



AJCONGLOBAL
YOUR FRIENDLY FINANCIAL ADVISORS



IPO Note:

MEESHO LIMITED

Meesho is a technology-led, horizontal e-commerce marketplace focused on democratizing online retail for India's value-driven mass market. The company's mission centers on making e-commerce accessible and affordable for millions of consumers, particularly those in Tier-2+ regions, who prefer unbranded, value-centric products. Over the years, Meesho has scaled rapidly, serving more than 198.77 million annual transacting users in FY25 and enabling over one million small sellers, including manufacturers and micro-entrepreneurs, to participate in digital commerce. Its platform is built around low commissions, transparent policies, and simple onboarding, making it a preferred marketplace for small businesses seeking nationwide reach.

Meesho's product ecosystem spans lifestyle, home goods, beauty, electronics, and other daily-use categories designed for high-frequency purchase behavior. The marketplace emphasizes discovery-led shopping with a wide, deep assortment of unbranded SKUs — an area traditionally underserved by other online platforms. The company uses advanced data science and machine learning to deliver personalized recommendations, optimize pricing, streamline search and discovery, and improve conversion. This technology foundation supports a seamless, intuitive user experience tailored for India's mass-market digital consumers.

Operational efficiency forms a core part of Meesho's business model. To support its high-volume, low-ticket business, the company has developed a specialized logistics ecosystem capable of handling millions of lightweight shipments each day. A central element of this is VALMO (Value Logistics Model) — Meesho's logistics optimization framework designed to reduce per-shipment costs, improve delivery reliability, and strengthen fulfillment efficiency. VALMO optimizes first-mile, mid-mile, and last-mile operations through data-driven routing, real-time allocation, and intelligent courier selection. Combined with Meesho's pan-India delivery network, COD systems, and automated returns workflows, VALMO improves unit economics and enables cost-efficient order fulfillment at scale.

Meesho's revenue model is diversified across marketplace fees, logistics margins, and seller value-added services, including visibility and advertising tools. The company's broader strategic focus is centered on deepening penetration in Tier-2+ India, strengthening supply in key lifestyle and home categories, enhancing personalization and discovery technology, and driving sustained cost efficiencies across logistics and customer experience. Through its affordable, inclusive, asset-light marketplace model, Meesho aims to build a profitable, scalable e-commerce platform that captures India's expanding online retail opportunity.

Financially, Meesho reported a ₹3,941.70 crore loss in FY25 versus a ₹327.64 crore loss in FY24, primarily due to one-time exceptional charges including restructuring-related tax impact and accelerated ESOP expenses. Meesho continues to lower seller costs, reflected in the declining AOV from ₹336.71 in FY23 to ₹298.36 in FY24 and ₹274.27 in FY25, and further from ₹274.18 in H1 FY25 to ₹265.50 in H1 FY26. Meesho's seller base comprises manufacturers, wholesalers, and traders, totaling 449,966 in FY23, 423,749 in FY24, and 513,757 in FY25.

Meesho is positioned to capture India's growing value led e-commerce demand through strong user adoption, deep tier-2+ presence, and an efficient, low-cost operating model supported by VALMO. However, sustained profitability remains a critical factor for long-term investors to monitor, given recent volatility driven by exceptional charges. Short-term participants may consider the possibility of early listing-day gains, but long-term returns will depend on Meesho's ability to consistently improve margins and maintain disciplined cost structures. We give a 'SUBSCRIBE' rating to the issue for the following reasons: -

1. Meesho is India's largest e-commerce marketplace by Placed Orders and Annual Transacting Users, uniquely positioned to capture the fast-growing value-commerce segment.
2. Its zero-commission, asset-light marketplace and AI-driven operating stack enable industry-leading cost efficiency and rapid scale-up.
3. Meesho's Serviceable Addressable Market (SAM) was ₹33 trillion in FY25 and is projected to grow to ₹51–56 trillion by FY30, at a CAGR of 9–11%, outpacing overall retail growth.
4. In the twelve months ended September 30, 2025, Meesho recorded the highest daily Placed Orders in India, approximately 5.9x the average of other scaled e-commerce players.

Issue Opens	3rd December 2025
Issue Closes	5th December 2025
Type of Issue	Fresh Issue of 38,28,82,882 shares (aggregating up to ₹4,250.00 Cr) OFS of 10,55,13,839 shares of ₹1 (aggregating up to ₹1,171.20 Cr)
Issue size	₹5,421.20 Cr
Price Band	₹105 to ₹111 per share
Bid lot/ Bid Size	135 shares/ Rs. 14,985
Issue structure	QIB - 75%, HNI - 15%, Retail - 10%
Post issue equity shares	4,51,31,31,000 shares
Promoters and Promoter Group Public	Pre Issue – 19.08% Post Issue – 15.13% Pre issue – 80.92% Post Issue- 84.87%
Post issue implied market cap	₹50,095.75 Cr
BRLMs	Kotak Mahindra Capital Company Limited, J.P. Morgan India Private Limited, Citigroup Global Markets India Private Limited, Axis Capital Limited, Morgan Stanley India Company Private Limited
Registrar to the issue	KFin Technologies Limited

Financial Summary (in ₹ million, unless otherwise indicated)

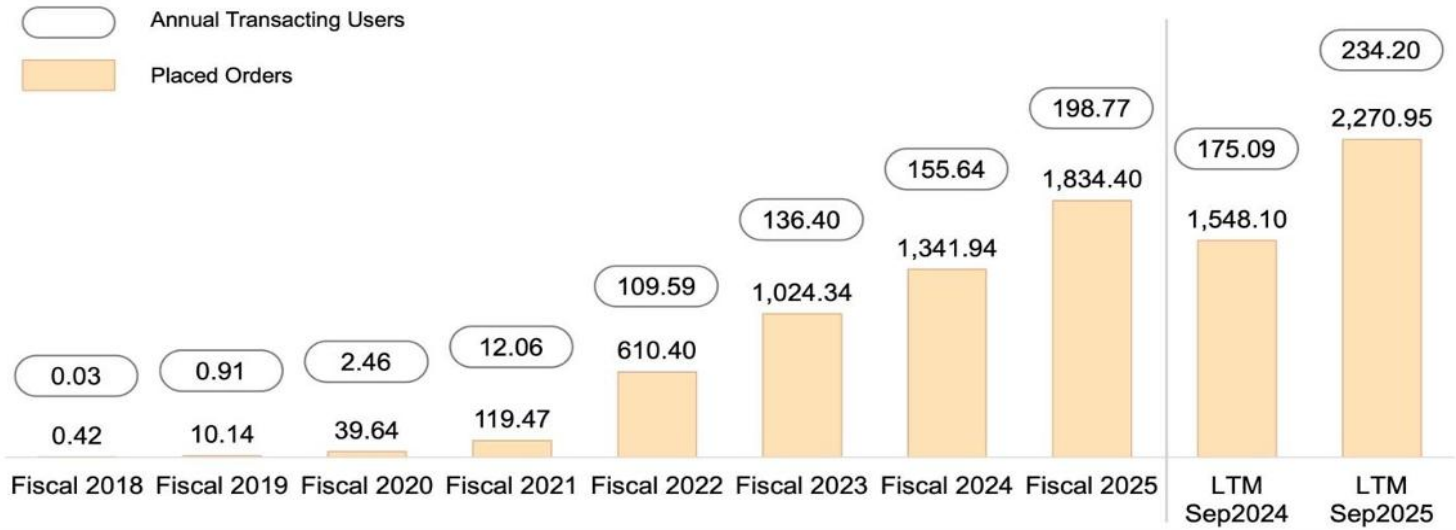
Particulars	H1FY26	FY2025	FY2024	FY2023
Annual Transacting Users (Millions)	234.20	198.77	155.64	136.40
GMV – Marketplace (₹ Billions)	334.83	503.12	400.38	344.91
NMV – Marketplace (₹ Billions)	191.94	299.88	232.41	192.33
Revenue from operations (₹ Millions)	55,775.38	93,899.03	76,151.48	57,345.19
Contribution Margin – Marketplace (₹ Millions)	7,333.00	14,836.50	13,031.95	5,658.63
Contribution Margin as % of NMV – Marketplace	3.82%	4.95%	5.61%	2.94%
Adjusted EBITDA (₹ Millions)	(5,518.72)	(2,195.91)	(2,301.53)	(16,937.33)
Profit/ (Loss) for the period/year (₹ Millions)	(7,007.18)	(39,417.05)	(3,276.41)	(16,719.02)
Last Twelve Months' Free Cash Flow (₹ Millions)	5,814.76	5,912.36	1,995.63	(23,363.68)

Source: RHP



AJCONGLOBAL
YOUR FRIENDLY FINANCIAL ADVISORS

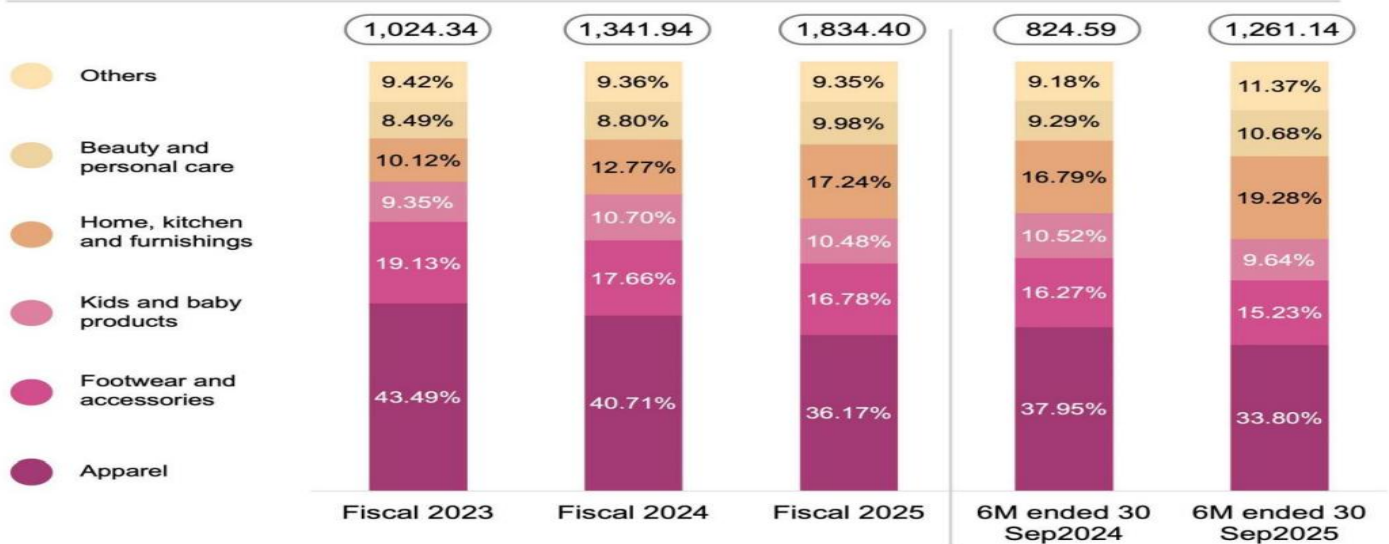
Annual Transacting Users and Placed Orders:



Commerce Flywheel Driving Platform Growth:



Category-wise Breakdown of Placed Orders Over Time :



Shareholding pattern

Name of the Selling Shareholders	Type	Number of Equity Shares Offered	Weighted Average Cost of Acquisition per Equity Share (in ₹)
Elevation Capital V Limited	CSS	Up to 24,445,349 Equity Shares of face value of ₹ 1 each	3.04
Peak XV Partners Investments V	CSS	Up to 17,380,873 Equity Shares of face value of ₹ 1 each	4.29
Vidit Aatrey	PSS	Up to 16,000,000 Equity Shares of face value of ₹ 1 each	0.06
Sanjeev Kumar	PSS	Up to 16,000,000 Equity Shares of face value of ₹ 1 each	0.02
Venture Highway Series 1, a Series of Venture Highway SPVs LLC	CSS	Up to 8,636,727 Equity Shares of face value of ₹ 1 each	46.81
Golden Summit Limited	CSS	Up to 7,961,640 Equity Shares of face value of ₹ 1 each	92.43
Y Combinator Continuity Holdings I, LLC	CSS	Up to 7,195,453 Equity Shares of face value of ₹ 1 each	1.02
Man Hay Tam	ISS	Up to 3,301,140 Equity Shares of face value of ₹ 1 each	0.51
Sarin Family India LLC	CSS	Up to 1,591,044 Equity Shares of face value of ₹ 1 each	2.22
Gemini Investments, L.P.	CSS	Up to 1,247,351 Equity Shares of face value of ₹ 1 each	8.28

Source: Red Herring Prospectus (RHP)

Objects of the issue

Fresh Issue of 38,28,82,882 shares (aggregating up to ₹ 4,250.00 Cr)

Offer for Sale of 10,55,13,839 shares of ₹1 (aggregating up to ₹ 1,171.20 Cr)

Company plans to use the Net Proceeds to fund the following objects:

- Investment for cloud infrastructure in Meesho Technologies Private Limited, Meesho's Subsidiary.
- Payment of salaries for the existing and replacement hires of the Machine Learning and AI and technology teams for AI and technology development undertaken by Meesho Technologies Private Limited, their Subsidiary.
- Investment in Meesho Technologies Private Limited, Meesho's Subsidiary, towards expenditure for marketing and brand initiatives.
- Funding inorganic growth through acquisitions and other strategic initiatives, along with general corporate purposes.

Source: Red Herring Prospectus (RHP)

Peer Comparison

Name of the Company	Face Value per Equity Share (₹)	P/E* (times)	Revenue from Operations as of FY25 (₹ million)	EPS (Basic) (₹)	EPS (Diluted) (₹)	RoNW (%)	Net Asset Value per Equity Share (₹)	Market Capitalisation to Revenue (times)
Meesho Limited	1	NA	93,899.03	(9.98)	(9.98)	(252.37%)	3.68	NA
Listed Peers:								
Eternal Limited	1	529.14	202,430.00	0.60	0.58	2.16%	31.42	13.76
Swiggy Limited	1	N.A.	152,267.55	(13.72)	(13.72)	(30.50%)	40.98	5.94
Brainbees Solutions Limited	2	N.A.	76,596.14	(4.11)	(4.11)	(26.63%)	91.00	2.19
FSN E-Commerce Ventures Limited	1	1,168.43	79,498.20	0.23	0.23	5.21%	4.55	9.67
Vishal Mega Mart Limited	10	99.53	107,163.45	1.40	1.36	9.85%	13.92	5.81
Trent Limited	1	100.87	171,346.10	43.51	43.51	27.93%	153.64	9.11
Avenue Supermarts Limited	10	98.43	593,580.50	41.61	41.50	13.63%	329.29	4.48

Source: Red Herring Prospectus (RHP) ; *P/E ratio of peers based on the CMP of equity shares on NSE as on November 20, 2025



Competitive Strengths

1. Meesho delivers "Everyday Low Prices" to consumers by utilizing a zero-commission model for sellers combined with low-cost order fulfillment, which reduces average seller costs and enables affordable pricing without relying on limited-time discounts.
2. The company operates an asset-light business model that does not own inventory or logistics infrastructure, allowing it to scale rapidly and generate free cash flow in a capital-efficient manner compared to traditional retail models.
3. The organization is built on a culture of agility and innovation, led by founders and a professional management team with diverse experience across technology, finance, retail, and e-commerce sectors.
4. The platform operates on a powerful cycle where more shoppers naturally attract more sellers, delivery partners, and content creators, creating a self-feeding growth loop that strengthens the entire network over time ..
5. The company employs a technology-first mindset focused on AI-driven solutions, using a modular architecture and generative AI to scale operations, reduce costs, and enhance efficiency for all stakeholders

Source: Red Herring Prospectus (RHP)

Growth Strategies

1. Expand customer base and boost transaction frequency by broadening product offerings and onboarding more sellers.
2. Accelerate investments in technology and product development while strengthening its AI capabilities.
3. Enhance capacity to make e-commerce more affordable and widely accessible.
4. Improve cash flow generation through stronger platform monetization initiatives.
5. Foster innovation by advancing Horizon 2 strategic initiatives..

Source: Red Herring Prospectus (RHP)

Key Risks

1. A large portion of orders on Meesho are paid using cash on delivery, CoD reduces the rate of successful deliveries and increases operational inefficiencies and cash-handling risks.
2. Reliance on a small set of end-to-end logistics partners poses a risk of fulfillment delays if their operations face disruptions, capacity constraints, labour issues, or adverse changes in engagement terms.
3. Any outage or disruption in the company's technology infrastructure poses the risk of service interruptions and failed transactions.
4. The company faces the risk that intense competition could weaken its market position and adversely affect its business, financial performance and cash flows.
5. Any damage to the "Meesho" or "Valmo" brands—whether through negative publicity or reputational harm—could materially and adversely impact the company's business, operating results, prospects, and cash flows..

Source: Red Herring Prospectus (RHP)

Disclosure under SEBI Research Analyst Regulations 2014:

Sr.no.	Particulars	Yes/No
1)	Research Analyst or his/her relative's or Ajcon Global Services Limited financial interest in the subject company(ies):	No
2)	Research Analyst or his/her relative or Ajcon Global Services Limited actual/beneficial ownership of 1% or more securities of the subject company (ies) at the end of the month immediately preceding the date of publication of the Research report	No
3)	Research Analyst or his/her relative or Ajcon Global Services Limited has any other material conflict of interest at the time of publication of the Research Report	No
4)	Research Analyst has served as an officer, director or employee of the subject company(ies)	No
5)	Ajcon Global Services Limited has received any compensation from the subject company in the past twelve months	No
6)	Ajcon Global Services Limited has received any compensation for investment banking, or merchant banking, or brokerage services from the subject company in the past twelve months	No
7)	Ajcon Global Services Limited has received any compensation for products or services other than investment banking, or merchant banking, or brokerage services from the subject company in the past twelve months	No
8)	Ajcon Global Services Limited has received any compensation or other benefits from the subject company or third party in connection with the research report	No
9)	Ajcon Global Services Limited has managed or co-managed public offering of securities for the subject company in the past twelve months	No
10)	Research Analyst or Ajcon Global Services Limited has been engaged in market making activity for the subject company(ies)	No



Disclaimer

Investment in securities market are subject to market risks. Read all the related documents carefully before investing. Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.

Ajcon Global Services Limited is a SEBI registered Research Analyst entity bearing registration Number INH000001170 under SEBI (Research Analysts) Regulations, 2014.

Individuals employed as research analyst by Ajcon Global Services Limited or their associates are not allowed to deal or trade in securities that the research analyst recommends within thirty days before and within five days after the publication of a research report as prescribed under SEBI Research Analyst Regulations.

Subject to the restrictions mentioned in above paragraph, We and our affiliates, officers, directors, employees and their relative may: (a) from time to time, have long or short positions acting as a principal in, and buy or sell the securities or derivatives thereof, of Company mentioned herein or (b) be engaged in any other transaction involving such securities and earn brokerage.

Ajcon Global Services Limited is a fully integrated stock broking, investment banking, merchant banking, corporate advisory, commodity and currency broking Company. It may therefore have commercial relationship for the above said services with the Company covered in this Report. Ajcon Global Services Limited research analysts responsible for the preparation of the research report may interact with trading desk personnel, sales personnel and other parties for gathering, applying and interpreting information.

Ajcon Global Services Limited encourages independence in research report preparation and strives to minimize conflict in preparation of research report. Ajcon Global Services Limited or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither Ajcon Global Services Limited nor Research Analysts have any material conflict of interest at the time of publication of this report.

Ajcon Global Services Limited or its associates may have commercial transactions with the Company mentioned in the research report with respect to advisory services.

The information and opinions in this report have been prepared by Ajcon Global Services Limited and are subject to change without any notice. The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of Ajcon Global Services Limited. While we would endeavour to update the information herein on a reasonable basis, Ajcon Global Services Limited is under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent Ajcon Global Services Limited from doing so. This report is based on information obtained from public sources and sources believed to be reliable, but no independent verification has been made nor is its accuracy or completeness guaranteed.

This report and information herein is solely for informational purpose and shall not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. Ajcon Global Services Limited will not treat recipients as customers by virtue of their receiving this report. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. The recipient should independently evaluate the investment risks. The value and return on investment may vary because of changes in interest rates, foreign exchange rates or any other reason. Ajcon Global Services Limited accepts no liabilities whatsoever for any loss or damage of any kind arising out of the use of this report. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice. Ajcon Global Services Limited or its associates might have managed or co-managed public offering of securities for the subject company or might have been mandated by the subject company for any other assignment in the past twelve months.

It is confirmed that or any other Research Analysts of this report has not received any compensation from the company mentioned in the report in the preceding twelve months. Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions.



Ajcon Global Services Limited or its subsidiaries collectively or Directors including their relatives, Research Analysts, do not own 1% or more of the equity securities of the Company mentioned in the report as of the last day of the month preceding the publication of the research report.

Ajcon Global Services Limited may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report. Neither the Research Analysts nor Ajcon Global Services Limited have been engaged in market making activity for the companies mentioned in the report.

We submit that no material disciplinary action has been taken on Ajcon Global Services Limited by any Regulatory Authority impacting Equity Research Analysis activities.

Analyst Certification

I Divya Makwana research analyst, author and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view (s) in this report.

For research related queries contact:

Divya Makwana - Research Analyst at research@ajcon.net

CIN: L74140MH1986PLC041941

SEBI registration Number: INH000001170 as per SEBI (Research Analysts) Regulations, 2014.

Website: www.ajcononline.com

Registered and Corporate office

408 - (4th Floor), Express Zone, "A" Wing, Cello – Sonal Realty, Near Oberoi Mall and Patel's, Western Express Highway, Goregaon (East), Mumbai – 400063. Tel: 91-22-67160400, Fax: 022-28722062