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meesho

Meesho Limited

11th November, 2025

IPO Details

IPO Date	December 3, 2025 to December 5, 2025
Face Value	₹1 per share
Price Band	₹105 to ₹111 per share
Lot Size	135 Shares
Sale Type	Fresh Capital-cum-Offer for Sale
Total Issue Size	48,83,96,721 shares (aggregating up to ₹5,421.20 Cr)
Fresh Issue	38,28,82,882 shares (aggregating up to ₹4,250.00 Cr)
Offer for Sale	10,55,13,839 shares of ₹1 (aggregating up to ₹1,171.20 Cr)
Issue Type	Book building IPO
Listing At	BSE, NSE
Shareholding pre issue	4,13,02,48,118 shares
Shareholding post issue	4,51,31,31,000 shares
QIB Shares Offered	Not less than 75% of the Offer
Retail Shares Offered	Not more than 10% of the Offer
NII (HNI) Shares Offered	Not more than 15% of the Offer
Retail (Min & Max) shares	135 Shares & 1,755 shares
Retail (Min & Max) application amount	₹14,985 & ₹1,94,805
S-HNI (Min shares & application amount)	1,890 shares & ₹2,09,790
S-HNI (Max shares & application amount)	8,910 shares & ₹9,89,010
B-HNI (Min shares & application amount)	9,045 shares & ₹10,03,995
Basis of Allotment	Mon, Dec 8, 2025
Initiation of Refunds	Tue, Dec 9, 2025
Credit of Shares to Demat	Tue, Dec 9, 2025
Listing Date	Wed, Dec 10, 2025
Cut-off time for UPI mandate confirmation	5 PM on Fri, Dec 5, 2025
Promoters	Vidit Aatrey and Sanjeev Kumar
Registrar	Kfin Technologies Ltd.

Note 1: Application made using third party UPI or ASBA A/C is liable to be rejected. For apply please click on the Link https://ipo.adroitfinancial.com/ for any kind of assistance please contact to their helpdesk team at 0120-6826800 or mail us on ipo@adroitfinancial.com

Company Profile

Meesho Limited is a multi-sided technology platform driving e-commerce in India by bringing together four key stakeholders – consumers, sellers, logistics partners and content creators. Their e-commerce marketplace, that they operate under the brand name Meesho, emerged as India's largest in terms of number of Placed Orders and Annual Transacting Users among e-commerce players in India in the last twelve months period ended September 30, 2025.

The company's value focused platform is designed to serve all segments of consumers across India by making ecommerce affordable, accessible and engaging. They are focused on providing 'Everyday Low Prices' to consumers. Their technology-first operations, platform scale and efficiency offers low cost order fulfilment to sellers on Meesho. This, along with a zero commission model for sellers enables them to reduce the average cost charged to sellers and provide a wide assortment of products ranging from low cost unbranded products, regional brands and national brands at affordable prices on Meesho. Their artificial intelligence/machine learning led algorithms are designed to deliver a personalized, discovery 321 led shopping experience to consumers similar to an offline window shopping experience, making online shopping easy and engaging for consumers.

Objects of the Issue

- Investment for cloud infrastructure, in MTPL, the Subsidiary – ₹1,390 Crore
- Payment of salaries of their existing and replacement hires for the Machine Learning and AI and technology teams for AI and technology development undertaken by MTPL, the Subsidiary – ₹480 Crore
- Investment in MTPL, the Subsidiary, for expenditure towards marketing and brand initiatives – ₹1,020 Crore
- Funding inorganic growth through acquisitions & other strategic initiatives and general corporate purposes – ₹1,360 Crore
- Offer for sale – ₹1,721.20 crore

Financial Details

Particulars (Amount in Crores)	30-Sep-25	31-Mar-25	31-Mar-24	31-Mar-23
Revenue from Operations	5577.5	9389.9	7615.1	5734.5
Other income	280.2	510.9	244.1	163.2
Total Income	**5857.7**	**9900.8**	**7859.2**	**5897.7**
Expenses				
- Employee benefit expenses	445.0	848.2	757.7	728.3
- Other expenses	5825.9	9120.2	7351.5	6809.9
Total expenses	**6290.9**	**10009.3**	**8173.7**	**7569.5**
EBITDA	**-433.2**	**-108.5**	**-314.5**	**-1671.8**
EBITDA Margin (%)	**-7.77%**	**-1.16%**	**-4.13%**	**-29.15%**
- Finance cost	2.7	6.9	6.4	1.3
- Depreciation and amortization	17.3	34.0	58.1	30.0
Exceptional Items (Due to loss of control of subsidiary)	-137.4	-1346.4	-13.1	0.0
Profit/(Loss) before tax	**-570.6**	**-1454.9**	**-327.6**	**-1671.8**
Tax expense/(credit)	130.1	2486.8	-	-
Profit/(Loss) After Tax	**-563.3**	**-3941.7**	**-327.6**	**-1671.8**
PAT Margin (%)	**-9.62%**	**-39.81%**	**-4.17%**	**-28.35%**
Basic EPS (in Rs.)	**-1.65**	**-9.96**	**-0.87**	**-4.43**

Key Metrics	30-Sep-25	31-Mar-25	31-Mar-24	31-Mar-23
Annual Transacting Users	23.42	19.87	15.56	13.64
EBITDA Margin (%)	-7.7	-1.6	-4.13	-29.15
GMV	33,483	50,312	40,038	34,491

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Competitive Strengths

- **Self-Reinforcing Platform Flywheels** – The company's flywheels generate rich data on consumer behavior, pricing, seller performance, logistics efficiency and content relevance. Leveraging this data, the technology powers decisions across the platform—personalized recommendations for consumers, product and pricing insights for sellers, improved fulfilment for logistics partners, and better targeting for content creators. Strengthened by their culture of innovation and first-principles thinking, this foundation enables them to deliver a seamless stakeholder experience and scale their business efficiently.

- **AI-Powered Technology-First Strategy** – The company has integrated GenAI tools into engineering stack. These tools help their developers and engineers streamline software code generation, improve development velocity, and reduce time to deployment. They have also embedded Gen AI capabilities across functions to enhance both scale and productivity. For example, their marketing and product teams leverage Gen AI tools to produce quality, contextual visual and video content accelerating creative development for performance and brand campaigns.

- **Ability to Scale Efficiently** – The company operates an asset-light business model. They do not manufacture or sell private label products, own product inventory or logistics infrastructure making their platform more capital-efficient compared to organized retail models or other e-commerce models that may depend on physical stores, warehousing, owned inventory and/or captive logistics. Platform based models possess faster scalability and an asset-light model, enabling more capital-efficient growth, and hence deliver higher return on capital while generating more free cash flows.

- **Experienced Leadership Team** – The company is led by Vidit Aatrey and Sanjeev Kumar, who have played a pivotal role in shaping the company's strategic direction. Their experienced and professional management team comes from diverse backgrounds and across various industries such as technology, finance, retail and e-commerce in India. Their combined knowledge and experience have enabled them to develop products, respond to market opportunities, adapt to changes in the business landscape and continuously improve the offerings to better serve the needs of their stakeholders.

Key Risk Factors

- **Continued Losses Despite Periods of Positive Cash Flow–** The company has incurred losses since their inception in 2015. While they were cash flow positive in the six months period ended September 30, 2024, and Fiscals 2025 and 2024, they had Restated loss before exceptional items and tax of ₹4,332.14 million and ₹240.38 million in the six months period ended September 30, 2025 and September 30, 2024, and ₹1,084.29 million, ₹3,145.33 million and ₹16,719.02 million in Fiscals 2025, 2024 and 2023, respectively. They had negative cash flows from operating activities for the six months period ended September 30, 2025 and Fiscal 2023. If the company is unable to generate adequate revenue and manage their cash flows and expenses, they may continue to incur losses.

- **Inability to Attract and Retain Consumers –** The consumer base on the company's platform has grown over Fiscals 2023 to 2025 the increase is primarily due to a combination of investments in marketing initiatives and ongoing enhancements to the platform experience. While their consumer base has been increasing, this trend may not continue and their consumer base may decline for various factors. A decline in consumer engagement or retention may require them to increase their marketing and promotional spend in order to acquire and retain consumers. This could in turn adversely impact their revenue from operations, cash flows and profitability

- **Dependence on Third-Party Logistics Partners –** Products sold on Meesho are delivered to consumers through third party logistics partners either through (i) Valmo, their technology platform or (ii) end-to-end logistics partners. Further, they are engaged with five end-to-end logistics partners during the six months period ended September 30, 2025. Service interruptions, failures, constraints or inadequate service quality of these logistics' partners could harm their business, financial condition and prospects.

- **Technology Disruptions and Lag in Tech Advancement –** Any disruption to the company's technology infrastructure or system availability could impair their ability to ensure consistent platform performance and deliver uninterrupted services. Further, if they do not continue to develop their technology stack or introduce new tech-enabled tools, or they are not able to keep pace with technological developments, they may not remain competitive and their business, financial condition, cash flows and results of operations could be adversely affected.

Comparison with Listed Peers

Name of the Companies	Market Price	Face Value (per Share)	P/E Ratio	EPS (Basic)	EPS (Diluted)	RoNW (%)	NAV (per Share)
Meesho Limited	NA	1.00	NA	(9.68)	(9.68)	(2512.37%)	3.68
Peers:							
Eternal Limited	299	1.00	498.33	0.60	0.58	2.16%	31.42
Swiggy Limited	394	1.00	NA	(13.72)	(13.72)	(30.50%)	40.98
Brainbees Solutions Limited	298	2.00	NA	(4.11)	(4.11)	(26.63%)	91.00
FSN E-Commerce Ventures Limited	259	1.00	1126.09	0.23	0.23	5.21%	4.55
Vishal Mega Mart Limited	135	10.00	96.43	1.40	1.36	9.85%	13.92
Trent Limited	4228	1.00	97.17	43.51	43.51	27.93%	153.64
Avenue Supermarts Limited	3941	10.00	94.71	41.61	41.5	13.63%	329.29

*P/E calculated based on upper band price.
**EPS calculated including fresh issue shares.

Summary

India's e-commerce industry, valued at Rs. 10,82,875 crore in 2024, is projected to grow to Rs. 29,88,735 crore by 2030, reflecting a compound annual growth rate (CAGR) of 15%. The sector has also emerged as a key driver of investments. In 2024–25, e-commerce attracted Rs. 26,527 crore across 79 deals, accounting for 31% of total start-up funding. This marked a 128% jump from 2023, when it recorded Rs. 11,980 crore across 59 deals.

Meesho Limited was incorporated in 2015, is a multi-sided technology platform driving e-commerce in India by connecting four key stakeholders — consumers, sellers, logistics partners, and content creators. The company operates its e-commerce marketplace under the brand name Meesho. Meesho operates through two business segments: (i) Marketplace and (ii) New initiatives. Its logistics network, operated under Valmo, integrates third-party logistics providers, including first and last-mile delivery partners, sorting centres, and truck operators, to ensure efficient order fulfilment across India.

Meesho's subsidiary, Valmo, is a third-party logistics company, and 65% of Meesho's total orders as of September 2025 were fulfilled through Valmo. It is the in-house logistics platform for Meesho. The company's average cost per shipment for a surface delivered shipment weighing 0.5-1kg is 0.5- 11% lower than that of the average cost per shipment of the scaled e-commerce logistics providers in India in the last twelve months ended September 30, 2025.

The company will use the proceeds for investments in GenAI, advertising, and marketing. It operates on an asset-light model and is the largest e-commerce company in India based on Average Transacting Users, which stood at 23.4 crore as of September 2025. The company is shown negative EBITDA and profits due to a lot of one offs as they had shifted their corporate office and reorganized their company, but has been free cash flow positive for the last two years, and with continued growth, the cash flows should only increase going forward.

Therefore, it is recommended to **"Subscribe"** to the IPO for long-term investment, considering its growth potential.

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