

Meesho - A Social E-Commerce Platform: The Rise of a Digital Startup to IPO

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Janardhana, Research scholar, janardhanac.1993@gmail.com prepared this case solely as a
basis for classroom discussion. This case is not intended to serve as an endorsement, source of
primary data, or illustration of either effective or ineffective managerial decision-making. Certain
names and other identifying details have been disguised to protect confidentiality

Meesho was founded in 2015 by Vidit Aatrey and Sanjeev Barnwal, both graduates of the Indian Institute of Technology, Delhi, who were wing mates in their hostel. They established Meesho as a platform to democratise internet commerce and support small retail businesses, often referred to as Mom-and-Pop stores, with its headquarters located in Bengaluru. The startup initially secured \$3.1 million in funding from Y Combinator, a renowned accelerator program that supports early-stage Meesho was founded in 2015 by Vidit Aatrey and Sanjeev Barnwal, both graduates of the Indian Institute of Technology, Delhi, who were wing mates in their hostel. They established Meesho as a platform to democratise internet commerce and support small retail businesses, often referred to as Mom-and-Pop stores, with its headquarters located in Bengaluru. The startup initially secured \$3.1 million in funding from Y Combinator, a renowned accelerator program that supports early-stage companies. On December 10, 2025, Meesho went public on the National Stock Exchange of India (NSE) and the Bombay Stock Exchange (BSE) with an impressive IPO, raising a total of 5421.1 crore rupees. This amount included a fresh issue of shares worth 4250 crores, along with an offer for sale (OFS) from existing investors totalling 1171.1 crores. The shares had a face value of Re 1 each, and the price band was set between 105 and 111 rupees, with the final issue price fixed at Rs 111 per share. In this IPO, 10% was allocated for Retail Investors, 75% was reserved for Qualified Institutional Bidders (QIBs), and the remaining 15% was designated for Non-Institutional Investors (HNIs). This IPO marked a significant milestone in Meesho's journey from a startup to a publicly traded entity. Meesho has established itself as a prominent disruptor in the e-commerce sector by implementing a unique value-driven model and a zero-commission approach. This strategy has allowed Meesho to effectively cater to Tier-2 and Tier-3 markets, which have been largely underserved by major players like Amazon and Flipkart, and it contribute development of the Gig Economy. The company operates with an asset-light structure, enabling it to maintain flexibility and lower costs. Additionally, the integration of AI-based personalisation enhances user experience, allowing for tailored shopping experiences that resonate with their audience.

Source of the Case: The case study used secondary web-based articles to examine Meesho's rise from Startup to IPO by reviewing news reports, web, organizational reports.

Learning outcome of the Case: 1. Democratizing small Mom-and-Pop businesses 2. Collaboration and raising of funds from Series A to IPO, and the role of the accelerator in promoting startups. How to utilise the Government Policy to become a Digital Entrepreneur

Decision Dilemma/Discussion Point:

- What is the core reason for Meesho go for an Initial Public Offering (IPO)?
- Comment on the Meesho Business Strategy is different from the major players.
- Meesho e-commerce impact on Social Media, Small Business, Suppliers, local manufacturers and Customers.
- The role played by Meesho in the Gig Economy.
- What should be the future strategy? What would be the further development to democratise e-commerce in India?

Keywords: *Digital entrepreneurs, E-Commerce, Social – e-commerce, Startup, IPOs, Fundraising, Leadership, Empowering Small Business, Startup India, Gig Economy.*

E Commerce: E-commerce, which involves the online sale of tangible goods, has greatly increased corporate reach and sales potential across different industries and businesses with both physical and digital formats. Several major factors are driving this market, including the growing penetration of the internet and smartphone adoption, the widespread acceptance of digital payment methods, rapid urbanisation, and the supportive policies introduced by the Government of India (GoI).[1]. Two prominent business models have emerged in India's e-commerce sector, catering to different consumer needs: value-focused e-commerce and convenience-focused e-commerce. Among these, value-focused e-commerce is particularly positioned to enhance the growth of India's e-commerce user base [1].

A prime example of this model is Meesho, for value-focused e-commerce in India, which translates to "my shop," the meaning of Meesho. Is a commerce app that evolved from Originally, it evolved from FashNear/Fashnear and was rebranded to Meesho by the end of 2015 and its stock Market debut on December 10, 2025, on NSE and BSE with an issue size of 5421.20 crore [2&3]. By that time, the company had pivoted its focus to Meesho, enabling users to sell products through social media channels and physical stores, hence effectively bringing their inventory online. [4] India's retail market is projected to reach ₹123–135 trillion (US\$1.4–1.6 trillion) by FY2030, supported by favourable economic growth driven by a rising middle class, urbanisation, and a growing workforce. These factors are fueling consumption in tier 2+ cities and across discretionary categories. India's e-commerce market is projected to grow at a 20–25% CAGR over the next 5 years and reach ₹15–18 trillion (US\$174–214 billion) by FY2030. Non-electronics categories are projected to lead the growth.

Meesho is the largest e-commerce player in India in terms of annual placed orders for the twelve months ended June 30, 2025, and for Fiscal 2025. It also has the highest placed orders per day among e-commerce players in India during that period. Meesho recorded approximately 5.8 times the number of placed orders compared to the average of scaled e-commerce players. Additionally, Meesho has the largest number of annual transacting users among e-commerce platforms in India for Fiscal 2025, accounting for 23–24% of India's population with access to the internet[5]. Active management of logistics, infrastructure and service levels is core to the e-commerce business.

Meesho's vision and mission are pivotal in shaping its role in the e-commerce landscape. The mission statement emphasizes providing support to small businesses and individual entrepreneurs, articulating a commitment to empower 100 million small businesses in India to succeed online. This reflects Meesho's dedication to fostering entrepreneurship and enabling growth within the small business sector.

The vision statement, "Democratise Internet Commerce for everyone," captures the essence of Meesho's approach; it aims to make online commerce accessible to all, breaking down barriers that traditionally limit participation for smaller players in the market. Through its social commerce platform, Meesho aims to create equal opportunities for small and medium-sized enterprises (SMBs) and micro, small, and medium enterprises (MSMEs), ensuring that they can leverage the digital marketplace effectively. This dual focus on empowerment and democratization underscores Meesho's

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innovative approach in addressing the needs of underrepresented businesses within the rapidly evolving e-commerce ecosystem.(6)

India’s e-commerce industry, valued at Rs. 10,82,875 crore (US\$ 125 billion) in 2024, is projected to grow to Rs. 29,88,735 crore (US 345 billion) by 2030, reflecting a compound annual growth rate (CAGR) of 15%. India has become the third-largest online shopper base after China and the US. The country’s B2C e-commerce exports, currently at US\$ 2 billion, hold substantial room for growth, given the global B2C e-commerce market is projected to reach US\$ 8 trillion by 2030, and by 2035 Indian e-commerce market will be 550 \$ billion as per industry Forecast.

Table-1 Indian E- Commerce Market (US \$ Billion)

Year	US \$ Billion
2021	67
2022	84
2023	102
2024	125
2025	145 Forecast
2026	163Forecast
2030	345Forecast
2035	550Forecast

Source: IBEF (India Brand Equity Foundation) <https://www.ibef.org/industry/ecommerce>

2. Background

Meesho functions as a groundbreaking online marketplace that effectively connects suppliers, resellers, and customers, establishing a fluid trading ecosystem. It leverages social commerce by utilising platforms like Facebook, Instagram, and Twitter to market and sell a variety of products and services. Alongside Meesho, other social commerce startups such as DealShare and Bulbul are emerging as key players in this space. Meesho has innovated by offering an alternative distribution channel that empowers homemakers, small entrepreneurs, teachers, and students to sell a wide array of goods through social media platforms like WhatsApp, Facebook, and Instagram. For instance, DealShare utilises WhatsApp to provide users access to fruits, vegetables, groceries, beauty and wellness products, and other household essentials at significantly discounted prices. The rapid increase in smartphone usage and the availability of affordable data have given rise to millions of first-time internet users in India, creating an expanding market for social commerce [6&7]. The incorporation of Artificial Intelligence (AI) and Machine Learning (ML) is pivotal in enhancing personalisation, allowing for improved recommendations and more efficient inventory management, while also contributing to fraud detection. Additionally, the integration of Augmented Reality (AR) and Virtual Reality (VR) technologies enables customers to visualise products within their own environments, which is especially advantageous for sectors like fashion and furniture. This immersive technology greatly enhances the overall shopping experience, marking a transformative shift in how consumers engage with online retail and e-commerce[8].

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Meesho (meeri-shop or my shop) is no longer a privately owned e-commerce platform; it's now a public limited company listed on both BSE and NSE. Every success story starts with small steps. The Journey of Meesho began way back in 2015 with a WhatsApp group interconnecting Indian resellers with buyers, and Facebook and WhatsApp are the two platforms where the maximum number of transactions take place. Two IIT Delhi Graduates, Vidit Aatrey and Sanjeev Barnwal, observed that small retailers and individuals were struggling to connect with online buyers due to a lack of infrastructure and high-cost and limited market access. They took it as an opportunity to democratize e-commerce by using a social media network to create a platform, Fashnear Technologies Pvt Ltd, as a hyperlocal platform for fashion in Dec 2015, which allowed users to start a business with zero investment, enabled sales through social channels and physical stores, effectively taking their inventory online. In early 2016, it rebranded as Meesho. With its USP able to secure \$120,000 funding from Y-Combinator as Series-A funding (seed funding). Meesho was able to observe that the majority of customers, as stay-at-home moms, are having capability to take the venture but due to a lack of logistics, payment and other tools, they hesitate to take up to support home moms in March 2017 enable them to sell their products through social media platform like WhatsApp, Facebook, and Instagram from the comfort of home. Every time a product gets sold through their link, they earn a commission.

Meesho was founded in 2015 with a simple yet powerful idea to enable anyone to start their own online business using social networks. Operating on a zero-commission model, Meesho allows sellers to retain 100% of their earnings, making this innovative approach highly appealing for businesses and entrepreneurs.

The journey began from a modest two-bedroom apartment in Bengaluru's Koramangala, where the vision of democratizing e-commerce took root. This grassroots start has contributed to Meesho's growth as a significant player in India's e-commerce landscape, empowering individuals to leverage social media for entrepreneurial success. [9&10]

Table 2: Meesho Journey from Startup to IPO

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Meesho Journey from Startup to IPO	
Year/Date	Event & Milestone
Dec 2015	Vidit Aatrey and Sanjeev Barnwal, IIT Delhi graduates, established Fashnear Technologies Private Limited as a Hyperlocal platform for fashion.
Dec 2015	Transformed As Meesho (Meri-Shop) enable offline retailers to sell through Social Media Marketing
Aug 2016	Able to Secure \$ 120, 000 million seeding funding by Y-Combinator.
Mar 2017	Encouraged Home moms to start their venture by giving access to logistics, payments and other tools.
Aug 2017	Secured \$2.4 million by Elevation
Nov 2017	Raised a Series-A \$ 3.4 Million funding by SAIF Partners and others
June 2018	Raised \$11.5M raised from Sequoia, Elevation, Y Combinator, Venture Highway
Aug 2018	Reached a milestone of 1.5 Million reseller on its Platform
Nov 2018	Raised \$50 million from Shunwei, RPS Ventures, Apoletto, Elevation, Sequoia, Y Combinator and Venture Highway
Feb 2019	Meesho had 2 lakh users.
May 2019	Able to attract 12.5+ Entrepreneurs to the platform
June 2019	Becomes India's First Startup to receive investment from FACEBOOK for \$ 25 million
Mar 2020	Meesho is able register 5 lakh plus users on board.
Jun 2020	Meesho launched Meesho Mandi
Apr 2021	Meesho become Unicorn by raising \$300 Mn from Softbank Group
Jul 2021	Become part of the most downloaded Shopping apps globally.
2022	Meesho had about 120 million monthly users, and about 910 million orders were made through the platform, with a gross merchandise value (GMV) of about \$5 billion.
2023	Time Magazine named Meesho as one of the most influential companies of the year. At the same time, Meesho also became the fastest shopping app to cross over 500 million downloads.
2024	Meesho introduced Valmo, a logistics marketplace, to provide shipment services to sellers by aggregating multiple logistics providers.
Nov 2024	Meesho introduced a generative AI-powered voice bot for customer support, managing approximately 60,000 calls daily in English and Hindi.
2025	Meesho was ranked 72nd in the Financial Times and Statista's list of High Growth Companies Asia Pacific.

Dec 2025	<i>Meesha went public through an Initial Public Offering in December 2025, raising \$603 million. It is listed on both the BSE and NSE.</i>
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Source: Wikipedia, Elevation,

3. Method

The case study on Meesho is relevant in the context of its IPO market debut and the emergence of the startup as a billion-dollar turnover company. This study is based on secondary data analysis, which involves reviewing various articles published in news reports, organisational statements, and information available on the company's websites. Through this approach, insights into Meesho's growth trajectory, market strategies, and its impact on the e-commerce landscape in India will be gathered. This analysis aims to provide a comprehensive understanding of the factors contributing to Meesho's success and its positioning in the rapidly evolving e-commerce sector.

4. Discussion

Meesho Startup to Unicorn

The term "unicorn" signifies the rarity and uniqueness of high-value startups, especially those valued at over \$1 billion. In 2016, the Indian Government launched the "Startup India: Stand up India" initiative to support and promote new startups across the country. This initiative has contributed significantly to the rise of unicorns in various sectors, with the e-commerce sector witnessing the largest concentration. Notable players in this field include Meesho, Cars 24, Flipkart, FirstCry, Mamaearth, Nykaa, and Lenskart. [11]. A unicorn is defined as a startup valued at USD 1 billion or more, representing highly innovative and market-disruptive ventures. India boasts over 616,000 startups, among which 123 have attained unicorn status, with the latest addition being Raise on October 6, 2025. Notably, in 2025 alone, India saw the emergence of 8 new unicorn startups as of December 23. [12] Meesho attained unicorn status in 2021 by raising \$300 million at a valuation of \$2.1 billion from Softbank Group. This Series E funding round significantly raised Meesho's market value, making it one of India's notable unicorns. To put that in perspective, in 2019, the company had a valuation of \$700 million. Back in August 2017, Meesho secured \$2.4 million in funding from Elevation Capital, which enabled the platform to empower approximately 4,400 entrepreneurs and facilitate around 450 daily orders. By November 2017, the count of Meesho Entrepreneurs had surged to over 10,000, underscoring the platform's rapid growth and market appeal. Moreover, within just ten months, Meesho concluded an additional funding round, raising \$11.5 million in June 2018, again from Elevation Capital. This further reflected the faith in Meesho's business model and its robust potential for future expansion.

Meesho has secured significant funding through various rounds, marking important milestones in its growth journey. The funding process commenced in July 2016 when Meesho raised \$120,000 during a three-month summer program that included notable names such as The Mountain View and Y Combinator. This early investment laid the foundation for Meesho's expansion and development as a leading player in the e-commerce sector. [13]

Meesho's Initial Public Offering (IPO)

Meesho is the first major Indian company in horizontal e-commerce to initiate a public issue as a promoter-run entity. The Securities and Exchange Board of India (SEBI), which regulates the securities markets, has officially approved Meesho's fresh issue of shares aimed at raising ₹42,500 million as part of its Initial Public Offering (IPO). The company is targeting a total fundraising of \$700-800 million (approximately ₹6,600 crore). This plan includes a primary (fresh) issue of shares worth \$485 million

(₹4,250 crore) along with an Offer for Sale (OFS) component, which is expected to bring in an additional \$200-300 million. The selling shareholders involved in this public offering include prominent investors such as Y Combinator, which is selling 30,500,387 equity shares; Elevation Capital, with 55,419,179 equity shares; Peak XV Partners (formerly known as Sequoia), also divesting 30,500,387 equity shares; and Venture Highway, with a sale of up to 15,703,140 equity shares. The object of the IPO is to meet the (a) Investment for cloud infrastructure, in Meesho Technologies Private Limited (MTPL), our Subsidiary,(b) Payment of salaries of our existing and replacement hires for the Machine Learning and AI and technology teams for AI and technology development undertaken by MTPL, (c) Investment in MTPL for expenditure towards marketing and brand initiatives,(d) Funding inorganic growth through acquisitions and other strategic initiatives(in logistics, fintech or niche verticals.) and general corporate purposes-(working capital and balance-sheet flexibility.)

Meesho, an innovative e-commerce platform, is set to raise ₹5,421 crores through its Initial Public Offering (IPO), accompanied by an Offer For Sale (OFS). The subscription for the IPO is scheduled to commence on December 3, 2025, with Meesho's shares expected to be listed on the BSE and NSE on Wednesday, December 10, 2025. This move marks a significant milestone for the company as it continues to expand its presence in the Indian e-commerce market.

Table 3: Details of Meesho IPO Issue and Allotment

Meesho IPO	In Crore /Percentage/No. Shares
Issue Size	Rs 5421.20 Crore
Fresh Issues	Rs 4250 Crore
OFS	Rs 1.171.20 Crore
Price Band	Rs105-111 Per share(Face Value Re1)
Exchange	BSE& NSE
Shares Offered	
Qualified Institutional Buyers (QIB)shares offered	36.62.97541(75.00%)
Anchor Investor share offered(60 Anchor Investors)	21.97.78.524(45.00%)
Qualified Institutional Buyers(Ex Anchor) Shares offered	14.65.19.017(30.00%)
Non-Institutional Investor(NII)(HNI)shares offered	7.32.59.508(15.00%)
Non- Institutional Investor > Rs 10Lakhs	4.88.39.672(10.00%)
Non- Institutional Investor <10 Lakhs	2.44.19.836(5.00 %)
Total shares offered	48.83.96.721 (100.00%)

Source: angel one <https://www.angelone.in/news/ipos/meesho-ipo-allotment-status>

Meesho's is an investor favourite due to 286 million monthly active users and focusing on tier-2 and tier 3 and rural market and Meesho does not charge seller commissions but monetizing through advertising, logistics and working capital financing is the USB of the Meesho. Its IPO was listed on December 10, 2025, with 111 shares and closed at Rs,170.

Table 4: Day-wise Meesho Share Vale performance in December 2025

Day-wise performance	Share price
December 10, 2025	Rs 111&170.2
December11,2025	Rs167.25
December 12, 2025	Rs.165.2
December15,2025	Rs 170.75
December 16, 2025	Rs180.3
December 17, 2025	Rs 216.35
December 18, 2025	Rs235.5
December 19, 2025	Rs224.5

Source: Financial Express, December 22, 2025

Meesho was listed on December 10, 2025, with an opening price of ₹111 and closed the day at ₹170.2, achieving a market capitalisation of ₹50,096 crores. By December 17, 2025, the market capitalisation surged to ₹97,642 crores, primarily driven by strong investor interest and robust performance, as indicated by UBS (Union Bank of Switzerland), which initiated coverage on Meesho with a 'Buy' rating, and it shows a positive outlook on the company's growth potential [17].

Indian IPO market - Fundraising and Performance

In the year FY2025, Indian IPOs proved to be a remarkable year, characterised by heightened participation, strong performance across various sectors, and a notable presence on the global stage. Despite facing macroeconomic challenges, India’s capital markets demonstrated significant depth and investor confidence, effectively establishing the country as a prominent destination for IPOs worldwide. This period not only highlighted the resilience of the Indian economy but also attracted international investors looking for opportunities in a dynamic market. The robust performance of IPOs further underscores the potential of India's growing business landscape and its attractiveness as an investment hub [18]. Through the Primary market, nearly Rs 2 lakh crore was collected from 365 IPOs in 2025, compared to Rs 1.9 lakh crore through 336 IPOs in 2024, NSE and BSE main board and SME [19]. Seven IPOs were subscribed to more than 100 times, with Highway Infrastructure, LG Electronics, Meesho, Standard Glass Lining and ICICI Prudential MF. In 2025, Foreign Portfolio investors sold a record \$23 billion in the secondary market and net invested about \$7.3 billion through the primary market route. India is one of the emerging markets offering strong growth, whereas the Retail sector is performing (8.7%) and E- Commerce (7.6%) contribution to the. The Indian IPO market experienced a remarkable growth in 2025, raising ₹1.95 lakh crore through over 365 IPOs, which exceeded the previous record of ₹1.90 lakh crore achieved in 2024 with 336 IPOs. Mainboard listings were predominant, accounting for 94% of the total fundraising. There were noticeable shifts in sector performance and strong oversubscription rates across various offerings. The top performers in the Indian stock market, notable debutants included Bajaj Housing (+136%), Waaree Energies (+55%), Meesho (+53%), LG Electronics (+48%), Vishal Mega Mart (+44%), Bharti Hexacom (+44%), and Billionbrains Garage (+31%). Many of these IPOs are trading at a premium to their initial offer prices, with 14 of them exceeding a 100% premium. Notably, of the top 20 IPOs by issue size, 16 are currently trading above their offer prices. Bharti Hexacom stands out with a 214% increase from its offer price,

followed by Waaree Energies (+104%), Meesho (+82%), Vishal Mega Mart (+75%), Billionbrains Garage (+66%), and Bajaj Housing and LG Electronics, both at +37%. Numerous new-age themes have emerged, and these themes, such as quick commerce, renewable energy, and mobile app ecosystem-based business models, are surging in the Indian IPO market listing and fundraising [20]

Table 5: Indian Listing performance compared with global countries, FY 2025

Countries	Value in \$ billion
US	74.9
Hong Kong	35.2
China	22.8
India	22
Japan	8.4

Source Financial Express, December 20, 2025

Meesho Inclusive and Empowering India’s Gig Economy

Meesho’s platform is deliberately designed to be accessible to sellers and customers in Tier 2 and Tier 3 cities, as well as smaller towns, significantly lowering entry barriers for participants across the value chain. This supports both B2C (business-to-consumer) and C2C (consumer-to-consumer) interactions, creating a diverse marketplace that caters to various needs. The marketplace model of Meesho is unlocking substantial socio-economic impact, as it empowers micro, small, and medium enterprises (MSMEs) to broaden their customer base, diversify sales channels, and enhance operational resilience. This inclusivity not only transforms entrepreneurship but also creates job opportunities throughout the gig economy, providing benefits to youth, women, and workers in India’s emerging towns and rural markets. At the heart of this transformation is an AI tool that plays a critical role in streamlining operations and enhancing user experiences, making it easier for sellers to connect with their customers while fostering growth and innovation within the e-commerce landscape. Shifting work preferences have positioned gig work as a significant element of India's labour market. The gig economy is characterised by freelance, contractual, and short-term employment arrangements. In line with this trend, the Union Budget for 2025 has laid out a transformative agenda for labour welfare in India, specifically aimed at enhancing the livelihoods of gig workers. This includes the introduction of social security benefits, identification cards, access to healthcare, and the facilitation of e-Shram registration for gig workers. The sector is expected to expand significantly, with projections indicating that the gig economy will grow to 1 crore participants in 2024-25 and reach 2.35 crore by 2029-30. This growth trajectory underscores the increasing recognition of gig work as a vital component of the modern workforce [22]. Meesho is enhancing its role in the e-commerce landscape by fostering a more inclusive ecosystem. By integrating with the Government's Open Network for Digital Commerce (ONDC), it aims to create a broader market for its hyper-local suppliers in small towns. This initiative is a significant step toward democratizing e-commerce, ensuring that a larger demographic has access to online retail opportunities. With this integration, Meesho not only supports local businesses but also empowers them to reach a wider audience, thereby contributing to the overall growth and accessibility of the e-commerce sector in India.

Meesho has created 550,000 seasonal jobs among its sellers and an additional 670,000 through logistics network partners in tier 3 and tier 4 regions. These job opportunities in the logistics sector encompass various roles, including picking, sorting, loading, unloading, and handling returns of

shipments. This initiative not only boosts employment but also strengthens the overall supply chain in underserved areas, contributing significantly to local economies [23&24].

Meesho has signed a Memorandum of Understanding (MOU) with the Tribal Cooperative Marketing Development Federation of India Ltd (TRIFED), which operates under the Ministry of Tribal Affairs, Government of India. This partnership aims to promote the socio-economic development of tribal communities by facilitating the onboarding of tribal products onto Meesho's social commerce platform. The initiative will also include training and capacity-building programs for tribal suppliers, with a focus on driving digital inclusion among women registered under State Rural Livelihood Missions (SRLMs), enabling them to sell products online. In addition, Meesho has partnered with various government-run self-help groups (SHGs) to empower around 2,500 SHGs in states such as Karnataka and Jammu and Kashmir. This effort is part of the Sanjeevini project under the Karnataka State Rural Livelihood Mission and the UMEED initiative under the Jammu and Kashmir Rural Livelihoods Mission. Furthermore, the Ministry of Micro, Small & Medium Enterprises has signed an MOU with Meesho to enhance marketing linkages by onboarding traditional artisans and craftspeople under the PM Vishwakarma Scheme onto the e-commerce platform. This collaboration aims to create more opportunities for local artisans and promote their crafts through digital channels [24&25]. Meesho and WE HUB, India's first and only state-led incubator, have signed a Memorandum of Understanding (MoU) to collaborate in providing robust market access for women entrepreneurs in Telangana. This partnership aims to promote the startup ecosystem and expand market opportunities for women-led businesses across India. By working together, both organisations are committed to empowering women entrepreneurs and enhancing their presence in the rapidly growing e-commerce sector. This initiative represents a significant step towards fostering inclusion and innovation in the entrepreneurial landscape of the region.[27]

5. Discussion

Meesho chose to go for an IPO mainly to fuel its next phase of growth, strengthen financial stability, and scale its inclusive e-commerce model while gaining credibility and long-term sustainability in the competitive digital market.

Its business strategy stands apart from big players like Amazon and Flipkart because Meesho focuses on small sellers, low-cost operations, zero-commission structure and social commerce, instead of only premium brands and large organized sellers.

Meesho deeply impacted social media commerce, turning platforms like WhatsApp and Instagram into business spaces. It empowered lakhs of small entrepreneurs, especially women and home-based sellers, to earn income with minimal investment.

For small businesses, suppliers and local manufacturers, Meesho opened national markets without intermediaries or heavy capital. It allowed them to showcase local products to a wider audience, improving visibility and income.

Customers also benefited through affordable pricing, diverse product choices, and the comfort of social trust-driven buying, making e-commerce more relatable and accessible to common people.

In the Gig Economy, Meesho created flexible earning opportunities for resellers, delivery partners, logistics workers and digital entrepreneurs, helping many earn independently without formal business backgrounds.

Looking ahead, Meesho's future strategy should focus on strengthening profitability, improving logistics efficiency, building stronger trust systems, and enhancing technology to support sellers better while keeping costs low.

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