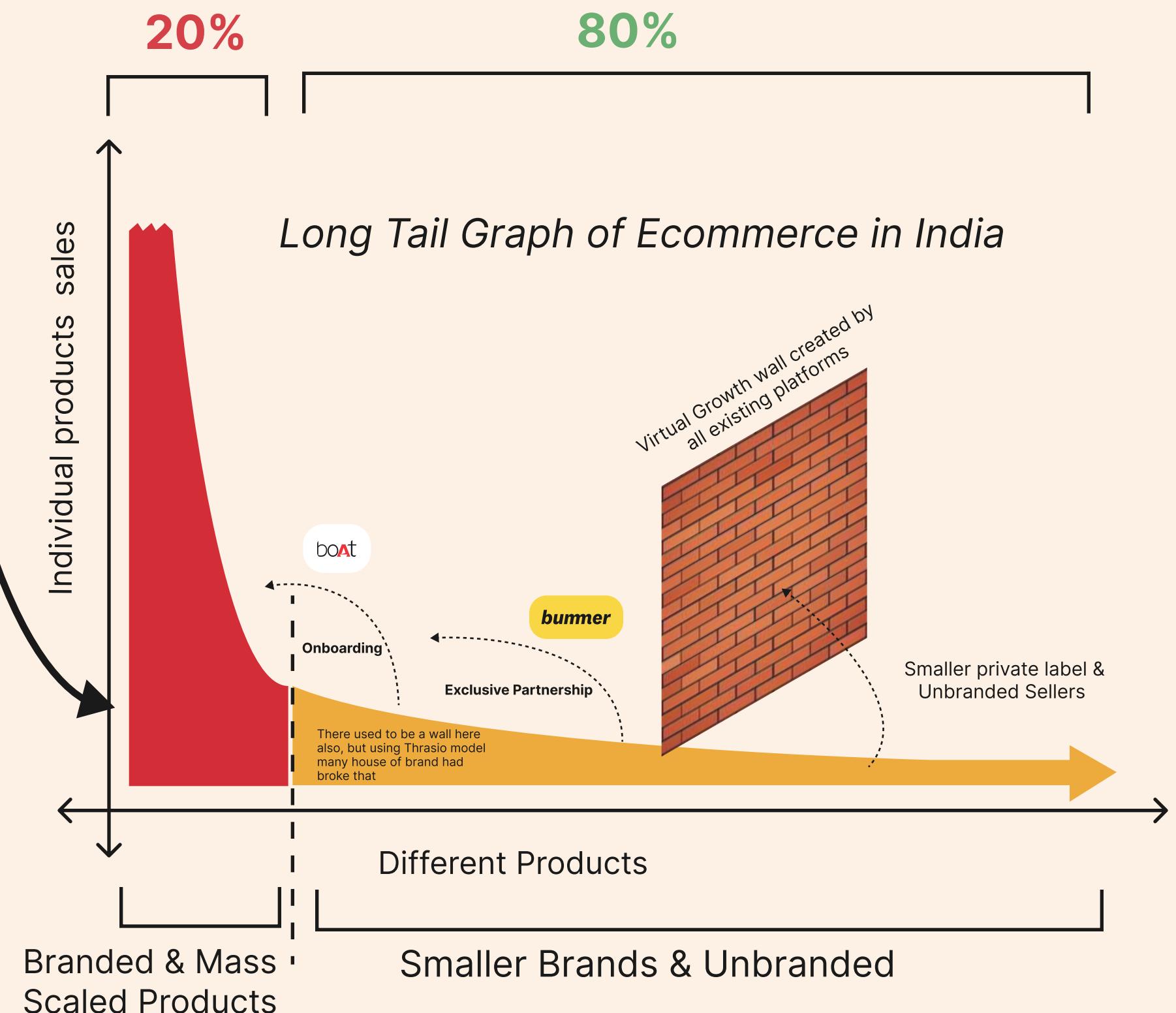
| Factors | Meesho | Flipkart | Amazon | AJIO | Myntra | Nykaa |
|-----------------------|------------------------------------------|-----------------------------------------|---------------------------------------|-----------------------------------------------|----------------------------------------------|------------------------------------------|
| Products Categories | All categories | All categories | All categories | Fashion, footwear, accessories | Fashion, footwear, accessories | Beauty, personal care, wellness |
| Brands | Focus on unbranded/ small brands | Wide range of national & international | Large selection of national & global | Primarily Reliance's owned brands | Mix of national and international | Focus on beauty brands, own brands |
| Sellers | Mostly small resellers | Mix of small sellers and big businesses | Mix of small businesses and large | Primarily big brands and retailers | Brands, small sellers, retailers | Primarily brands, direct sellers |
| Return Policy | Easy return policy; typically 7 days | 10-30 days depending on the product | 7-30 days, varies based on category | 30 days return | 30 days return | 15 days return |
| User Perception | Affordable, value for money, budget buys | Affordable with a wide range | Premium perception due to variety | Trendy fashion at competitive prices | Fashion-focused, trend-conscious | Premium for beauty, trusted for skincare |
| AOV | Low to mid (₹350-500) | Mid-range (₹1500-2000) | Mid-High (₹1500-2000) | Mid-range (₹1200-1500) | Mid-range (₹1200-1500) | High (₹2000+) |
| Why users go there | Low prices, social commerce experience | Discounts, variety, reliability | Trust, wide selection, Prime benefits | Fashion-forward, exclusive collections | Fashion trends, good deals | Exclusive beauty products, high trust |
| Market share | Growing, strong in Tier 2/3 cities | Leading with 48 % | Second largest after Flipkart | Niche, strong in fashion with 30 % in fashion | Strong in fashion with 35% to 45% as of 2023 | Leading with 38 % in beauty and wellness |
| Gaps | Limited premium brands, mainly resellers | Fewer exclusive high-end brands | Few exclusive brand deals in fashion | Limited non-fashion product categories | Limited to fashion & accessories | Focus limited to beauty and wellness |
| Average Delivery time | 5-7 days | 3-5 days | 2-4 days with Prime | 3-5 days | 3-5 days | 2-4 days |

The image displays three prominent e-commerce platform logos side-by-side against a light blue background. From left to right: the Amazon logo (a white 'a' with a curved arrow below it inside a dark grey circle); the Flipkart logo (a yellow shopping bag icon with a blue 'f' shape on it); and the Meesho logo (an orange stylized 'm' with the brand name 'meesho' written in white lowercase letters below it).

These are the only horizontal marketplaces in India. Filpkart being at no. 1 , followed by Amazon and Meesho.



Approx. Total Consumption% by Volume of Consumption



Sources

The Long Tail - Chris Anderson

#BuildYourBrand on RangManch (USP)

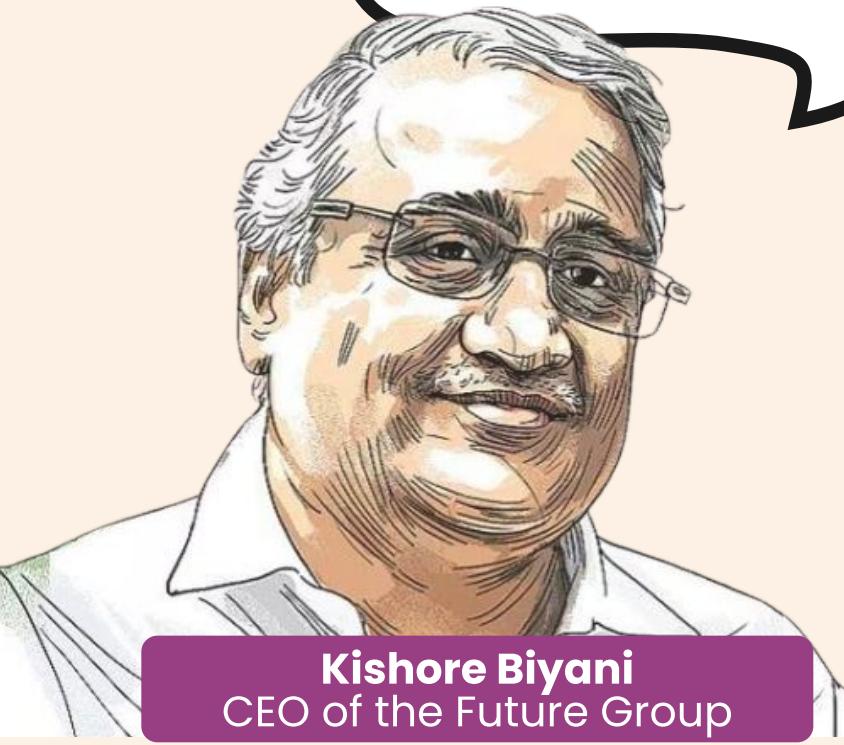


From Democratizing Selling to Democratizing Brands

What is it?

E-commerce platforms aren't fully leveraging their sellers for growth, giving Meesho a unique edge. RangManch new & unique marketplace on Meesho for existing sellers to become brands, partnerships with emerging D2C brands and influencer led brands, with niche and unique products. They will have exclusive partnerships with Meesho, such that it is a win-win situation for both.

THE BIGGEST VALUE ADDITION YOU CAN DO IS TO CREATE A BRAND.



Meesho's sellers often lack memorability, making it difficult for customers to recall or search for them for repeat purchases. Additionally, unbranded products tend to face trust issues.

How to fix this?

On the RangManch platform, Meesho can launch a campaign called #BuildYourBrand to help people build their brand (those with original* products)

Who will be considered?

Applications are open to all, but Meesho will verify them first. Eligible participants include top-rated sellers, emerging D2C brands, and influencers with strong reach.

How can it be executed?

- 1 Launch the Campaign & Applications Open
- 2 Shortlist Applications for consideration
- 3 Initiation of branding process with seller support
- 4 Addition of Brand Stories to add an emotional connect
- 5 Launch with exclusive marketing!

*Terms & Conditions

1. Applicants must have a proven track record of min 3000 SKUs of monthly sales and a minimum rating of 3.5 stars.
2. The products of the seller must not be copies (like first copy) or be the same as other sellers or be resellers.
3. Meesho can conduct monthly reviews to evaluate the seller's performance & products.

Why?

The 21st century is about niches, thanks to cheaper and broader distribution channels, creating an abundance of variety.

Consumers now seek more than just the big hits. The more alternatives they can explore, the more they are drawn to niche products.*

That's why more and more smaller brands are created everyday. India is home to 600 or more direct-to-consumer brands, and the market is projected to reach up to \$100 Billion by 2025.**

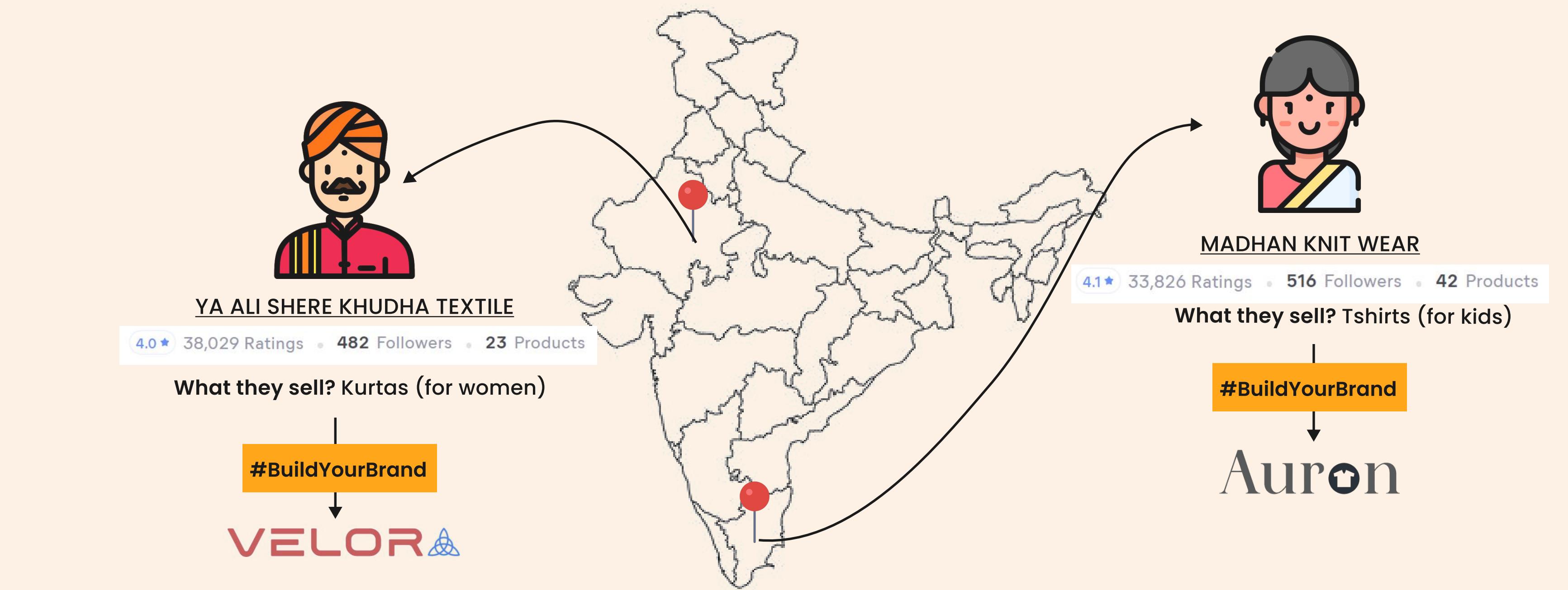
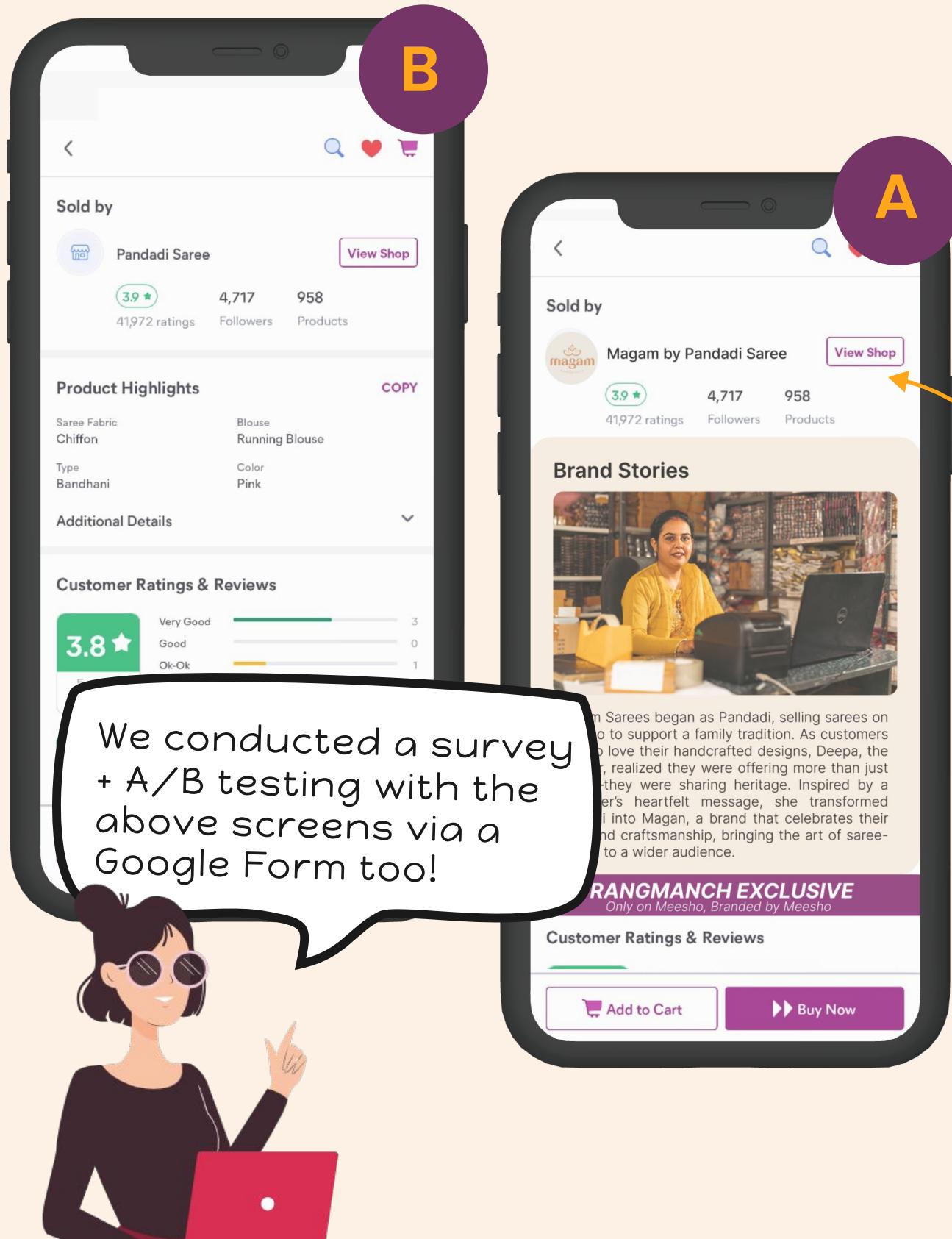
Sources

*The Long Tail - Chris Anderson
**WTF is E-Commerce (Podcast by Nikhil Kamath)

Future Stories

Sellers Become Leading Clothing Brands on Meesho!

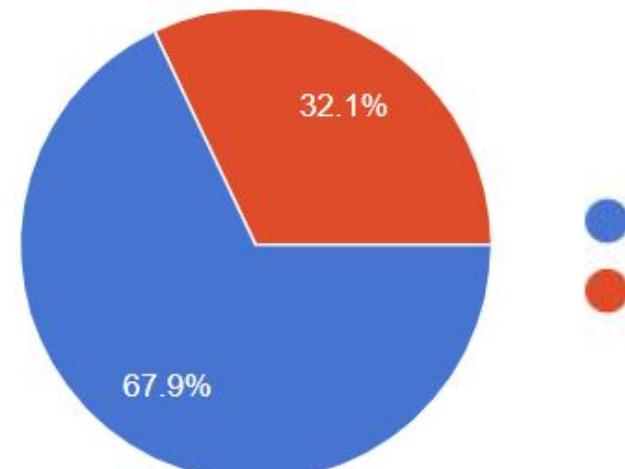
From the vibrant textile markets of North India to the bustling knitwear hubs of South India, two sellers on Meesho began as local favorites with big dreams. YA ALI SHERE KHUDHA TEXTILE and Madhan Knit Wear had already earned strong reputations for their quality products.



Both Velora and Auron were featured in premium sections of the RangManch. Their new identities allowed them to connect with a wider audience, making them top-selling brands on Meesho. From North to South, these two sellers transformed into leading names in the clothing industry, demonstrating how Meesho empowers small businesses to evolve and thrive.

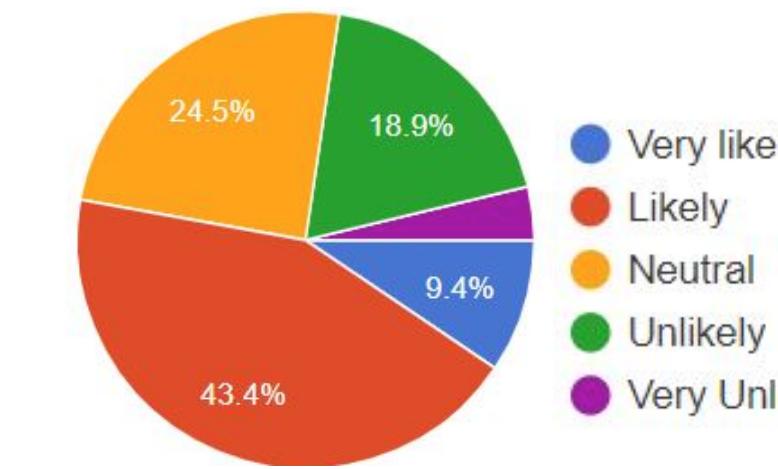
We also conducted a survey...

Which one would you prefer to buy from?



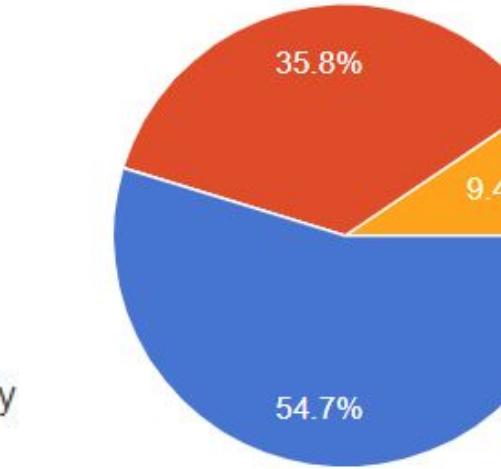
A
B

Probability of engaging with Brand Story



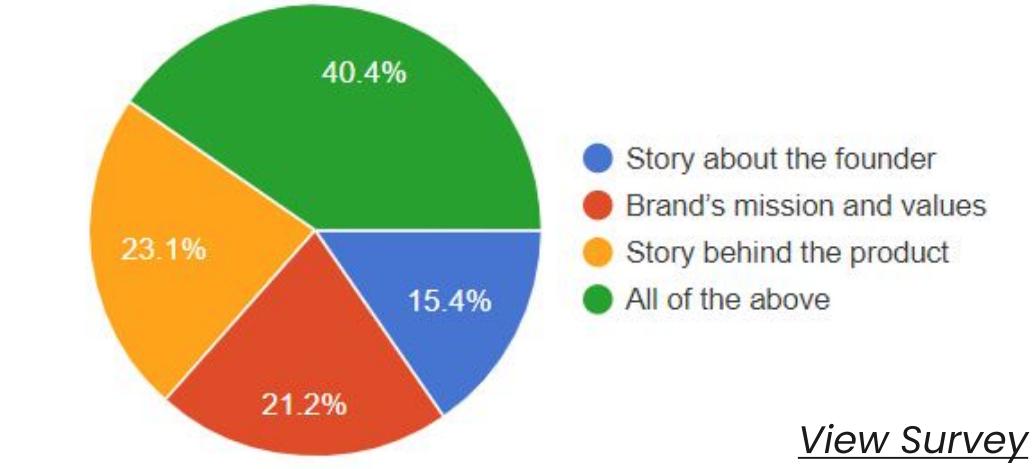
Very likely
Likely
Neutral
Unlikely
Very unlikely

Would Brand Story increase trust?



Yes, definitely
Maybe
No difference

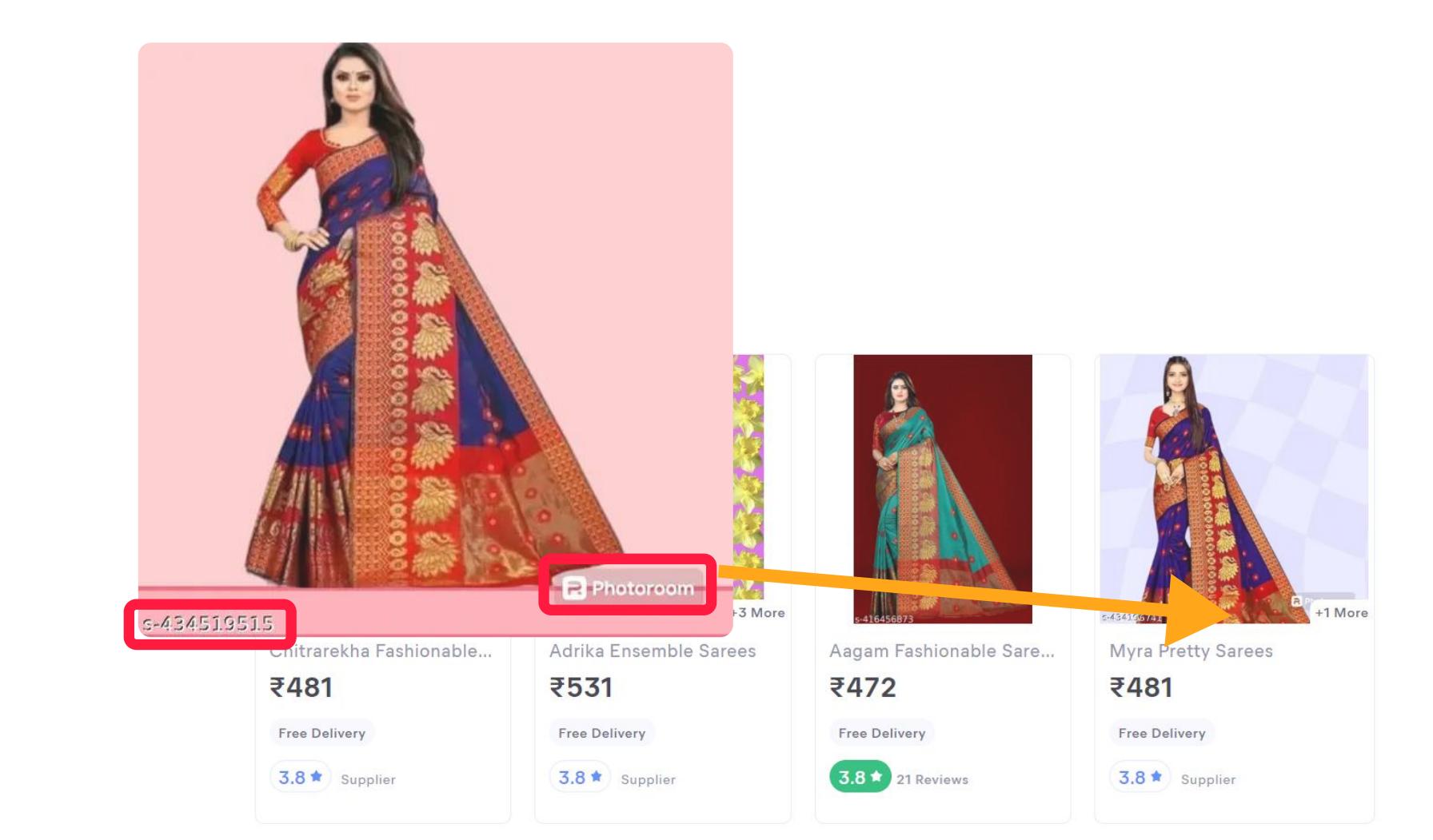
What type of brand story would you find most engaging?



[View Survey](#)

[View Survey Data](#)

Product Enhancements



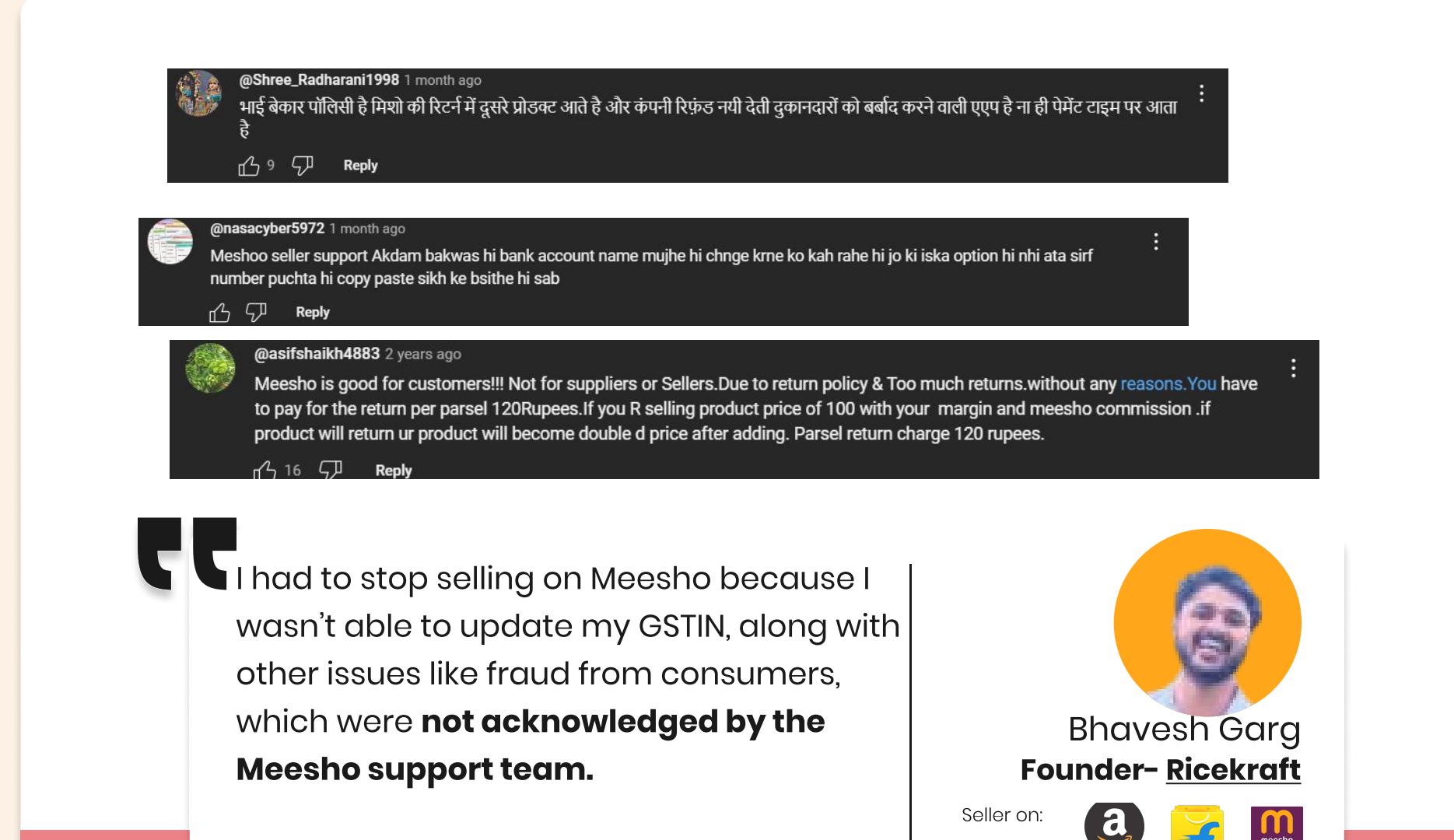
UI/UX Advancements

- Overall look and feel
- Visible serial numbers on product img
- Logos from third-party mockup apps appearing in product images

9/10 people that we interview clearly mentioned Meesho UI needs improvement

9/10
People suggested
UI Improvement

- **Overall look and feel** can be enhanced gradually by prioritizing high-value sections starting with **Meesho Mall & Gold sections**.
- Remove Serial Numbers from images
- **Studio-Quality Backgrounds with AI**: Partner with AI-driven platforms or apps like Photoroom that sellers are already using and that can be used internally to enhance product image quality



Seller Support
Sellers frequently receive automated replies, leading to frustration.

We analysed more than 90+ comments of @SellOnMeesho YouTube channel and 87% are negative about the platform.

87%
Negative Comments

- **Dedicated Seller Support**: It is very important to make a serious support culture otherwise the good sellers/brands will never want to be with meesho on long run. Sellers are the blood of the platform.
- **Feedback Loops**: feedback ratings to be viewed critically
- **Dashboards Updation**: Allow sellers to update critical details such as GSTIN, Bank Details, etc.



Bhavesh Garg
Founder- **Ricekraft**

Seller on:   

We recognize that product trust is a significant concern among consumers. We are hopeful that initiatives like Meesho Gold and Meesho Trusted will address this gap, leading to increased customer confidence in their products.

Improving Delivery Times

There could be two ways to solving faster deliveries:

41%

of consumers in India are willing to pay an extra charge for same-day delivery.

source: [Same-day deliveries fueling India's retail revolution](#)

FINANCIAL EXPRESS
Read to Lead

For the upcoming year

Meesho Plus: Faster Deliveries

Presently, Meesho uses third parties to handle its logistics, which is fine as it can allow Meesho to test out express delivery as well as deliveries from the new platform, RangManch.

Assuming

$$\text{Present Logistics Cost} = 10\% = \frac{\text{₹}50}{\text{₹}500} = \frac{\text{Avg Delivery Cost per Order}}{\text{Avg AOV after rebranding + RangManch}}$$

As consumers of Tier 1 cities prefer faster deliveries, and are willing to pay more for it**, Meesho needs to have an option for quick deliveries too.

$$\text{Projected Logistics Cost} = 16\% = \frac{\text{₹}80}{\text{₹}500} = \frac{\text{Avg Delivery Cost for Express Delivery}}{\text{Avg AOV after rebranding + RangManch}}$$

If a customer makes an average of 15 purchases from Meesho in 1 Year

$$\text{Extra Logistics Cost} = 15 * ₹(80-50) = ₹ 450$$

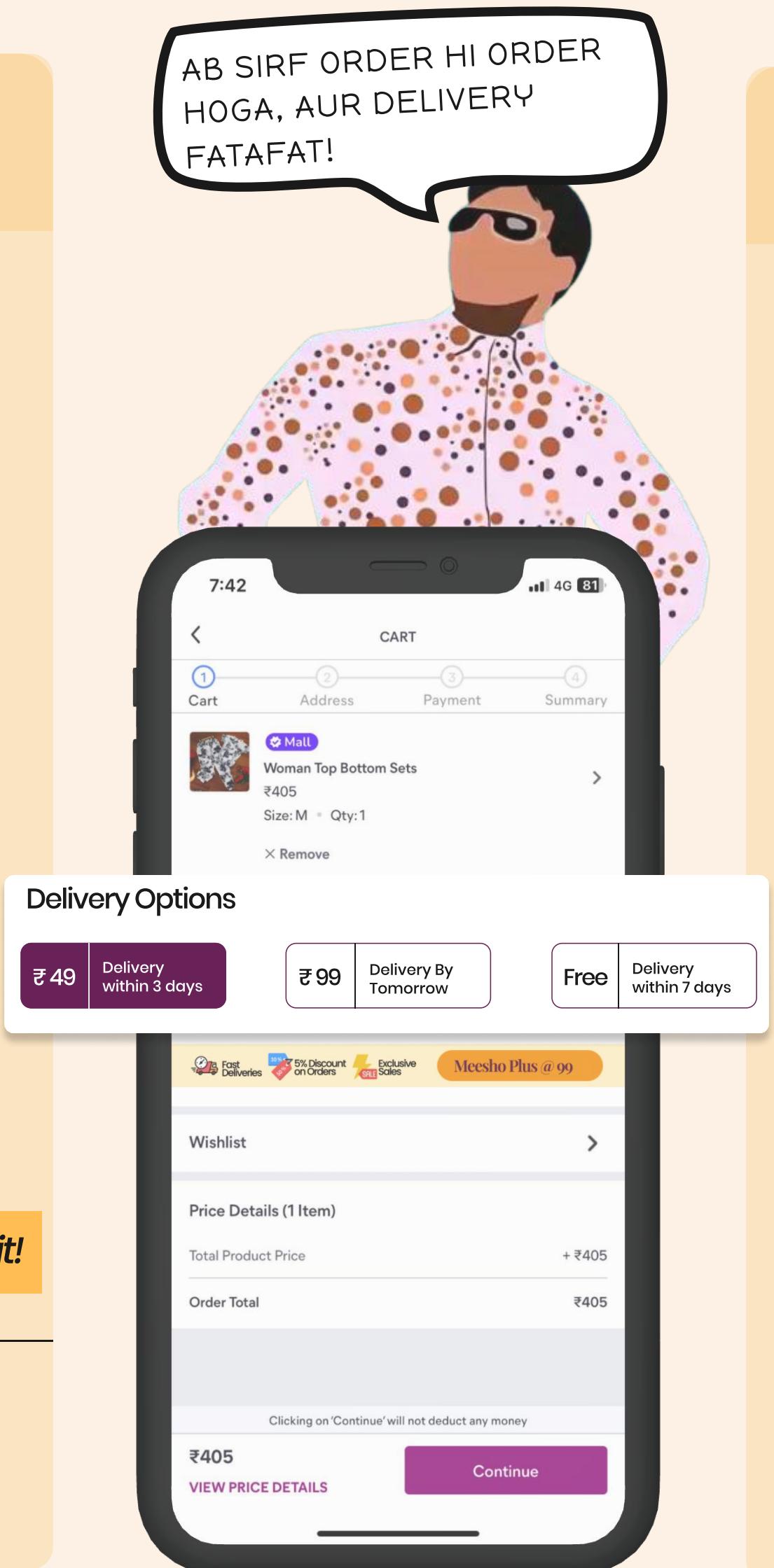
Thus, users have two options – pay for express delivery or pay a subscription for it!

Introducing Meesho Plus

A small subscription plan, for frequent users with

- free express delivery (delivery within 3 days)
- exclusive access to big sales one day before
- 5% discount on all orders

₹99 | ₹499
per month | per annum



Projected for 2026 onwards...

Meesho Logistics

In the long run, to optimize both costs and time, Meesho will eventually need to do its own deliveries without third parties. Having one's own fleet will enable reduced costs as well as greater control over the time of delivery.

Assuming

| | |
|--------------------------------------------------------------------------------------------------------|-------------|
| Capital Required to set up own fleet <i>Initial setup(Dark Stores/Fulfillment Center, tech etc)</i> | ₹ 500 Crore |
|--------------------------------------------------------------------------------------------------------|-------------|

| | |
|-------------------------------------------------|------|
| taking avg of both express and regular delivery | ₹ 65 |
| Avg Delivery cost with third party logistics | ₹ 40 |
| Avg Delivery cost with own fleet | ₹ 25 |

Difference in costs

Projected Increased, Average Order Value

| | |
|-----------------------------------------------------------------------------------------------------------|-------|
| Number of orders in 2026 = 140M * (1.20)(1.20)(1.20) assuming a 20% YoY growth, orders in 2023 = 140M* | ₹ 800 |
|-----------------------------------------------------------------------------------------------------------|-------|

| | |
|----------------------------------------------|-------------|
| Potential Costs with Own Fleet = 240M x ₹ 40 | ₹ 960 Crore |
|----------------------------------------------|-------------|

| | |
|------------------------------------------------|--------------|
| Potential Costs with Third Party = 240M x ₹ 65 | ₹ 1560 Crore |
|------------------------------------------------|--------------|

Thus, ₹ 600 Cr can be saved if Meesho uses its own fleet, which can cover the cost of building it, Plus, Meesho can earn from Meesho Plus too!

Acquiring Tier 1 Customers

1

Meesho Point

Installing interactive, large touchscreens in malls allows customers to explore the Meesho app and make purchases without downloading it. This cost-effective strategy can effectively raise product awareness among Tier 1 customers.

3

Brand Stories

By showcasing Brand and Owner Stories on product pages in RangManch as well as Meesho's social media handles, where sellers share their unique journeys, Tier 1 customers can emotionally connect to them, especially who value authenticity and personalized experiences.

5

Express Delivery

Offering express delivery options makes customers more likely to complete purchases, especially if a company can deliver within 3 days, catering to those who value quick service, which is especially true for Tier 1 consumers.



CUSTOMERS KE PEECHE MAT BHAGO, QUALITY KA PEECHA KARO, CUSTOMERS KHUD BHAAG KE AA JAAYENGЕ!



Targeted Digital Campaigns

Meesho can run targeted digital campaigns on social media and fashion blogs to highlight its latest offerings. Partnering with micro-influencers for localized promotion of Meesho Point will boost visibility and engagement.

2

Exclusive Launches of Brand Partnerships

Meesho can host exclusive product launch events with limited-time deals to create excitement and exclusivity, appealing to Tier 1 customers who seek unique, high-value items.

4

Referral and Loyalty Programs

Word-of-mouth is the most powerful marketing tool. Customers who refer friends and family can earn 25 Meesho Coins. Signing up for Meesho Plus ensures an even better experience with exclusive offers and faster deliveries.

6



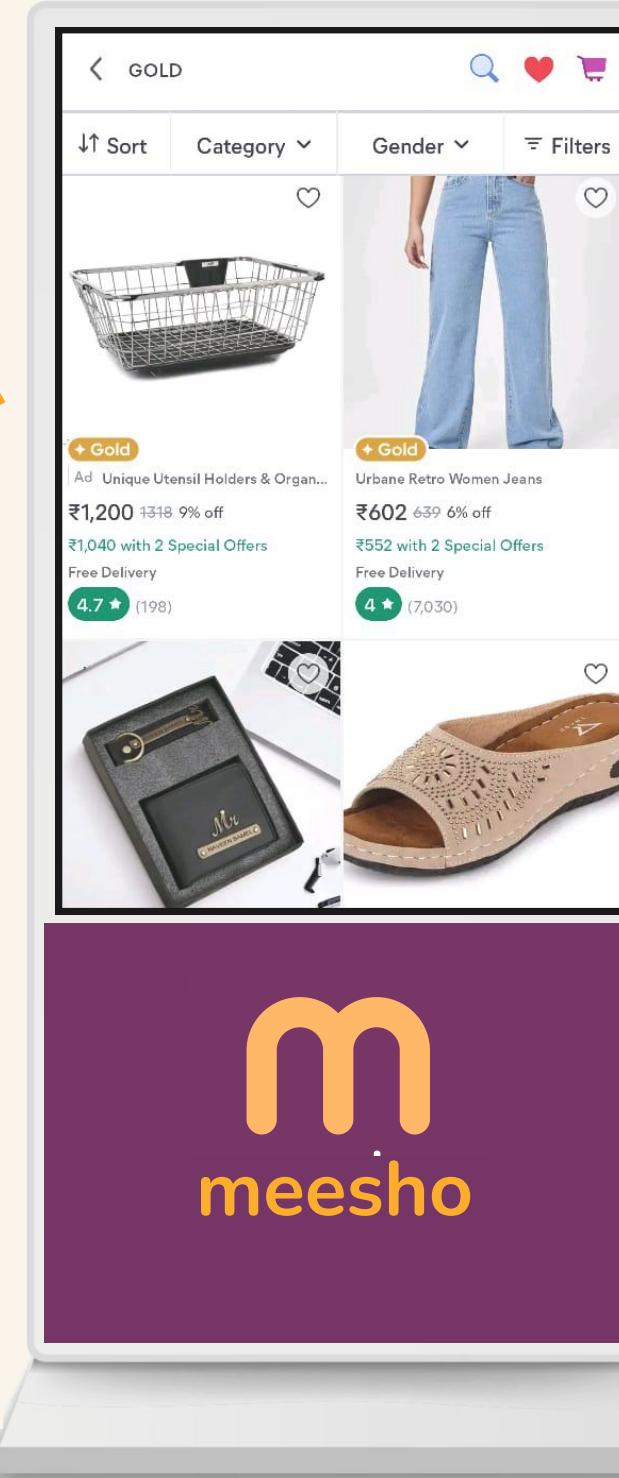
Meesho Point

Cost of 1 touchscreen roughly = Rs 20,000 ([view source](#))

MeeshoPoint is essentially interactive large touchscreen kiosks in high-traffic mall areas.

Here, customers can browse premium products and purchase without downloading the app.

Customers can track orders by installing the Meesho app. This encourages future engagement and repeat purchases.



Product

Large touchscreen kiosks with the Meesho app installed with filtered premium products. Shoppers can easily browse, interact, and make purchases, with items quickly delivered to their homes.

Product

Dynamic pricing strategy can be implemented that display exclusive limited-time discounts or offers on premium products to encourage immediate purchases at MeeshoPoint, along with bundled discounts for larger purchases

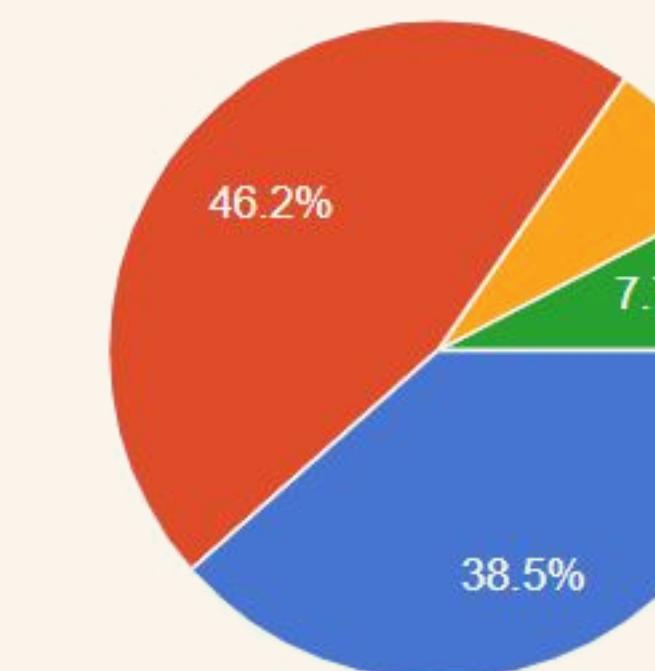
Place

These new customer touchpoints can be placed in high-traffic areas like malls, such as near escalators, food courts, and as well as colleges, tech-parks, etc, ensuring they are highly visible and easily accessible.

Promotion

MeeshoPoint can be advertised through visible, in-mall advertisements like digital banners, posters, and flyers placed near the kiosks to drive traffic towards these kiosks as well as social media ads.

Note: This is an addition to other marketing strategies like billboards and social media ads, aimed at expanding customer touchpoints.



How likely are you to interact with a touch screen in a mall displaying Meesho's new catalog of premium products?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

[View Survey](#)

[View Survey Data](#)

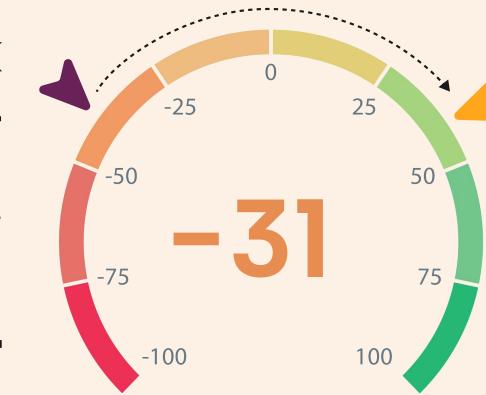
Key Metrics to Measure Success



Stakeholder Satisfaction Scores

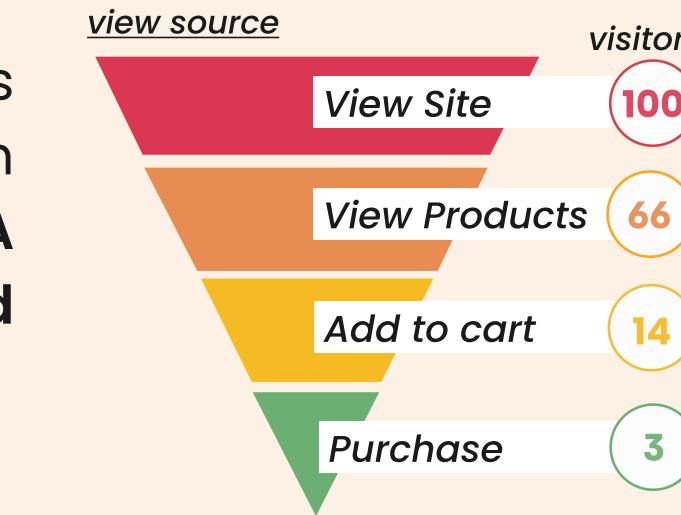
Customer and seller feedback on product quality and seller support respectively is the key. Meesho's current NPS is -31 and must rise to 40+ for sustainability.

(#based on our survey)



Conversion Rate of Customers

Conversion rate shows how well RangManch visitors turn into buyers. A good rate is around 2.5-3%.



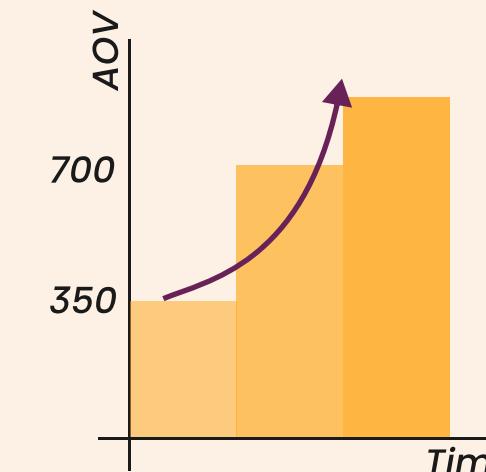
Sources

- #Survey : NPS of Meesho
- **From given PS
- Shipping Costs
- Conversion Rate
- Retention Rate
- CLTV : CAC Ratio



Average Order Value (AOV)

Monitoring AOV is key to understanding buying patterns. Meesho's current AOV is ₹350**, which needs to atleast double for RangManch and Meesho Logistics to grow.



Customer Lifetime Value (CLTV)

CLTV tracks the total revenue a customer brings over their lifetime. A healthy CLTV should be 2-3x higher than Customer Acquisition Cost (CAC).

[view source](#)



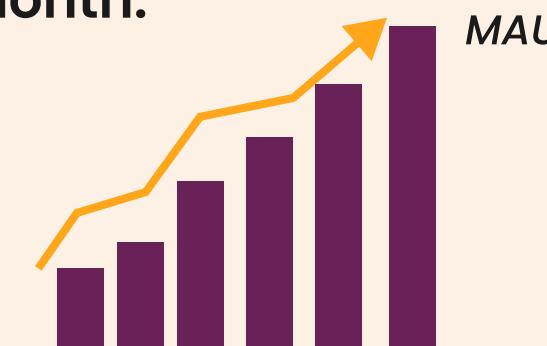
Number of Brands and Influencers Onboarded

Tracking brands, influencers, and small businesses is essential. An achievable goal can be to increase #BuildYourBrand partnerships by 10-20%.



Monthly Active Users (MAU)

Tracking MAU is essential for measuring engagement and growth. An achievable goal can be to increase monthly active users by 2.5% successively each month.

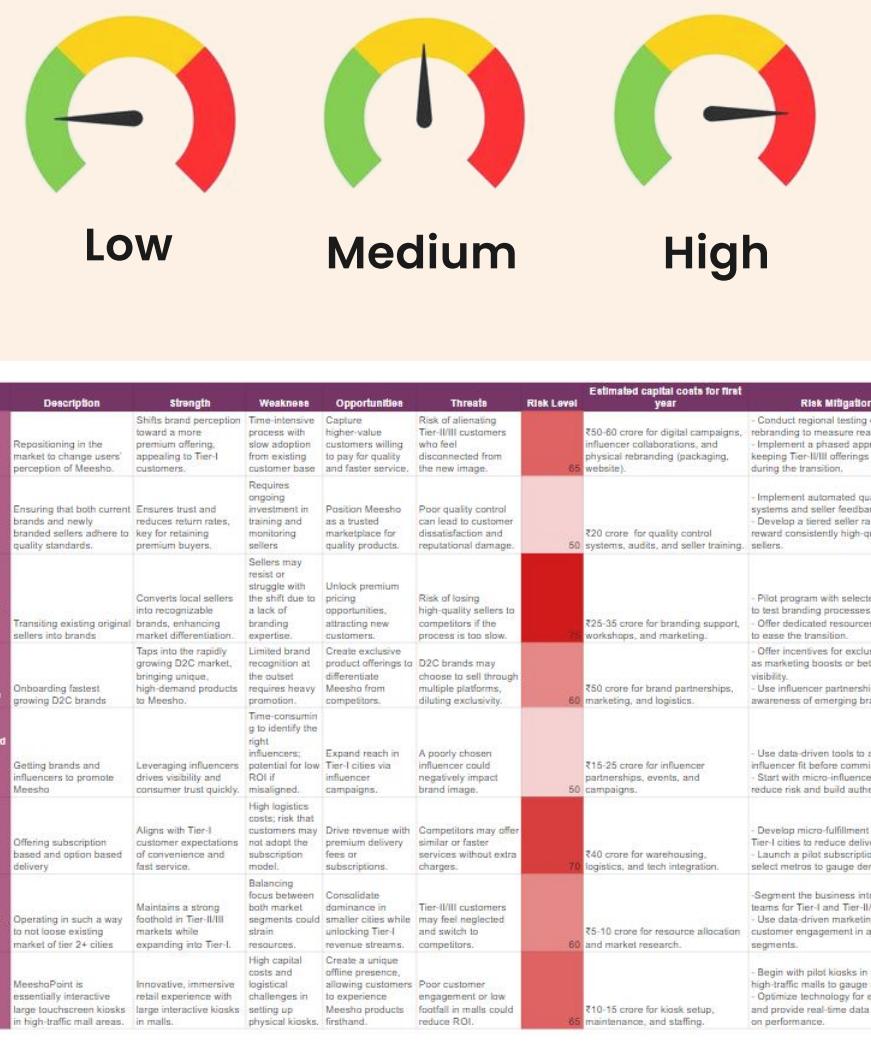


AB APNA TIME AAYEGA!



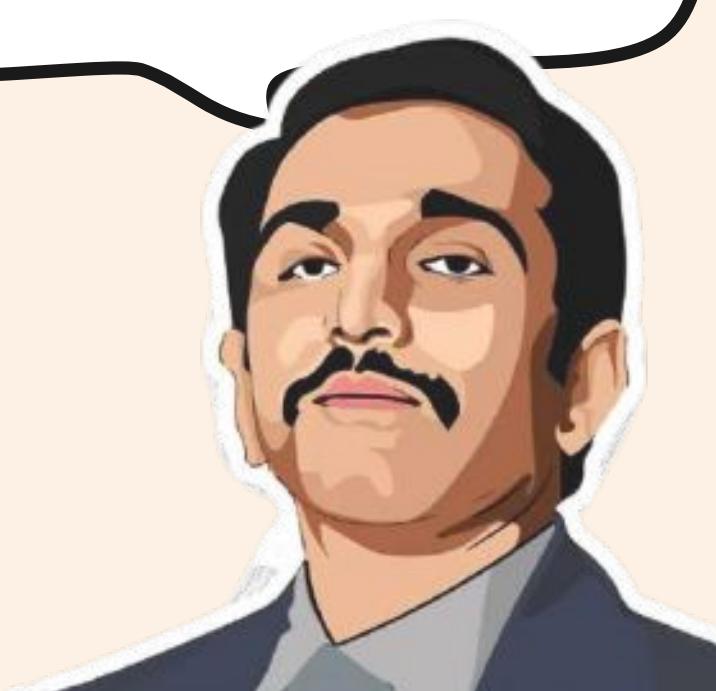
Key Risks & Mitigation

| Risk Involved | Risk Meter | Required Capital (1st Year) | Opportunities | Mitigation Strategies |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rebranding Risk of alienating Tier-II/III customers who feel disconnected from the new image. | | ₹50-60 crore | Attract customers seeking quality and fast service. | <ul style="list-style-type: none"> Conduct regional testing of rebranding to measure reactions. Implement a phased approach, keeping Tier-II/III offerings visible during the transition. |
| Quality Assurance Ensuring that both current brands and newly branded sellers adhere to quality standards will be critical to reduce dissatisfaction and returns. | | ₹20 crore | Position Meesho as a trusted marketplace for quality products. | <ul style="list-style-type: none"> Implement automated quality control systems and seller feedback loops. Develop a tiered seller ranking to reward consistently high-quality sellers. |
| Seller Transition to Brands This needs active involvement from Meesho's team, if the process isn't managed well, it could lead to inconsistent branding and customer trust issues. | | ₹25-35 crore | Unlock premium pricing opportunities, attracting new customers. | <ul style="list-style-type: none"> Pilot program with selected sellers to test branding processes. Offer dedicated resources for sellers to ease the transition. |
| Influencer & Brand Adoption Getting them fully invested in promoting RangManch might take time. Also, finding the right influencer is also a critical. | | ₹15-25 crore | Expand reach in Tier-I cities via influencer campaigns. | <ul style="list-style-type: none"> Use data-driven tools to analyze influencer fit before commitment. Start with micro-influencers to reduce risk and build authenticity. |
| Logistics and Delivery Competitors may offer similar or faster services without extra charges. | | ₹40 crore | Drive revenue with premium delivery fees or subscriptions. | <ul style="list-style-type: none"> Develop micro-fulfillment centers in Tier-I cities to reduce delivery times. Launch a pilot subscription model in select metros to gauge demand. |
| Competitive Management Tier-II/III customers may feel neglected and switch to competitors. | | ₹5-10 crore | Consolidate in smaller cities and unlock Tier-I revenue streams. | <ul style="list-style-type: none"> Segment the business into dedicated teams for Tier-I and Tier-II/III. Use data-driven marketing to ensure customer engagement in all segments. |
| Consumer Touchpoint Brands on MeeshoPoint may conflict with those in the mall, and low customer engagement or foot traffic could lower ROI. | | ₹10-15 crore | Establish an offline presence for customers to experience Meesho. | <ul style="list-style-type: none"> Begin with pilot kiosks in select high-traffic malls to gauge demand. Optimize technology for ease of use, and provide real-time data analytics on performance. |



For the detailed SWOT Analysis.
[Click Here.](#)

RISK HAI TO ISHQ HAI



| Business Strategies | Description | Strength | Weakness | Opportunities | Threats | Risk Level | Estimated capital costs for first year | Risk Mitigation |
|------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Rebranding | Repositioning at the market to change users' perception of Meesho. | Shifts user perception toward a more premium offering, key for retaining premium buyers. | Requires significant investment in branding and monitoring seller behavior. | Capture value from customers willing to pay more for faster service. | Risk of alienating Tier-II/III customers who feel disconnected from the new image. | Medium | ₹50-60 crore for digital campaigns, influencer collaborations, and product launches (packaging, website). | Conduct regional testing of rebranding measures. Implement a phased approach, keeping Tier-II/III offerings visible during the transition. |
| Seller Transition to Brands (RangManch) | Ensuring that both current and newly branded sellers adhere to quality standards. | Ensures fast and reliable delivery, key for retaining premium buyers. | Sellers may resist or adapt to the shift due to inconsistent branding expertise. | Position Meesho as a trusted marketplace for quality products. | Poor quality control may lead to customer dissatisfaction and reputational damage. | Medium | ₹20 crore for quality control systems, audits, and seller training. | - Implement automated quality control systems and seller feedback loops. - Offer dedicated resources for sellers to ease the transition. |
| Establish Emerging Brands (RangManch) | Training existing original sellers into brands. | Correlates local sellers with brands, enhancing credibility. | Shifts user perception to a new brand. | Unlock premium pricing opportunities. | Risk of losing high-value sellers to competitors if the process is too slow. | Medium | ₹25-35 crore for branding support workshops, and marketing. | - Pilot program with selected sellers to test branding processes. - Offer dedicated resources for sellers to ease the transition. |
| Influencer and brand adoption | Onboarding fastest growing D2C brands. | Creates local sellers with unique selling propositions. | Expands reach in Tier-I cities via influencer campaigns. | O2O brands may choose to sell through MeeshoPoint exclusively. | A poorly chosen influencer could negatively impact brand image. | Medium | ₹50 crore for brand partnerships, marketing, and campaigns. | - Use influencer partnerships to drive awareness of emerging brands. |
| Express Delivery | Giving brands and influencers to promote Meesho. | Leveraging influencers drives visibility and consumer trust quickly. | Aligns with Tier-I customer expectations of convenience and fast service. | Drive revenue with high delivery fees or subscriptions. | Competitors may offer similar or faster services without extra charges. | Medium | ₹15-25 crore for influencer partnerships, events, and campaigns. | - Use data-driven tools to analyze influencer fit before commitment. - Segment the business into dedicated teams for Tier-I and Tier-II/III. |
| Competitive Management | Operating in a way to not lose existing market of over 2+ cores. | Maintains a strong foothold in Tier-II/III markets while expanding into Tier-I. | Balancing focus between large and small segments could be challenging. | Consolidation in smaller cities may reduce revenue streams. | Tier-II/III customers may feel neglected and switch to competitors. | Medium | ₹5-10 crore for resource allocation and market research. | - Use data-driven marketing to ensure customer engagement in all segments. |
| Consumer Touchpoint (MeeshoPoint) | MeeshoPoint is launching interactive large touchscreens in high traffic mall areas. | Innovative, immersive technology allows customers to experience Meesho products firsthand. | High capital costs for physical kiosks. | Create a unique selling proposition allowing customers to experience Meesho products firsthand. | Poor customer engagement in malls could reduce ROI. | High | ₹10-15 crore for kiosk setup, maintenance, and staffing. | - Begin with pilot kiosks in select high-traffic malls to gauge demand. - Launch a pilot subscription model in select metros to gauge demand. |

*The Whole Ideation Was Done Before The Production Re-Launch Of Meesho Gold & Mall. We Believe This Is Start Of Meesho Rebranding And So We Advanced Our Solution According To That.

Top Line & Bottom Line Plan

