



# Meesho: Empowering Entrepreneurs

Meesho empowers entrepreneurs, especially women, to start online businesses. It uses social media and addresses gaps for small sellers. The focus is on affordability and accessibility in non-metro areas.

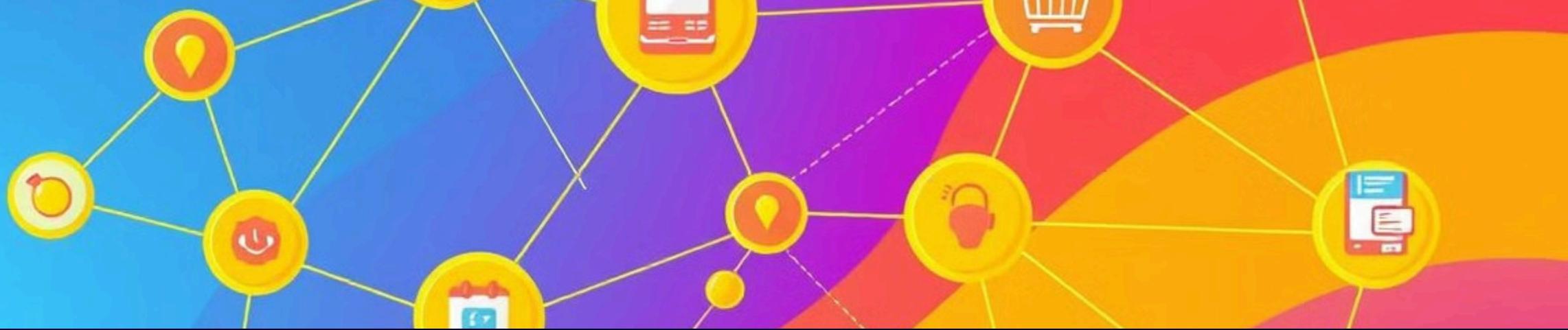


by **Sayed Arif**



## Meesho Overview

Meesho, founded in 2015 by Vudit Aatreya and Sanjeev Barnwal, is a social commerce platform based in Bangalore, India. It empowers entrepreneurs, particularly women in Tier 2 and Tier 3 cities, to start online businesses using social media channels like WhatsApp and Instagram. As of March 2025, it has raised \$1.36 billion, with a valuation of \$3.9 billion, processing over 5 million daily orders and serving 187 million annual transacting users and 479,000 sellers.



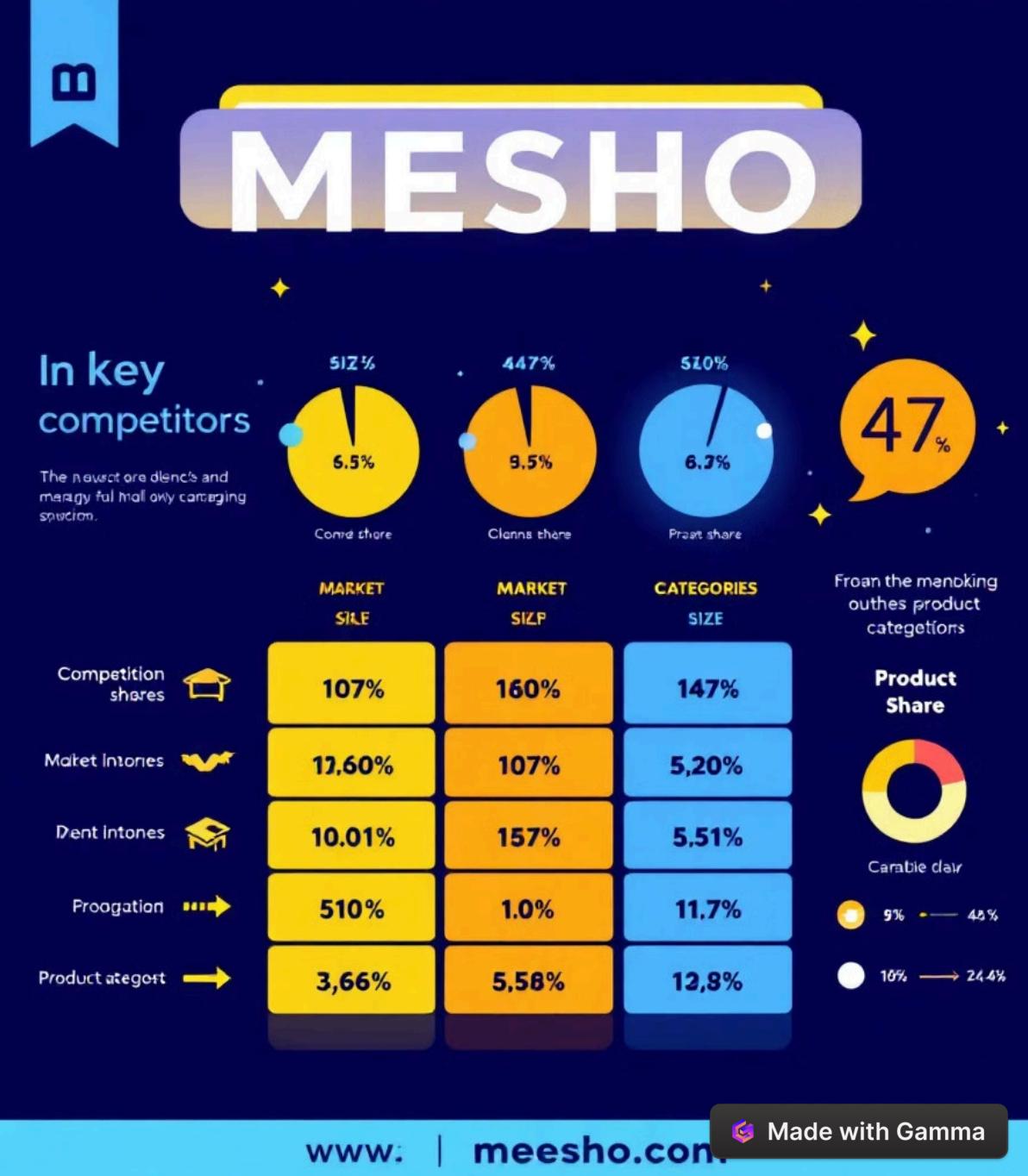
# Vision and Mission

## Vision

Democratize internet commerce for everyone by enabling 100 million small businesses, including individual entrepreneurs, to succeed online,” focuses on making e-commerce accessible and affordable. This aligns with its mission to empower micro-entrepreneurs, particularly women, fostering financial independence through social commerce

# Competitor Analysis

Meesho faces competition from Flipkart, Shopsy, Amazon's GlowRoad, and DealShare. Research suggests Meesho differentiates itself with a zero-commission model (since August 2022), a strong focus on women entrepreneurs (75% of resellers are women), and an extensive logistics network handling 53% of orders in-house, offering competitive pricing with 75% of products priced 30% lower than competitors. This integration with social media provides a familiar user experience, setting it apart in the social commerce space.





# Addressing Market Gaps

## 1 Small-Scale Sellers

Meesho bridges the gap for small-scale sellers in underserved regions.

## 2 Entry Barriers

It reduces high entry barriers for sellers in Tier 2/3 cities.

## 3 Trust Issues

It addresses the lack of trust in online shopping among Bharat consumers.

# Competitive Advantages

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## Zero Commission

Zero-commission model since August 2022 attracts sellers.

## Women Focus

75% of resellers are women, promoting inclusivity.



## Logistics Network

Extensive logistics network handles 53% of orders in-house.

View now	Reesale	Meesale	Reesale	Reesale
Reesale option	Lor eal commerce eopy doons	Social commerce or ad or solural inceluns	Cocial commerce eopy raties	Lor ent commerce for eopy nothes
Social comments	✓	✗	✓	✓
Social commerce		✗	✗	✗
Retcol ponterics		✗	✓	✓
ext options		✗	✓	✓
usperfer corrtions		✗	✓	✓
arity commerces	✓	✗	✓	✓
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# Evolving Revenue Model



## Seller Ads

Optional ad fees for increased visibility.



## Logistics

Charges for packaging and delivery services.



## Float Money

Holding payments for a short period post-delivery.



# Key User Personas



## Rural Homemaker

Female, 25-40, Tier 2/3 cities, limited formal education. Pain points include lack of income opportunities, tech unfamiliarity, and logistical challenges.

Goals: earn supplementary income, achieve financial independence



## Small Supplier

Male, 30-50, small-town business owner. Pain points: limited online reach, high platform fees, competition from big brands.

Goals: expand customer base, streamline operations..



## Value Consumer

Female, 18-35, Tier 2+ cities, budget-driven. Pain points: distrust in online quality, high shipping costs.

Goals: access affordable, reliable products



## Addressing Pain Points

Stage	Touchpoints	Goals	Pain Points	Opportunities
Awareness	Social media ads, word-of-mouth, influencers	Discover Meesho	Lack of trust in online platforms	Leverage testimonials from local resellers
Onboarding	App download, account creation	Start reselling or shopping	Tech unfamiliarity	Simplified tutorials in regional languages
Browsing & Selection	Product catalog, social media sharing	Find affordable, relevant products	Quality concerns, overwhelming choices	AI-driven recommendations, quality badges
Order & Checkout	Payment gateways, logistics tracking	Complete purchase or sale	Payment failures, delivery delays	Faster payouts, real-time updates
Post-Purchase Loyalty	Returns, customer support, reseller rewards	Build trust, encourage repeat use	Poor return experience, low reseller incentive	Gamified loyalty programs, hassle-free returns



## Key Pain Points

- Tech unfamiliarity among rural resellers and consumers.
- Trust issues with online product quality and delivery.
- Logistical inefficiencies in remote areas.
- Limited incentives for reseller retention.

# Proposed Solutions

1

## Vernacular Hub

Multilingual video tutorials and voice-guided setup to reduce tech barriers.

2

## Quality Assurance

Seller ratings and quality certifications to build consumer trust

3

## Hyperlocal Logistics

Partner with local couriers for better last-mile delivery in Tier 3+ regions.

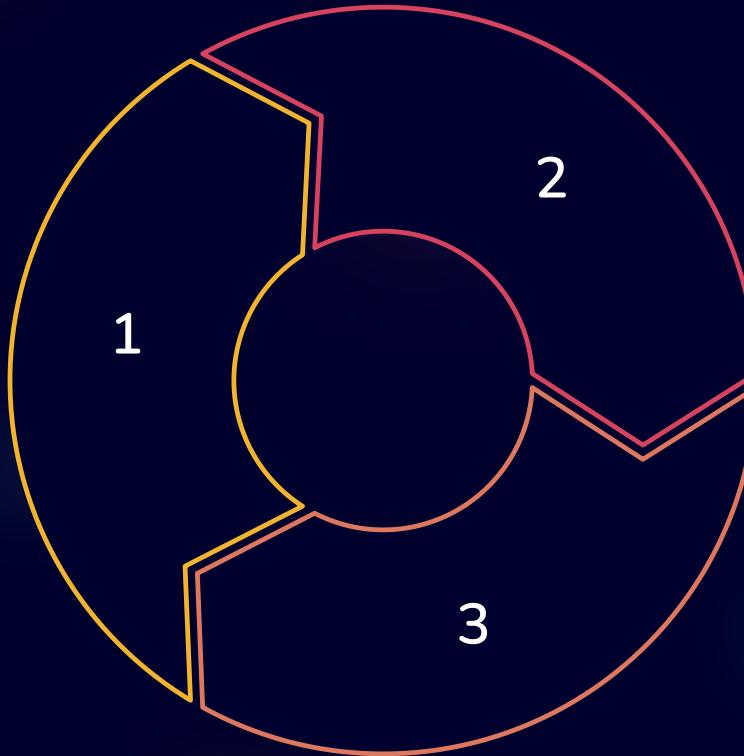
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## Reseller Loyalty Incentives

Tiered rewards system for consistent resellers to boost retention.

# Go-to-Market Strategy

**Awareness**  
Partner with micro-influencers, launch #MyMeeshoStory campaign to build brand visibility..



## Adoption

Offer onboarding incentives, target women's self-help groups to drive user acquisition.

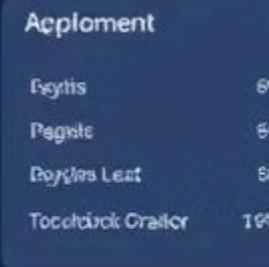
## Expansion

Scale to Southeast Asia/Latin America, leveraging India's playbook for global growth.



Emails

Details



# Key Performance Indicators

200M

MAU

Target: 200M monthly active users by 2026.

7M

Daily Orders

Target: 7M daily orders by 2026.

<15%

Churn

Target: Reseller churn rate <15%.

# Thank You