

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



June 04, 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 PRISM Brings Intent-Driven Discovery to 264 million Indians.**

The above information will also be made available on the Company's website at: www.meesho.com

You are requested to take the above information on record.

Thanking you,

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

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Meesho's PRISM Brings Intent-Driven Discovery to 264 Million Indians

Bengaluru, June 04, 2026: Meesho, India's largest e-commerce platform by Annual Transacting Users and Placed Orders, revealed the growing impact of **PRISM (Personalised Ranking & Intent Signal Module)**, its proprietary **AI intelligence system** designed to transform how millions of Indians discover products, shop online, and engage across the platform.

Much like shopping in a local bazaar, consumers on Meesho often browse, explore, and discover products rather than search with fixed intent. Built for a platform serving **264 million annual transacting users and 717 million placed orders in Q4 FY26**, PRISM is designed for this reality, shifting commerce from keyword-led search to real-time intent understanding and product discovery. Traditional e-commerce was built around the search bar, assuming users can clearly articulate what they want. For a large part of India, that assumption breaks down. Today, over **75% of orders** on Meesho originate from AI-driven personalised feeds powered by PRISM.

At the core of PRISM is a real-time intelligence and ranking architecture built to understand how Bharat shops online. The system continuously interprets behavioural, transactional, and contextual signals across users and their browsing journeys, powered by a network of more than **100 AI ranking models** and trained on over **400 trillion input signals and executing more than 6 trillion inferences every day within milliseconds**. Further, this enables sellers to reach high-intent audiences more effectively by surfacing their products to users who are most likely to engage and purchase.

It supports **10+ multilingual experiences** across Hindi, Bengali, Marathi, Tamil, Telugu, Kannada, Malayalam, Gujarati, Punjabi, and Odia. The system is powered by **BharatMLStack**, Meesho's in-house ML infrastructure platform built to support high-throughput AI workloads at significantly lower inference costs than conventional cloud infrastructure.

While traditional e-commerce platforms were designed around consumers searching with clear intent, PRISM enables a more intuitive and discovery-led shopping experience built for Bharat. Through **Trendpulse**, its LLM-powered discovery engine, **PRISM** interprets emerging demand patterns across regions, cities, and local consumer clusters, enabling Meesho to surface highly relevant products aligned with evolving shopping behaviours India's diverse consumer cohorts.

Speaking on the impact of PRISM, **Debdoot Mukherjee, Chief Data Scientist, Head of AI and Demand Engineering, Meesho**, said: *"The next hundred million Indians coming online will not search, they will discover. They will not type, they will speak, browse, and expect technology to meet them where they are. This is the most significant shift in consumer internet India has seen, and it demands infrastructure built from the ground up for this reality."*

PRISM brings together real-time intelligence and ranking systems to understand how Bharat discovers products, expresses intent, and makes purchase decisions online. It continuously interprets behavioural, transactional, and contextual signals across users, products, sellers, and browsing journeys, shifting commerce from keyword-led search to real-time intent understanding, for consumers who are discovery-first, multilingual, and increasingly voice-led. It does not wait for a consumer to articulate what they want. During peak sale events, **PRISM** processes nearly **100 million inferences per second** to power real-time personalised discovery at scale.

AI in commerce must go beyond efficiency and become something closer to intuition, a system that learns continuously, anticipates intelligently, and makes discovery feel effortless for every Indian. That is the infrastructure we are building for Bharat's next era of commerce. And we are only at the beginning."

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PRISM already powers personalised recommendations, intent-led discovery, trend intelligence, catalogue understanding, and seller growth systems across Meesho. Its capabilities are strengthened by the scale of the Meesho ecosystem, with **263 million monthly active users, 17 billion product views per day, 1,592 million ratings, and 505 million reviews**, one of India's largest commerce intelligence networks spanning consumers, sellers, creators, listings, and logistics partners.

As discovery-led commerce continues to grow across India, **PRISM** will power the next generation of shopping experiences on Meesho, helping consumers discover more naturally, enabling sellers to reach demand more efficiently, and continuously compounding intelligence across billions of real-world interactions.

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.
