Meesho: Assest Light Socio-Commerce Platform

Unlocking Rural India: Problems and Opportunities

Problem

Low digital literacy and awareness
- First-time users are unsure how online shopping works.

Trust gaps
- Fear of poor quality, broken packages, and payment failure.

Logistics issues
- Delayed deliveries, limited reverse pickup options, and limited last-mile reach.
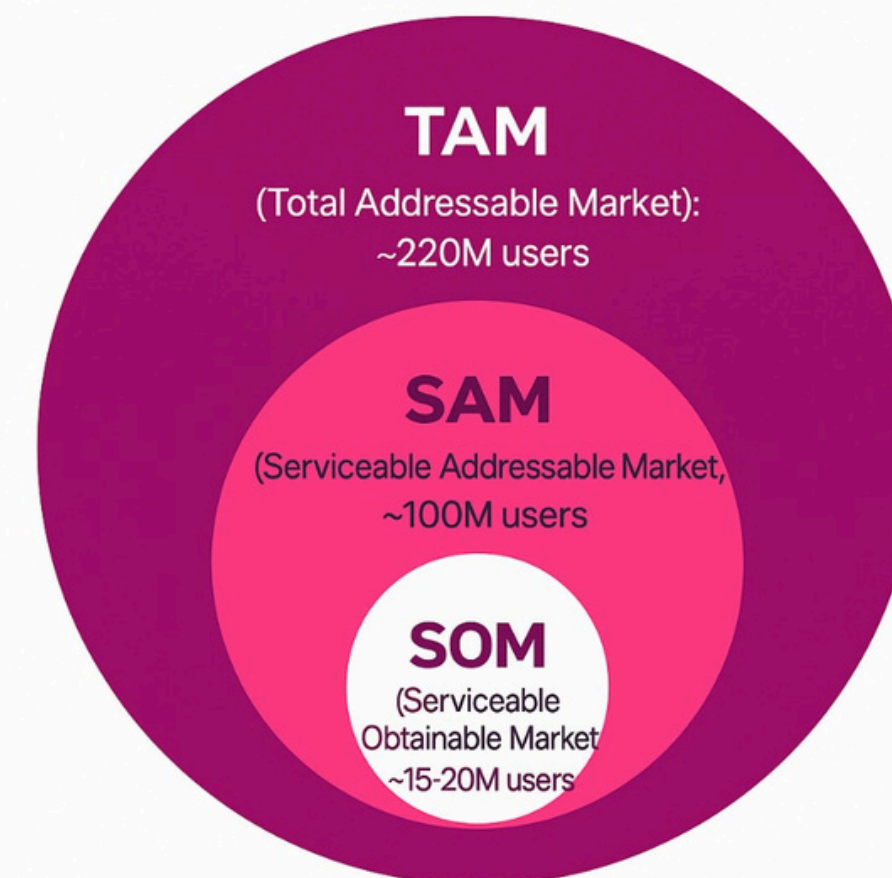
Opportunities

Huge untapped digital market
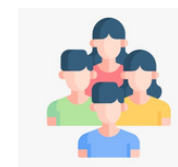- 488M rural internet, according to the latest reports.

Around 45%(~220M) are from villages with a population of less than 10000.

Meesho's low-cost, community-driven model makes it best positioned to capture rural India.

Market Size

TAM
(Total Addressable Market): ~220M users

SAM
(Serviceable Addressable Market, ~100M users

SOM
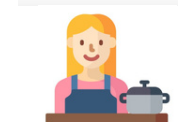(Serviceable Obtainable Market ~15-20M users
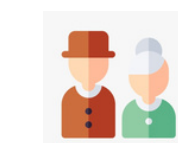
Target Segment

Young smartphone users(Age18-25)
- Early Adopters, curious, digitally literate, will drive downloads

Women Homemakers(Age25-40)
- Household decision-makers, who seek affordability and convenience, may become repeat buyers.

Retired Returnees
- Pensioners/Ex-City workers, less tech-savvy, influence community trust.

First Time User Expectations

1. **Low Prices**
- Price-sensitive, expecting products to be cheaper than the local market.
2. **Convenience**
- Value buying products without travelling to nearby towns, thus saving time and transportation costs.
3. **Trust & Assurances**
- Seeks secure options like Cash-on-delivery(COD), clear return policies and reliable product quality
4. **Easy of Access**
- Simple app interface in the local language,
5. **Variety & Availability**
- Wide range of products which are not available in local shops.

Changes in Business Model

Categories
Rural-relevant SKUs (clothing, kitchenware, farm tools, solar lamps).

App
Seamless vernacular UI, improved listings

Brand
Rural-relevant SKUs (clothing, kitchenware, farm tools, solar lamps).

Fulfillment
COD-first delivery, kirana/CSC delivery tie-ups, temperproof packaging

Policies
Easy returns, transparent seller ratings.

MEDIA PLAN

''Apna Mobile Banega Apna Bazaar''

Offline
- Wall paintings, Kirana Store posters
- Demo stalls at weekly bazaars
- Newspapers

Online
- Regional Micro-Influencers
- Brand Integrations in webseries of vernacular ott apps like Stage
- Memes & WhatsApp forwards

Community
- Womens & Self-help Groups(SGH)
- Youth-Led Assisted Shoping for elders.

By aligning business model with rural expectations and telling the right story through local channels, Meesho can build trust and scale adoption

How Meesho Will Win Rural India
(Go-To-Market Strategy)

Phase 1:
Pilot & Awareness
(0-12m)

- Fix app's vernacular UI/UX (fonts, banners and smoother language flow)
- Kirana stores partnership for assistive shopping and last minute ordering
- Demo stalls at local bazaars
- Pilots in Maharashtra, UP, Bihar

Target: 1M installs

Phase 2:
Expansion & Community Adoption
(12-36m)

- Regional influencers & vernacular campaigns
- Womens and Self-help Groups partnerships
- Add rural-relevant SKUs(farm tools, solar lamps, low cost electronics)

Target: 3-5M cumulative active rural users

Phase 3:
Scale & Deep peneration
(36-60m)

- Customer Care Supports in vernacular languages
- Launch the Meesho Lite App for low-data customers
- Brand Integration in OTT webseries

Target: 15-20M cumulative active rural users

Phased GTM can unlock 15–20M new rural users in 5 years