



## About Meesho

Meesho, established in 2015 by **Vudit Aatrey and Sanjeev Barnwal**, is an e-commerce venture based in India.

Initially gaining popularity as a digital reselling marketplace, the platform enabled individuals and small-scale enterprises to launch online businesses through social channels.

But today, **Direct selling** has become a critical component of the platform and is now on the rise.

**Mission :** Democratize internet commerce for everyone

**Vision :** Enable 100M small businesses in India to succeed online

**Revenue Streams:**

Subscription fees

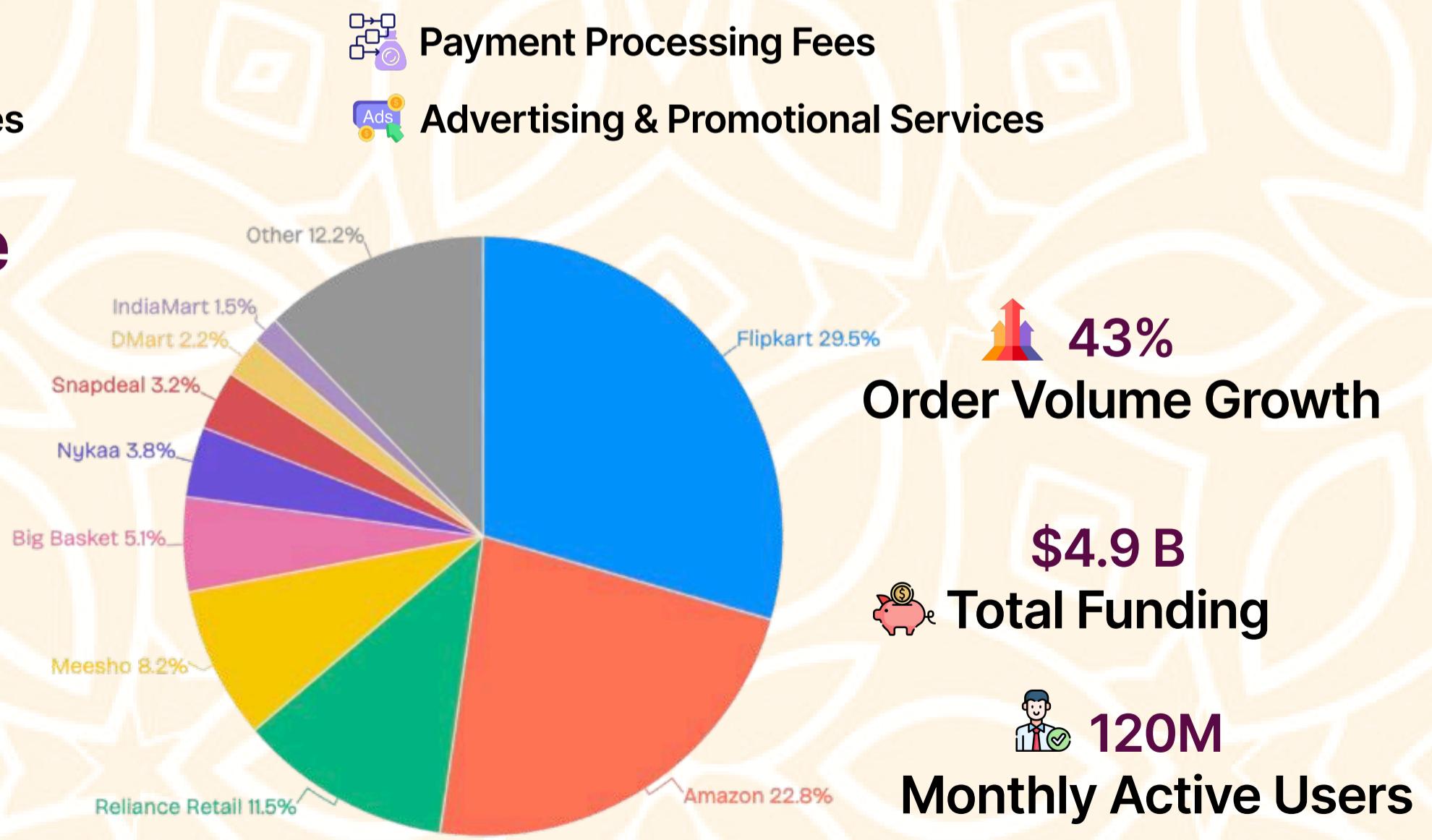
Logistic & Shipping fees

## Market Share

\$689M  
Revenue(2023)

22%  
Revenue Growth

Over 5B USD  
Overall Gross  
Merchandise value  
(GMV)



43%  
Order Volume Growth

\$4.9 B  
Total Funding

120M  
Monthly Active Users

## Competitors



## Competitor Analysis

### Aspect

### Product Range

### User Experience

### Customer Service

### Recent Feature Launched

### Amazon

Offers a diverse range of products including electronics, fashion, home essentials, grocery and more

It is known for a seamless shopping experience with easy navigation, detailed product descriptions, and customer reviews

It is known for responsive customer service with 24/7 support via chat, phone and email

**BAZAAR:** A platform for fashion and lifestyle products under 600 INR, with no extra fees for sellers

### Flipkart

Specializes in fashion and lifestyle products, including electronics, fashion, footwear, accessories and more

Provides a user-friendly interface with intuitive navigation, personalized recommendations, and customer reviews

Offers customer support through various channels. Assists with order tracking, returns, and refunds

**Flippi:** A ChatGPT-powered shopping assistant that guides product searches for an improved purchasing experience

### AJIO

Focus on fashion and lifestyle categories, offering apparel, footwear, accessories and beauty products

Offers a visually appealing interface focusing on fashion trends and style inspiration

Offer support for orders, returns, and product inquiries, plus personalized recommendations and style tips.

**AJIOGRAM:** A content-driven D2C retail platform enhancing customer engagement through rich content

## Problem Statement

Draft the product strategy & roadmap for a seller app to be used by its sellers (not resellers) to manage & grow their business on the platform

### But why do we need to solve it now?

#### ► Empowering Sellers to Succeed

Sellers need intuitive, effective tools to manage their business. An app that simplifies listing, order management, and customer engagement allows sellers to focus on delivering value to customers, improving their business. Empowered sellers can scale faster, which means better profitability and market competitiveness

#### ► Building Trust Through Transparency

Sellers need a platform that offers transparent insights into key business metrics. Providing tools that break down profitability after taxes, shipping, marketing costs, and returns builds trust. When sellers understand how their business performs, it enables better decision-making and long-term partnership with the platform.

#### ► Improving Operational Efficiency

Managing inventory, shipping, and returns are some of the most time-consuming tasks for sellers. A well-designed app that automates these workflows can drastically reduce errors and boost efficiency

#### ► Enhancing Seller-Platform Relationship

A seller app that understands and anticipates the unique needs of sellers will deepen the connection between them and the platform. Offering tools like personalized seller dashboards, exclusive promotions, and data-driven insights into what's working (and what's not) makes sellers feel valued

### Additional Business Objectives Benefits

Increased Seller Retention



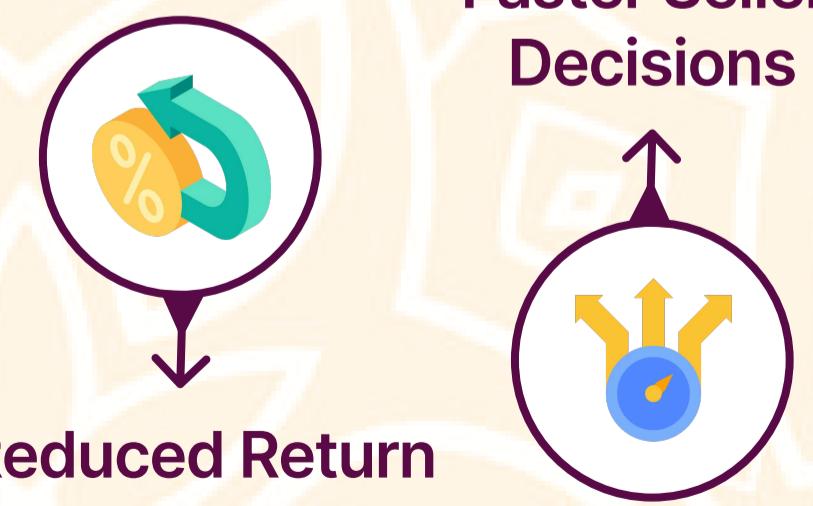
Scalable Seller Support



Real-Time Data Insights



Reduced Return Rates



Faster Seller Decisions



## Seller Segmentation

### Micro-Entrepreneurs (Home-Based Sellers)

- Primarily **small-scale entrepreneurs** use Meesho as a part-time e-commerce platform to supplement their income
- They have limited resources and rely heavily on Meesho for **inventory, delivery, and returns management**
- They often encounter difficulties with **order fulfillment** and face challenges related to the app, such as listing products and managing their **catalogs**

### Small and Medium Enterprises (SMEs)

- Meesho's marketplace growth and product variety are driven by a diverse range of businesses, from **home-based sellers** to **established companies**
- They struggle to scale their businesses due to **delivery issues** and a lack of insight into **customer feedback**
- They face difficulties in **handling returns**, While they rely on Meesho's platform for business **growth**, they encounter operational inefficiencies

### Established Retailers

- Experienced merchants with established **brands** and **inventory** are seeking to expand their reach through Meesho's digital marketplace
- They face competition and challenges in maintaining **visibility** due to frequent app issues
- They encounter issues such as incorrect **inventory listings** and customer complaints related to **product mismatches**



# WHO ARE WE SOLVING FOR?



## Kriday

### Demographic Info

- 25 Years old
- Lives in Delhi

### About

- Operates as a home based seller on Meesho
- Leveraging the platform to supplement his income
- Focuses on small scale operations, managing product listings, inventory & customer interactions from home

### Pain Points

- Managing orders efficiently can be difficult due to limited resources and space at home
- Difficulty in using the Meesho app for product listings and catalogue management
- Struggles with tracking inventory accurately & handling return, which can lead to customer dissatisfaction
- Lack of effective ways to gain visibility on the platform

### Goals/Needs

- A more intuitive app interface for easy management of product listings and orders
- Tools for better inventory tracking and efficient logistics solutions in handling customer returns
- Support in promoting his products & increasing visibility on Meesho to enhance the overall business experience



## Parth

### Demographic Info

- 42 Years old
- Lives in Jaipur

### About

- Operates as an SME seller on Meesho
- Business ranges from home based to established setup
- His business likely includes a diverse product portfolio aimed at reaching a broad audience through Meesho

### Pain Points

- Challenges with ensuring timely and reliable delivery, which can lead to customer dissatisfaction
- Complications in managing product returns, affecting overall operations and profitability
- Difficulty in gaining insights into customer preferences & feedback, impacting product and service improvements
- Struggles with streamlining operations and scalability

### Goals/Needs

- Improved delivery and return management systems to ensure customer satisfaction
- Mechanisms to gather & analyze customer feedback, helping in making data-driven decisions for growth
- Tools and resources to optimize operations, such as inventory management & order processing systems



## Khushi

### Demographic Info

- 29 Years old
- Lives in Mumbai

### About

- Operates as an Established Retailer on Meesho
- Managing a well established brand
- With her business acumen on Meesho, she aims to expand her market reach & grow her customer base

### Pain Points

- Challenges in keeping a inventory updated accurately, leading to potential stock mismatches
- Difficulty in handling complaints related to product mismatches or incorrect listing, impacts brand reputation
- Competing with numerous sellers on the platform, making it hard to maintain visibility
- Difficulty in attracting customers to her listings

### Goals/Needs

- Solutions to ensure accurate stock tracking and prevent mismatches in listings
- Strategies, resources & tools to efficiently manage & resolve customer complaints, beating the competitions
- Access to detailed sales and customer data to inform business decisions and improve product offerings

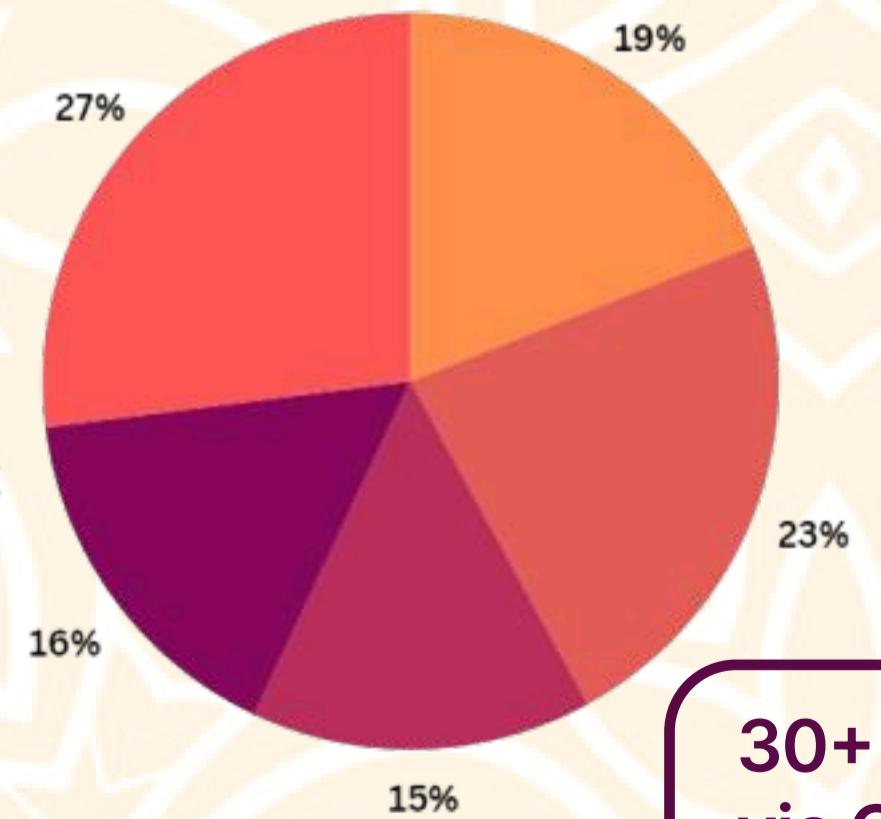


# Seller Journey Map

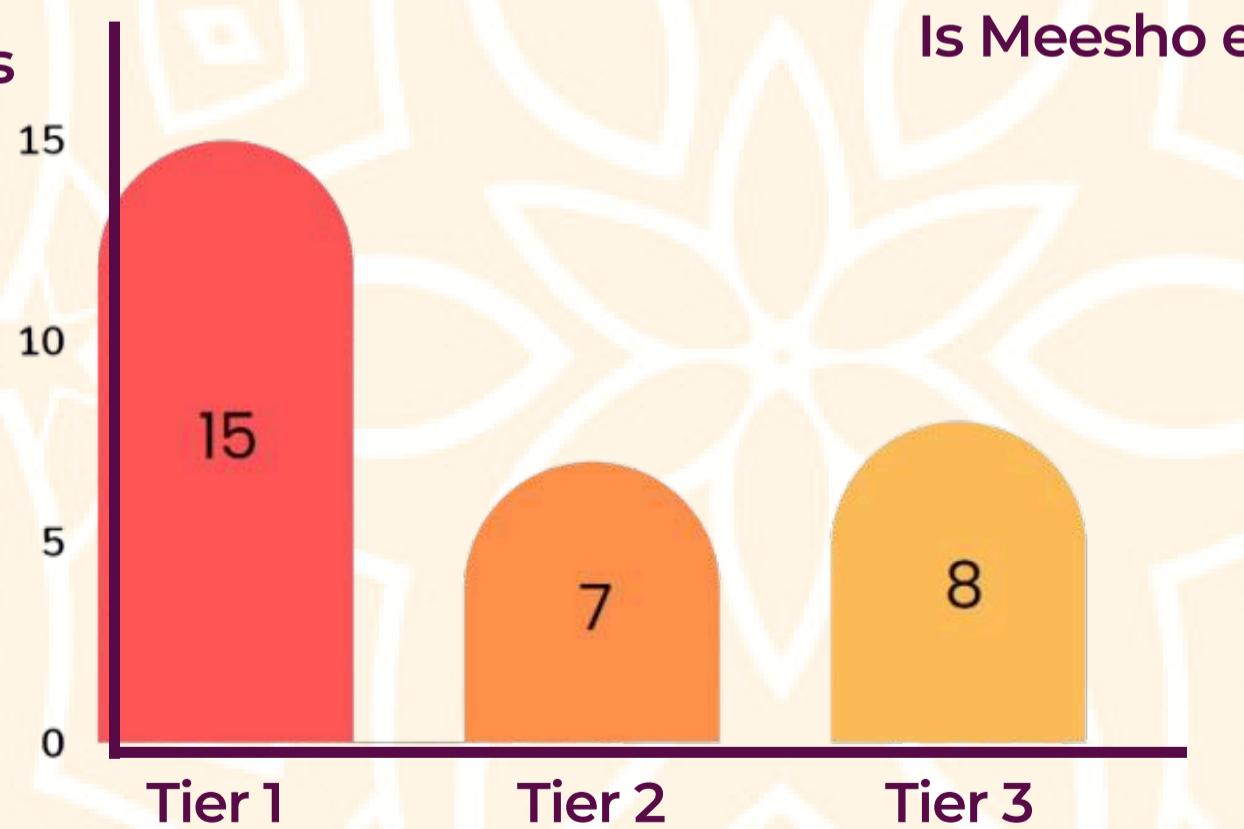
Stage	Sign-In	Catalogue Uploads	Image Bulk Uploads	Payments	Ads & Promotions	Instant Cash
Actions	<ul style="list-style-type: none"> <li>Account creation</li> <li>Verify phone/Email</li> <li>Secure account</li> </ul>	<ul style="list-style-type: none"> <li>Product Listings</li> <li>Adding product details</li> </ul>	<ul style="list-style-type: none"> <li>Uploading multiple product images</li> <li>Image editing</li> </ul>	<ul style="list-style-type: none"> <li>Receiving payments</li> <li>Tracking payment history</li> </ul>	<ul style="list-style-type: none"> <li>Creating promotions &amp; discounts</li> <li>Monitoring Ad performance</li> </ul>	<ul style="list-style-type: none"> <li>Requesting instant cash</li> <li>Reviewing instant cash limits</li> </ul>
Touchpoints	<ul style="list-style-type: none"> <li>App Login screen</li> <li>OTP verification</li> <li>Authentication</li> </ul>	<ul style="list-style-type: none"> <li>Catalogue upload screen</li> <li>Product details page</li> </ul>	<ul style="list-style-type: none"> <li>Bulk image uploader</li> <li>In-App image editing tool</li> </ul>	<ul style="list-style-type: none"> <li>Payments section</li> <li>Transaction history page</li> </ul>	<ul style="list-style-type: none"> <li>Ads and promotion setup page</li> <li>Ads dashboard</li> </ul>	<ul style="list-style-type: none"> <li>Instant cash options</li> <li>Loans/Finance review section</li> </ul>
Empathy	<ul style="list-style-type: none"> <li>Sellers feels eager yet apprehensive</li> <li>Wants quick access</li> </ul>	<ul style="list-style-type: none"> <li>Seller is excited to list products</li> <li>Wants simplicity and accuracy</li> </ul>	<ul style="list-style-type: none"> <li>Seller wants fast process</li> <li>Wants clean, attractive image</li> </ul>	<ul style="list-style-type: none"> <li>Seller feels excited about earnings</li> <li>Wants transparency</li> </ul>	<ul style="list-style-type: none"> <li>Seller feels optimistic about growth</li> <li>Wants better visibility into performance</li> </ul>	<ul style="list-style-type: none"> <li>Seller is relieved by fast cash availability</li> <li>Needs to manage cash flow</li> </ul>
Painpoints	<ul style="list-style-type: none"> <li>Complex sign-up</li> <li>Delayed verification</li> <li>Data security</li> </ul>	<ul style="list-style-type: none"> <li>Time consuming and complex UI</li> <li>Difficult for Bulk approach</li> </ul>	<ul style="list-style-type: none"> <li>Slow uploads, system crashes</li> <li>Low quality image previews</li> </ul>	<ul style="list-style-type: none"> <li>Delayed Payments</li> <li>Confusing payment breakdown</li> </ul>	<ul style="list-style-type: none"> <li>Confusing promotion setup</li> <li>Unclear ROI, no real-time data</li> </ul>	<ul style="list-style-type: none"> <li>Rejected requests</li> <li>Limited cash unavailability</li> <li>Unclear repayment terms</li> </ul>

## Research

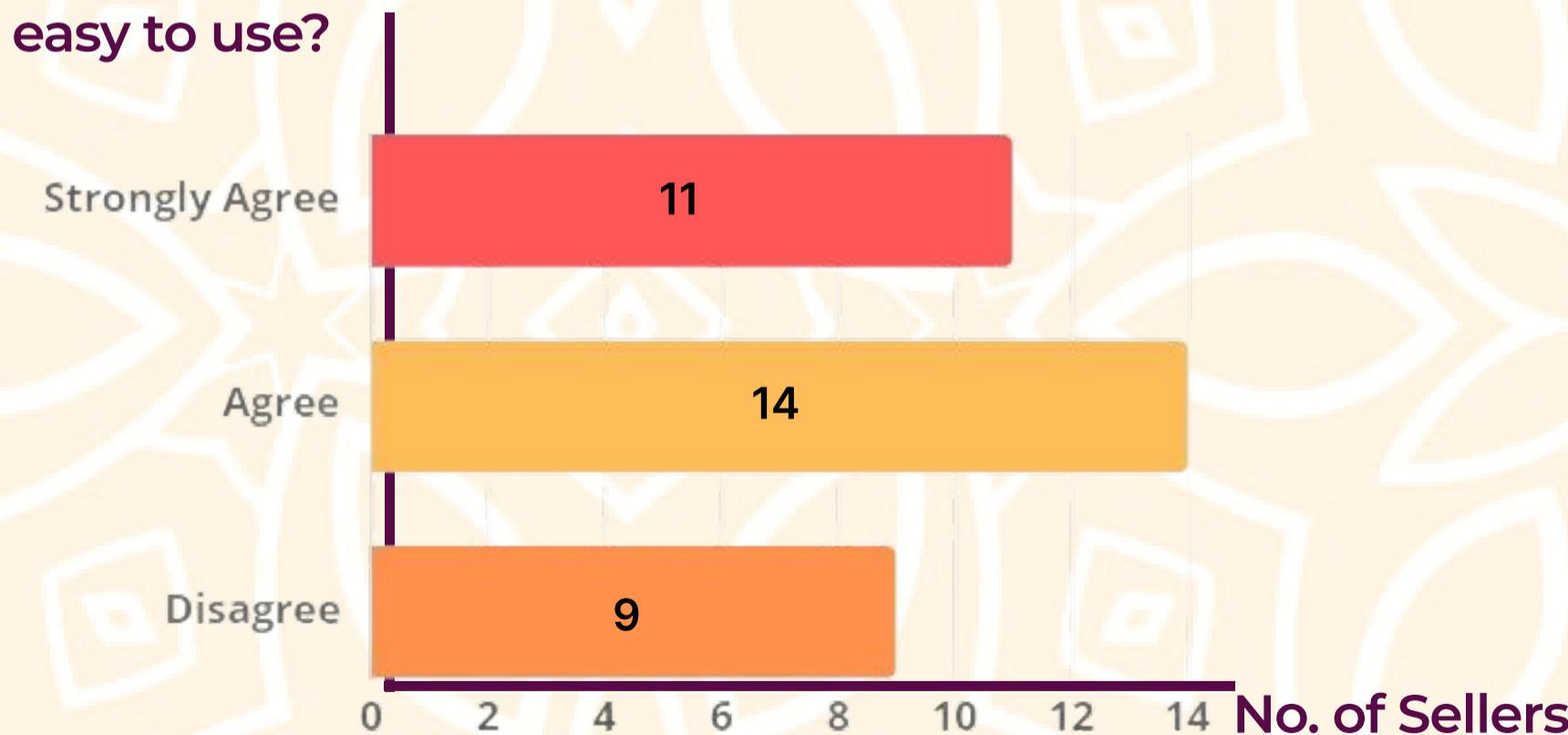
- Customer Service & Support
- Feedback and review system
- Product listing and catalogue management
- Shipping and logistics
- Profitability and cost transparency



No. of Sellers



Is Meesho easy to use?



► Primary problems faced by Meesho sellers

30+ sellers interviews were conducted from Tier 1, 2, and 3 cities & 50+ users interviews were conducted via Google forms, These include catalog management issues, payment delays, RTO and difficulties with promotional tools. This research is driving our strategy to better support and empower sellers

# Pain Points Prioritization

Category	Pain Point	MoSCoW	Reason
 Listing	Lack of AI-based listing tools makes it difficult for sellers to optimized listing & product visibility	MUST	Crucial for visibility, sales optimization in competitive e-commerce
	Absence of catalog support leaves sellers without guidance on creating and managing product listings effectively	SHOULD	Helpful, but not critical for basic operations, Sellers can still create listings without dedicated support
 Data	Lack of data insights preventing sellers from optimizing inventory management and identifying opportunities for growth	MUST	Essential for informed decisions, growth, and profitability
 Delivery	Missed/Delayed Delivery + higher frequency of return orders + poor handling of RTO Orders	SHOULD	Important for satisfaction, but they are operational challenges rather than core business enablers
 Orders	Lack of organic orders limits sellers ability to generate consistent sales without relying on paid promotions	MUST	Sustainable growth without constant paid promotion dependency
 Growth	Lack of growth hindering sellers ability to scale their business and reach new customers effectively	MUST	Essential for business expansion and long-term success
 Identity	A supplier identity helps them to get repeat orders, build loyal users, expose their new catalogs to other sources of traffic, enables them to gain competitive edge	MUST	Builds trust, credibility, and customer loyalty
 After sales support	Unresponsive support and lack of escalation process leave sellers frustrated and issues unresolved efficiently	SHOULD	Improves experience but doesn't prevent core business operations

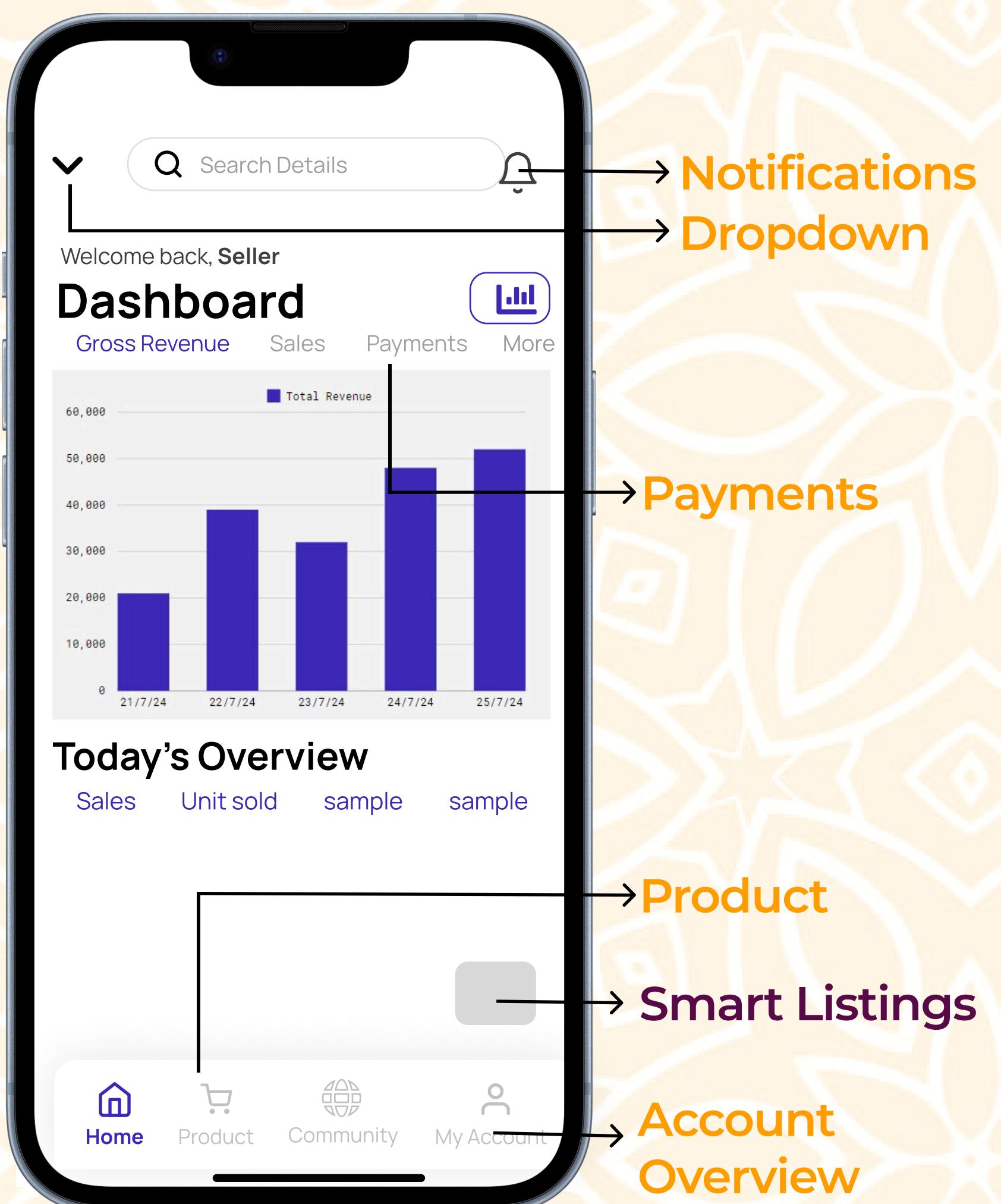
► The Problem has not been prioritized due to three major reasons :

- 1) Lower impact
- 2) Not conducive to business health
- 3) Operational cost



# Smart Listings

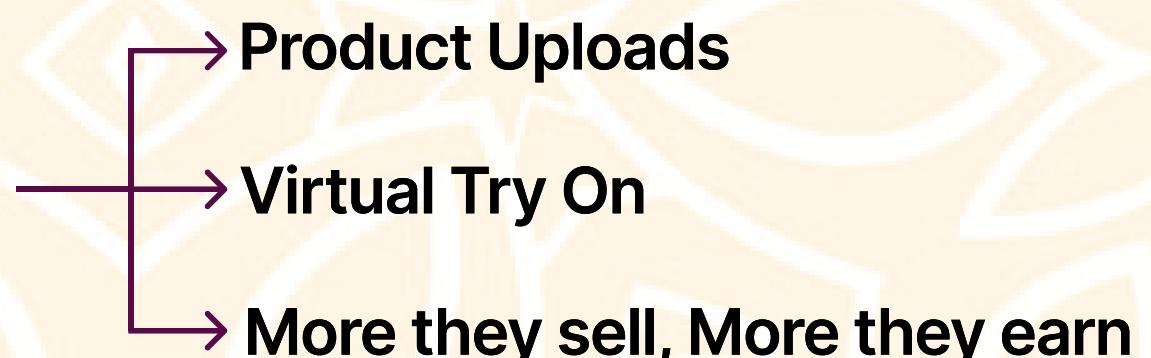
## What is the feature?



- ▶ **Streamlined product uploads:** 40% AI model that analyzes images, auto fills up to details, and suggests optimal , saving sellers time and improving listing categories accuracy
- ▶ **Smart tagging & cross platform autfills:** AI-powered system recognizes products, assigns relevant categories, automatically enabling sellers to upload product data files (CSV, Excel, etc) from **external platforms** directly onto Meesho
- ▶ **Automated Repricing :** AI enabled automated price adjustments based on market conditions & continuously tracking competitors
- ▶ **AI-enabled virtual try-on for listings :** Smart model renders products on diverse avatars, from clothing to accessories, enhancing listings without physical staging or **photoshoots** will help in increasing overall appearance of product
- ▶ **More They Sell, More They Earn(in collaboration with sellers) :** Sellers can create their own unique coupon codes and share them directly with their customers through product, this personalized approach will not only encourage larger purchases by offering greater savings but will also foster customer loyalty by **incentivizing repeat orders**, A powerful tool for sellers to drive sales and strengthen relationships with their customer base

Home

Smart Listings



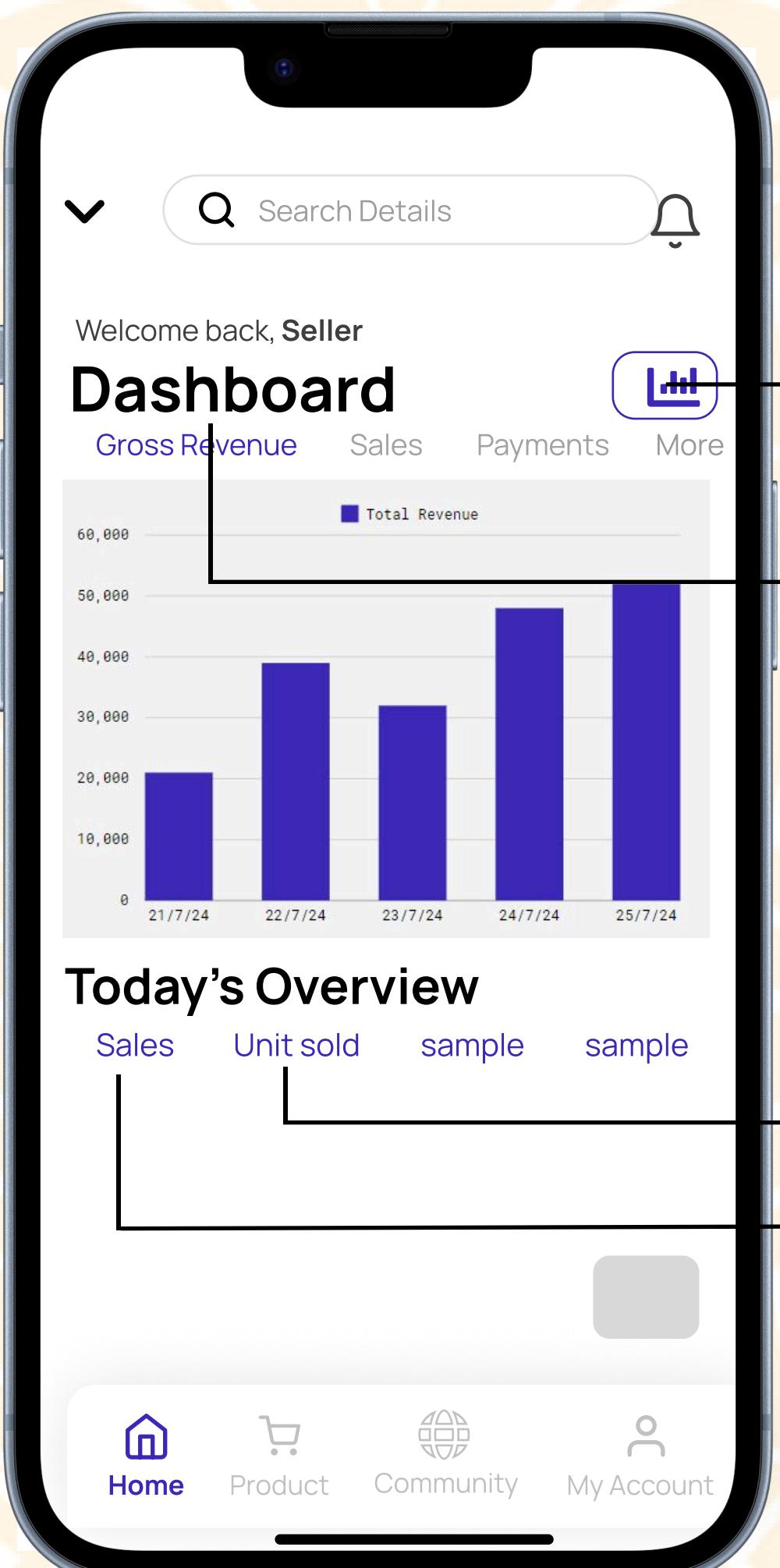
## How will it impact?

- ▶ The Smart Listing Feature streamlines product uploads, repricing, and tagging, while integrating "**More They Buy, More They Save**" and **AI-driven upselling**. It automates product listing management, offers dynamic discounts for bulk purchases, and recommends complementary products, boosting seller efficiency, increasing order values, and driving customer loyalty



# MeeshoMetrices Pro

## What is the feature?



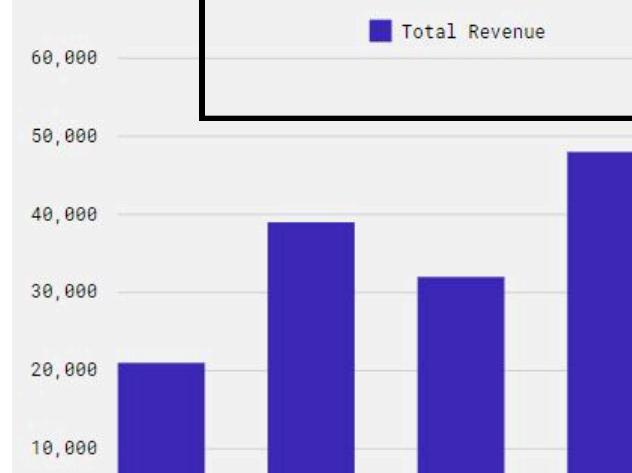
MeeshoMetrices  
Pro

Dashboard

Welcome back, Seller

**Dashboard**

Gross Revenue Sales Payments More



Today's Overview

Sales Unit sold sample sample

Units Sold

Sales



Home



Product



Community



My Account

- ▶ Inbuilt feature with to provide a Data Insights comprehensive analytical solution for sellers
- ▶ **Inventory management**: Algorithms will analyze sales patterns and market trends, forecasting demand to optimize stock levels and reduce overstock, return prediction analyzer that could identify products with high return rates and provide insights for improvement, also system identifies potential large-volume sales opportunities
- ▶ **Seller Reputation & Visibility**: Sellers can earn a Green Seller Badge and Seller Reputation Score, visible within the community and to consumers, fostering trust and credibility. This feature will enhance communication between sellers and buyers, helping sellers stand out based on their performance and reputation
- ▶ **Profitability Tracking Tool**: A powerful tool will track sellers' revenue, savings, and expenses, including shipping, RTO, marketing, and advertising budgets. By aggregating these details for each product, sellers will have easy access to all the financial data they need, enabling seamless tracking of profits and optimizing business performance
- ▶ **Buyer Interest Alerts**: Buyer Interest Alerts will notify sellers when there's strong consumer interest in their products but no purchases. With actionable data insights, sellers will understand why customers are hesitating and will be able to adjust their strategy to convert interest into sales

Home

Meeshometrices Pro



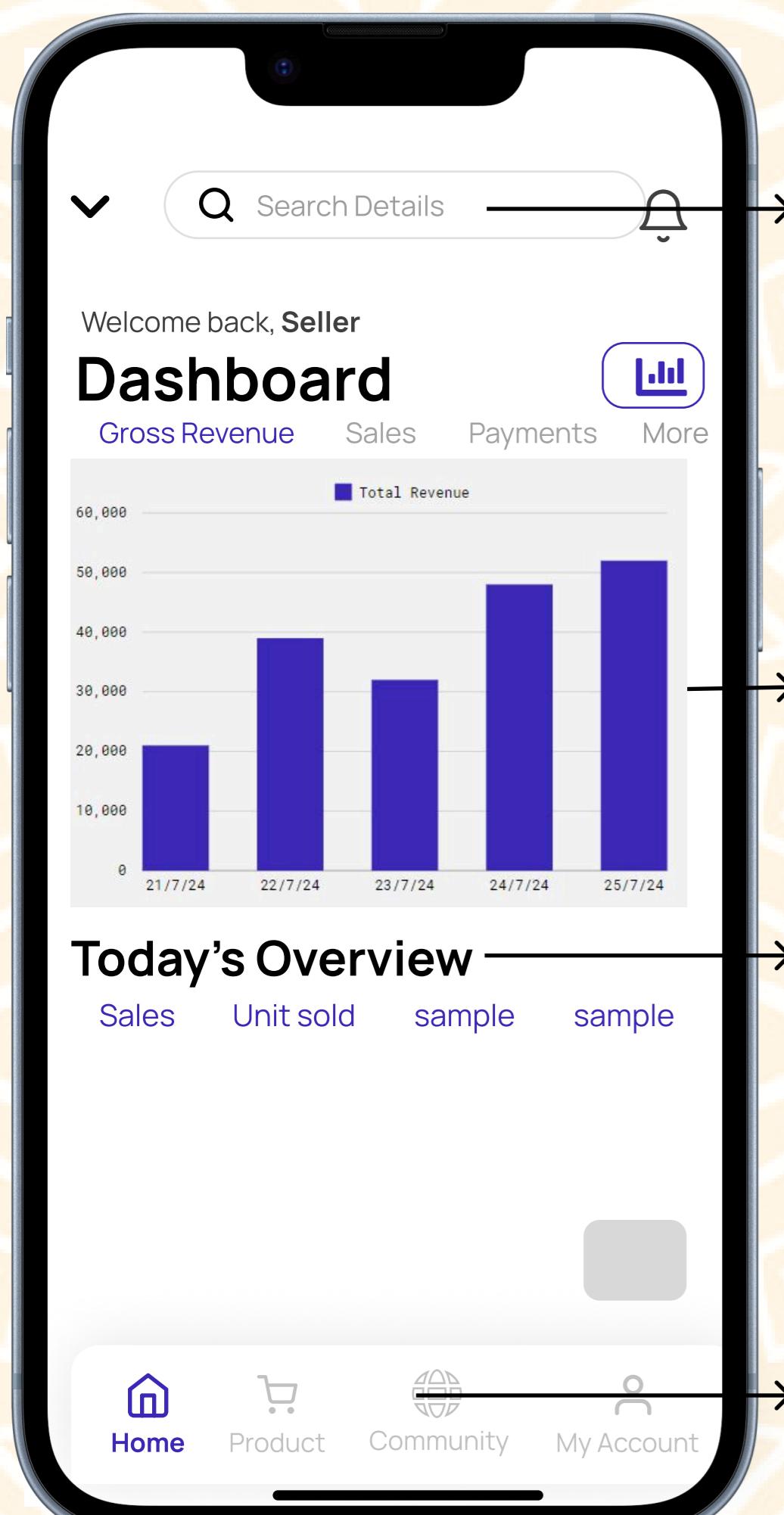
## How will it impact?

- ▶ Meesho Metrices Pro will enhance seller credibility through reputation scores, boost conversions via buyer interest alerts, and improve decision-making with comprehensive profitability insights for optimized financial performance



# CollaborateToElaborate

## What is the feature?



- ▶ Integration of a community with the seller-app in the navigation menu helping sellers gaining insights, interacting and helping each other anonymously
- ▶ **Seller success stories:** Showcasing top-performing sellers **strategies**, inspires others and driving platform-wide improvements in **listing quality** and customer service
- ▶ **Seller-Social:** Sellers can create social feeds within the Meesho app, enabling them to post updates, promotions, and **new products directly**. This will bring greater engagement with buyers, increases natural orders, and enhances **brand visibility**, driving organic traffic and customer loyalty
- ▶ **Inter/Intra-Sellers product grouping:** Sellers will have the power to boost sales through flexible, collaborative discounts. By **grouping** their own products or teaming up with others, they will offer bundled deals that increase order values, enhance **customer engagement**, and drive repeat business
- ▶ **Interactive Growth Challenges:** Sellers will be rewarded for tasks like listing 10 **new products** or completing a set number of orders. Alongside Regional Price Benchmarking, they will get insights to help adjust their pricing, will encourage **friendly competition**, driving sellers to improve their performance while staying competitive in their local market

Home

→ CollaborateToElaborate

## How will it impact?

- Seller Success Stories
- Growth Challenges
- Inter/Intra Seller Product Grouping

- ▶ **CollaborateToElaborate** will allow sellers to share updates, promotions, and tips via social feeds, increasing visibility and driving natural orders. Combined with Seller Success Stories, It will offer personalized growth tools and performance analytics

## Prioritization

Solution	Reach	Impact	Confidence	Effort	Rank
Smart Listings	HIGH	HIGH	HIGH	MEDIUM	1
CollaborateToElaborate	HIGH	HIGH	MEDIUM	MEDIUM	2
Meesho MetricsPro	HIGH	HIGH	HIGH	HIGH	3

- ▶ AI-driven product listings optimize visibility and performance, efficiently handling **5.3 million** daily orders by matching products with customer preferences, boosting conversions
- ▶ **1.1 million+** sellers benefit from community learning, sharing insights **across 700+** categories (Insights from **100+** user surveys, **15+** seller surveys, and **interviews** further improve seller strategies)
- ▶ Sellers can use data-driven insights from **140 million+** customers and **19,000+** delivery locations to target markets effectively, supported by survey & interview findings for refined logistics and growth

Short-term (0-6) months

Medium-term (6-12) months

Long-term (12+) months

## Recommendations

- ▶ Streamlined product uploads
- ▶ Seller success stories
- ▶ Inventory management
- ▶ Automated repricing
- ▶ Buyer Interest alerts
- ▶ Seller-Social
- ▶ Product grouping for discounts
- ▶ Profitability tracking tools
- ▶ More They Sell MOrе They Earn

## Intricate, high effort & high impact features meesho can implement in long run

- ▶ **Product Grouping for Discounts(CollaborateToElaborate)** : Utilising Seller's community by giving sellers the power to boost their sales by offering flexible, collaborative discounts, they can group their own products or team up with other sellers to create special bundled offers that motivate customers to buy more and explore a wider range of products. This will not only increases order values but also encourages a stronger connection with customers, making shopping more rewarding while building loyalty and driving repeat business
- ▶ **Profitability tracking tools(MeeshoMetricse Pro)** : Sellers need clear, actionable insights to grow their business. With this comprehensive profitability tool, they can track every aspect of their financial performance for each product. From the moment a product is listed to the final shipment, sellers can see exactly how much they are earning after considering all expenses—whether marketing, advertising, shipping or return costs (RTO). This transparent, data-driven view of their business will allow them to make smarter decisions, improve profitability, and stay on top of their operations with confidence
- ▶ **More They Sell More They Earn(Smart Listings)** : Helping sellers build lasting relationships with their customers through personalized coupon strategies. Sellers will have the ability to create unique discount codes for their own products or group orders, offering irresistible deals that will attract more buyers. Additionally, they can target new customers with special coupons designed to encourage repeat orders, creating a sense of loyalty and driving continued growth. This feature enhances customer engagement and helps sellers retain customers for the long haul



# METRICS/KPI'S & TRADE-OFFS

Feature	North Star Metric	KPIs	Impact Stage
Smart Listings	% of Products listed through Smart Listing	<ul style="list-style-type: none"> <li>Stickiness (DAU/WAU)</li> <li>No. of sellers opting the feature per 1000 sellers</li> </ul>	<ul style="list-style-type: none"> <li>Retention</li> <li>Revenue</li> </ul>
MeeshoMetrices Pro	Feature Adoption Rate	<ul style="list-style-type: none"> <li>Seller acquisition rate</li> <li>Click-through-rate (CTR)</li> <li>DAU/MAU</li> </ul>	<ul style="list-style-type: none"> <li>Acquisition</li> <li>Retention</li> </ul>
CollaborateTo Elaborate	Average engagement per user per week	<ul style="list-style-type: none"> <li>First Post rate = (No of people who made their first post/ No of new users in a week)*100</li> <li>Average session duration</li> <li>User Churn Rate</li> </ul>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Acquisition</li> <li>Retention</li> <li>Revenue</li> </ul>

## Submitted by



Nikhil Kumar  
nikhil-kumar.ug22@nsut.ac.in



Ayushman Bari  
ayushman.bari.ug22@nsut.ac.in



Divye Bajaj  
divye.bajaj.ug22@nsut.ac.in

## RISKS & TRADE-OFFS

• RISK  
✓ TRADE-OFF

### ► Feature complexity Vs Ease of use

- Adding advanced features like AI-driven upselling, instant cash, and smart listings could overwhelm sellers those in Tier 2 & 3 cities
- ✓ Balancing features richness with an intuitive and simple user interface. Simplifying onboarding and providing detailed tutorials will be essential

### ► Performance Vs Customisation

- Highly customizable features such as creating unique coupon codes and personalized ads, may slowdown app performance
- ✓ Prioritize core features, that ensures smooth app performance while gradually rolling out more advanced customization options to prevent system overload

### ► Automation Vs Seller Control

- Automated Systems like AI-driven upselling and smart listing can reduce the manual workload but might limit seller control over their listings
- ✓ Provide a mix of automation with optional manual overrides, so sellers can choose how much control they want over their listings and pricings

### ► Customer-Centric Features Vs Seller Profitability

- Features like deep discounts or customer specific coupons may benefit buyers but erode seller margins leading to dissatisfaction among sellers
- ✓ Offer sellers flexibility to control discount levels & provide analytics on the profitability of promotions, allowing them to make informed decisions

### ► Short-terms Promotions Vs Long-term Loyalty

- Aggressive promotion strategies like "More They Buy, More They Sale" might boost short term sales but could reduce profit margins
- ✓ Balance promotional strategies with long term customer retention tools ensuring that sellers can sustain their business with repeat customers