

MEESHO LIMITED

(Formerly known as "Meesho Private Limited" and "Fashnear Technologies Private Limited")

CIN: L74900KA2015PLC082263

Registered Office: 3rd Floor, Wing-E, Helios Business Park, Kadubeesanahalli Village,
Varthur Hobli, Outer Ring Road, Bengaluru, Karnataka 560103

T: +91 9108021923 | E: cs@meesho.com | W: www.meesho.com



October 10, 2026

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051
Symbol: MEESHO

To,
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai - 400 001
Scrip Code: 544632

Dear Sir/Ma'am,

Sub: Press Release

Ref: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended ("SEBI Listing Regulations")

Pursuant to Regulation 30 of SEBI Listing Regulations, please find enclosed the press release titled "Meesho's Mega Blockbuster Sale Opens with ~75% YoY Growth in Day 1 Orders".

The above information will also be made available on the Company's website at: <https://investor.meesho.com/>

You are requested to take the above information on record.

Thanking you,

For Meesho Limited
(Formerly known as Meesho Private Limited and Fashnear Technologies Private Limited)

RAHUL
BHARDWAJ

Digitally signed by
RAHUL BHARDWAJ
Date: 2026.10.10
14:05:45 +05'30'

Rahul Bhardwaj
Company Secretary & Compliance Officer
Membership No.: A41649
Encl: As above

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Meesho's Mega Blockbuster Sale Opens with ~75% YoY Growth in Day 1 Orders

- *Day 1 orders grew ~75% YoY as festive demand scaled across Bharat*
- *Orders crossed ~75,000 a minute at peak within 15 minutes of the sale going live*
- *Transacting customers jumped ~60% YoY*
- *Seller participation grew sharply, with **transacting sellers up ~63% YoY** and **Tier 4+ transacting sellers doubling YoY***
- *AI-powered discovery shaped demand, powering **~85% of Day 1 orders***
- *Branded shopping gained momentum across Bharat, with **Meesho Mall orders growing over ~200% YoY***
- *Creator-led discovery deepened, with **Content Commerce orders up ~3.7X YoY** and **~81% of creators from non-metro India***

Bengaluru, October 10, 2026: The Meesho Mega Blockbuster Sale 2026 opened to strong demand across India, with **Day 1 orders growing ~75% YoY**. As **India's largest e-commerce platform by Placed Orders**, Meesho saw orders peak at over **~75,000 per minute within just 15 minutes of the sale going live**, underscoring the scale at which festive demand came onto the platform. **Transacting customers grew ~60% YoY**, with strong demand across Fashion, Home & Kitchen, Beauty & Personal Care, Kids and Electronic Accessories.

How Aspiration and AI-led Discovery are Reshaping Festive Shopping

Meesho Mall saw **orders grow over ~200% YoY on Day 1**, as branded shopping reached deeper into the country. **Tier 3+ Mall customers nearly tripled YoY**, while **over 1 in 3 shoppers bought a Mall product for the first time** across **1,000+ brands**.

The shift was most visible in everyday aspiration-led categories, with **over 8 in 10 first-time Mall buyers shopping Beauty & Personal Care**, including face washes, perfumes, soaps and skincare, followed by **Health & Wellness** and **Footwear**. The trend points to branded consumption becoming both **more affordable and more accessible beyond the metros**.

Creator-led commerce saw similarly strong momentum, with **Content Commerce orders growing ~3.7X YoY**. **~90% of active Content Commerce creators are nano creators** and **81% come from non-metro India**, making discovery more local and relatable.

Personalised recommendations played a central role in festive discovery, powering **~85% of orders**.

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How India's Festive Basket is Evolving

Fashion remained a key part of festive shopping, with sarees, kids' clothing sets and kurta sets among the most-shopped products on Day 1. But the broader pattern was more revealing: **festive preparation is increasingly extending beyond the outfit to the entire occasion, from grooming and accessorising to decorating, cleaning, hosting and puja preparation.**

That showed up in sharp growth across **puja articles and wall décor**, alongside highly specific festive needs: **torans and wall hangings grew 8X, earlobe support patches for heavy earrings nearly 7X, and rosemary for hair care over 6X.** Shoppers also stocked up on **perfumes, face washes, rangoli, decorative lights and candles, incense and puja essentials, kitchen cleaners and even metal cleaners for polishing puja utensils**, capturing the many small preparations that go into getting festive-ready.

Sellers See Strong Festive Acceleration

The festive surge translated into strong momentum for sellers on Day 1. **Seller participation grew sharply, with transacting sellers up ~63% YoY**, while **transacting sellers from Tier 4+ markets doubled YoY. Sellers receiving their first-ever Meesho order on Day 1 grew ~43% YoY.** The growth reflects the breadth of festive demand on the platform, creating opportunities for more sellers across categories and geographies to participate in the festive season.

As the Mega Blockbuster Sale continues, Meesho remains focused on making festive shopping accessible across Bharat while enabling sellers, brands and creators to grow.

About Meesho: Meesho is a multi-sided technology platform driving e-commerce in India by connecting consumers, sellers, logistics partners, and content creators. As India's largest e-commerce platform by Annual Transacting Users and Placed Orders, the platform has built innovative technology to create an accessible and affordable e-commerce ecosystem for a billion Indians. It enables entrepreneurship at scale by empowering millions of small businesses and individuals to build and grow online with minimal upfront investment. AI is the operating system that powers how Meesho builds, enabling faster iteration and continuous improvement. Each system removes barriers between millions of Indians and e-commerce, while driving technology-led efficiencies to serve Bharat at scale.