About Meesho

Meesho is India's leading social e-commerce platform that makes **online shopping affordable & accessible**. With **175M+ annual users**, it is one of India's largest marketplaces, especially trusted in **Tier-2 & Tier-3 towns**. Beyond customers, Meesho empowers **millions of small businesses and resellers** by providing **logistics, payments, and easy online store setup**.

User-segment to focus on

A large number of people in India are active internet users but have never tried online shopping. They are comfortable using apps like WhatsApp, YouTube, and Facebook for communication and entertainment.
However, they hesitate to shop online.
Out of about 850 million internet users in India, only 20-25% currently make purchases online according to a McKinsey report — meaning 75-80% are active digitally but have never shopped online.   Source

Rural areas   **New-internet users**   **Price-sensitive users**   **Women & older users**

~398 million are in rural areas.

E-commerce in India is projected to grow to US$325 billion by 2030.

Rural India (Tier-2 to Tier-4 & villages) is expected to contribute 60% of demand growth in e-commerce by 2026.

Source   Source   Source

What First-Time Rural Users Experience / Expect:

1. 📱**Low digital literacy** → Needs simple, **local-language UI** & guided onboarding.
2. 💵 **Strong preference for COD** → Low trust in online payments, **COD-first approach** required.
3. 🚚 **Delivery challenges** → Unclear addresses, weak mapping, **delayed deliveries in villages**.
4. 🔄 **Return & policy confusion** → Lack of awareness, **fear of money getting stuck**.

Pain Points of rural users (Based on my primary research)   **Link to my research**

📱 **Navigation Difficulties and Lack of Trust**
Users feel uncomfortable navigating e-commerce apps. There is a high **drop- off rate** after the product description page as users get confused about the next steps **(size selection, payment, etc.)**. They hesitate to explore **size charts, product details,** or multiple screens.
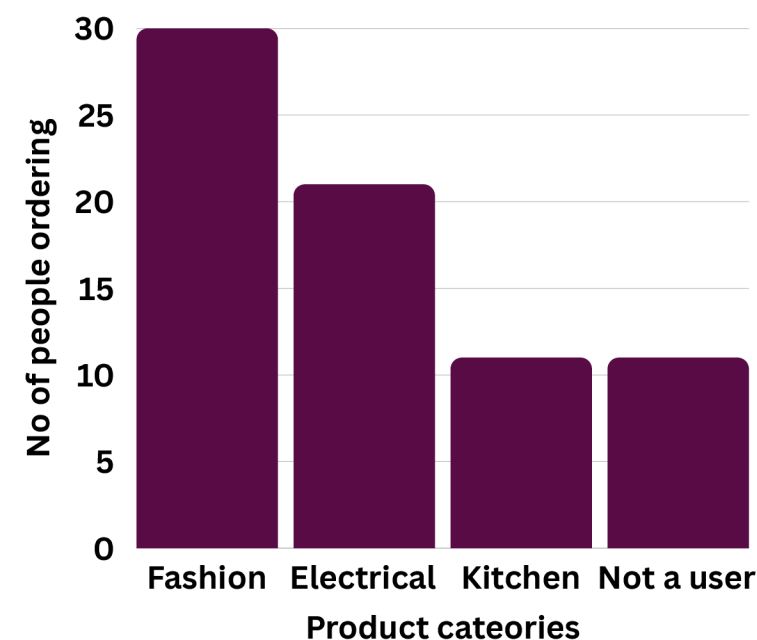🔄 **Return & Exchange Issues:**
 Lack of awareness of return policies. Users sometimes **remove product tags or miss return windows**. They also face difficulty finding or using the **return feature in the app**.
🚚 **High Time for Delivery:**
In rural India, deliveries often take much longer 🚚 due to poor logistics and scattered locations.
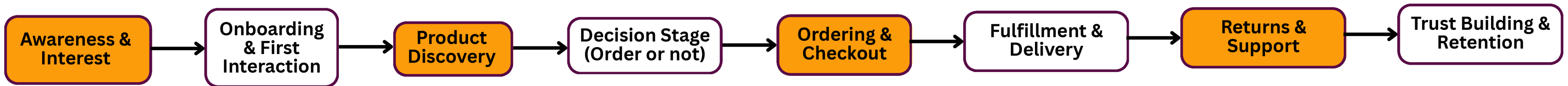
PRODUCT CATEGORY ORDERED (Based on my research)

Recomendations based on my research

- Fashion and Electrical are already the most ordered categories (matching national trends).
- Prioritize categories with least RTO rates (like Kitchen appliances & Electricals).
- Push home & kitchen, beauty, and accessories where margins are higher - Huge market of housewifes in rural india.
- Curate regional fashion styles & seasonal needs= People in rural India are more connected to their culture and prefer regional fashion

USER JOURNEY

Awareness & Interest → Onboarding & First Interaction → Product Discovery → Decision Stage (Order or not) → Ordering & Checkout → Fulfillment & Delivery → Returns & Support → Trust Building & Retention

Current Business Model (Meesho Today):
- Asset-light, focuses on resellers and small sellers.
- **Categories:** fashion, beauty, home essentials.
- **Fulfillment:** mainly courier partners, cash-on-delivery common.
- **Policies**: low-cost, easy returns but weak support in rural.
- **Brand**: seen as "cheap deals," less trust in smaller towns.

Where It Lacks:
- **Low digital literacy** → people fear ordering.
- **Trust gap** → doubts about quality, returns, payments.
- **Weak local presence** → brand feels distant in rural areas**.**

HOW DO WE SOLVE THIS PROBLEM
A local trusted person in villages/small towns acts as **Meesho's local face**.
They create and manage WhatsApp groups (widely used in rural India) to:
- Share offers & product updates
- Guide users on how to place orders/pay
- Solve doubts about returns, refunds, or app use
- Act as a local customer support system

How It Helps Users:
- **Easier learning** → Ambassadors explain app use in local language & simple steps.
- **Faster help** → Instead of calling helplines, users get instant support from someone nearby.

IMPROVING ORDERING EXPERIENCE FOR LOW DIGITAL LITERACY IN RURAL INDIA

- User reaches the PDP page of any product.
- The chatbot guides them through the process in local language, making it easy to:
- Confirm product details
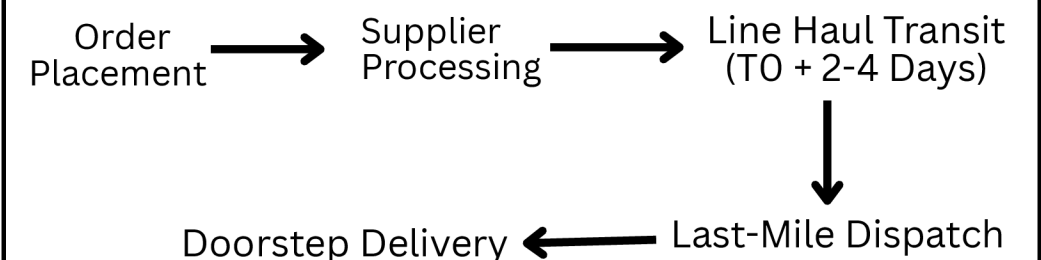- Enter address in simple text
- Choose payment Option

The order is then placed seamlessly **without requiring navigation through the app**.
We will also onboard the **returning of a product flow on WhatsApp chatbot**.

Why WhatsApp?
- **Deep penetration in rural India** → WhatsApp is already widely adopted.
- **Familiar interface** → Users are **more comfortable typing details** here than filling app forms.
- **Reduces drop-offs** → Smooth ordering journey lowers abandonment after PDP.

CURRENT DELIVERY(FULLFILLMENT) MODEL

Order Placement → Supplier Processing → Line Haul Transit (T0 + 2-4 Days) → Last-Mile Dispatch → Doorstep Delivery

PAIN POINTS IN RURAL INDIA (CURRENT JOURNEY)

- Last-Mile Dispatch: Delivery agents cover large areas → delays and higher cost.
- Delivery delays in remote areas = No proper working of Google Maps

WHAT IS OUR NEW MODEL?
Last-Mile Dispatch (New Model): Instead of direct doorstep attempt, package is routed to partnered kirana store (serving as micro-hub). Customer notified via SMS/WhatsApp → picks up from kirana store.
Since deliveries are routed to kirana stores instead of individual doorsteps, last-mile costs drop significantly. This saving allows Meesho to charge lower delivery fees

STORY PLAN + MESSAGING

Core Message: "A local face of Meesho you can trust."
Narrative:
- Ambassadors are community guides who make online shopping simple.
- They help with orders, returns, and payments in local language.

Storytelling Format:
- Ambassador success stories ("Savita Didi helped 20 women in her village place their first Meesho orders").

Core Message: "Shop on Meesho the same way you chat on WhatsApp."
Narrative:
- One-click option on product page → order directly via WhatsApp.
- Easy address input in local language, COD/UPI supported.

Storytelling Format:
- Short reels showing a user struggling with checkout → then smoothly ordering on WhatsApp.

SIZING OF E-COMMERCE MARKET IN RURAL INDIA

Total active internet users in India (2024)	~ 886 million
Rural share of active internet users	~ 488 million (~ 55%)
% of rural internet users doing any e-commerce	~15 - 20%

1. Total rural internet users: **~ 488 million**
2. Assume that **~15-20%** of them make some online purchase (non-food / general goods) annually
   - Low estimate: **15% of 488 million** ≈ 73 million
   - Higher estimate: **20% of 488 million** ≈ 98 million
3. For specific categories / frequent buyers (fashion, beauty, home essentials), maybe ~ 5-10% of rural internet users buy repeatedly
   - 5% → **~ 24 million**
   - 10% → **~ 49 million**

GTM STRATEGY

Pre Launch (2 months)

Validating our Ambassaor program and Whatsapp chatbot using user interviews
Pilot Testing (2–3 districts):
Recruit 50–100 Rural Ambassadors.
Train them on app basics, return policies, and WhatsApp group management.
Soft-test WhatsApp Checkout with select products (fashion & home essentials) to measure drop-off reduction.
Local partnership and content decision for social media campaigns

Launch (2-3 months)

Ambassador-Led Push:
- Ambassadors officially start WhatsApp groups in their villages.
- Share curated daily offers in local language and entertaining doubts of people regarding app and its working

WhatsApp Checkout Rollout:
- Introduce "Order via WhatsApp" button on PDP
- Push local-language onboarding flow.

Post Launch (3-6 Months)

Scale Ambassadors:Expand to 10–15 more districts, prioritizing high-order rural belts.
Expand WhatsApp Checkout: Add return initiation on WhatsApp for smoother experience.
Feedback Loops:
- Weekly check-ins with ambassadors to gather on-ground challenges.
- A/B test WhatsApp bot prompts to optimize conversion.
Measurement Metrics (Post-launch):
- Repeat order rate in rural users
- Drop-off % after PDP (should decline steadily)
- Brand trust (measured via surveys and NPS)