

MEESHO LIMITED

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

CIN: L74900KA2015PLC082263

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June 12, 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 Acquires Kirana Club to Expand Digital Commerce Access for India's 13 million+ Kiranas"

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

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



Meesho Acquires Kirana Club to Expand Digital Commerce Access for India's 13 Million+ Kiranas

The acquisition brings Meesho's scale in internet commerce to Kirana Club's community-led B2B marketplace built for underserved kirana retailers across Bharat.

Bengaluru, India – 12th June 2026

Meesho, India's largest e-commerce platform by Annual Transacting Users and Orders, today announced the acquisition of Kirana Club, a community-led B2B commerce platform.

The acquisition extends Meesho's mission of democratizing internet commerce to millions of retailers who power commerce across Bharat, and provides significant deeper access to not only the \$650bn+ grocery market of which Kirana and general trade channels accounts for 90%+, but also a platform for B2B play across categories.

Founded in 2020 by Anshul Gupta and Aishwarya Jain, Kirana Club has built one of India's largest digital communities of kirana owners, with over 4.1 million registered retailers. Its mobile-first platform enables retailers to discover, compare and order FMCG and grocery products directly from brands, through a marketplace purpose-built for underserved markets across Bharat.

Kirana Club will continue to operate independently within the Meesho group.

Bringing the Meesho Playbook to India's Kirana Economy

Kirana Club's approach to B2B commerce closely aligns with Meesho's philosophy of building asset-light, value-focused commerce platforms that expand access for underserved participants in the economy.

Meesho transformed internet commerce for consumers across Bharat through a capital-efficient third-party marketplace model. Kirana Club extends similar marketplace principles to small retailers by building a zero-inventory, zero-field-sales, asset-light B2B marketplace designed specifically for kiranas outside metro India.

"At Meesho, we have always believed that technology can expand access and opportunity for underserved users across India. Kirana Club has built deep trust among small retailers through its asset-light and community-first approach. We see significant opportunities to strengthen access, transparency and product discovery for kiranas in underserved markets across India, and also extend this to all forms of B2B retail across India." said **Vidit Aatrey, Chairman, Managing Director and Chief Executive Officer.**

Building for India's Underserved Kirana Market

India's grocery market is estimated at approximately \$658 billion, with kirana and general trade channels accounting for nearly 91% of the market. Yet millions of kiranas across Tier 3, Tier 4 and rural India continue to rely on fragmented sourcing networks, limited assortment and opaque pricing structures. The same gets replicated across the rest of retail categories of c.\$400bn, where B2B supply chains continue to be informal and trust based.

Kirana Club was built to address this gap through an asset-light, community-first B2B marketplace designed for underserved markets across Bharat. Its mobile-first platform enables small retailers to discover, compare and source FMCG products, while also engaging with peers through pricing insights, product discussions and scheme discovery in local languages. Today, Kirana Club supports over 4 million registered retailers.

Accelerating the Next Phase of Growth

By integrating with Meesho's broader ecosystem, including its national logistics capabilities, supplier network and marketplace infrastructure, Kirana Club could expand category coverage, improve fulfilment economics and accelerate retailer acquisition across underserved markets.

"Kirana Club was built on a simple belief: small retailers in Bharat deserve the same access, transparency and efficiency as modern retail. Over the last few years, we have built deep trust with kirana retailers by combining community, local insights and commerce. Meesho understands Bharat at scale and shares our belief in serving underserved users through technology. With this partnership, we can accelerate our mission of building India's most trusted digital commerce network for kiranas.", said Anshul Gupta, Co-founder and CEO of Kirana Club.

The acquisition was completed at an approximate transaction value of ₹202 crore. The transaction provides a full exit to existing investors while retaining founder leadership and operational continuity within the business.

With this acquisition, Meesho expands its support for entrepreneurship across Bharat by bringing digital commerce infrastructure to millions of kirana retailers across India.
