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

July 23, 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 / Madam,

Subject: Shareholders' Letter dated July 23, 2026.

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 the SEBI Listing Regulations, please find enclosed Shareholders' Letter for Q1 FY 2026-27 dated July 23, 2026.

This 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
Digitally signed by RAHUL BHARDWAJ
Date: 2026.07.23 16:57:07 +05'30'

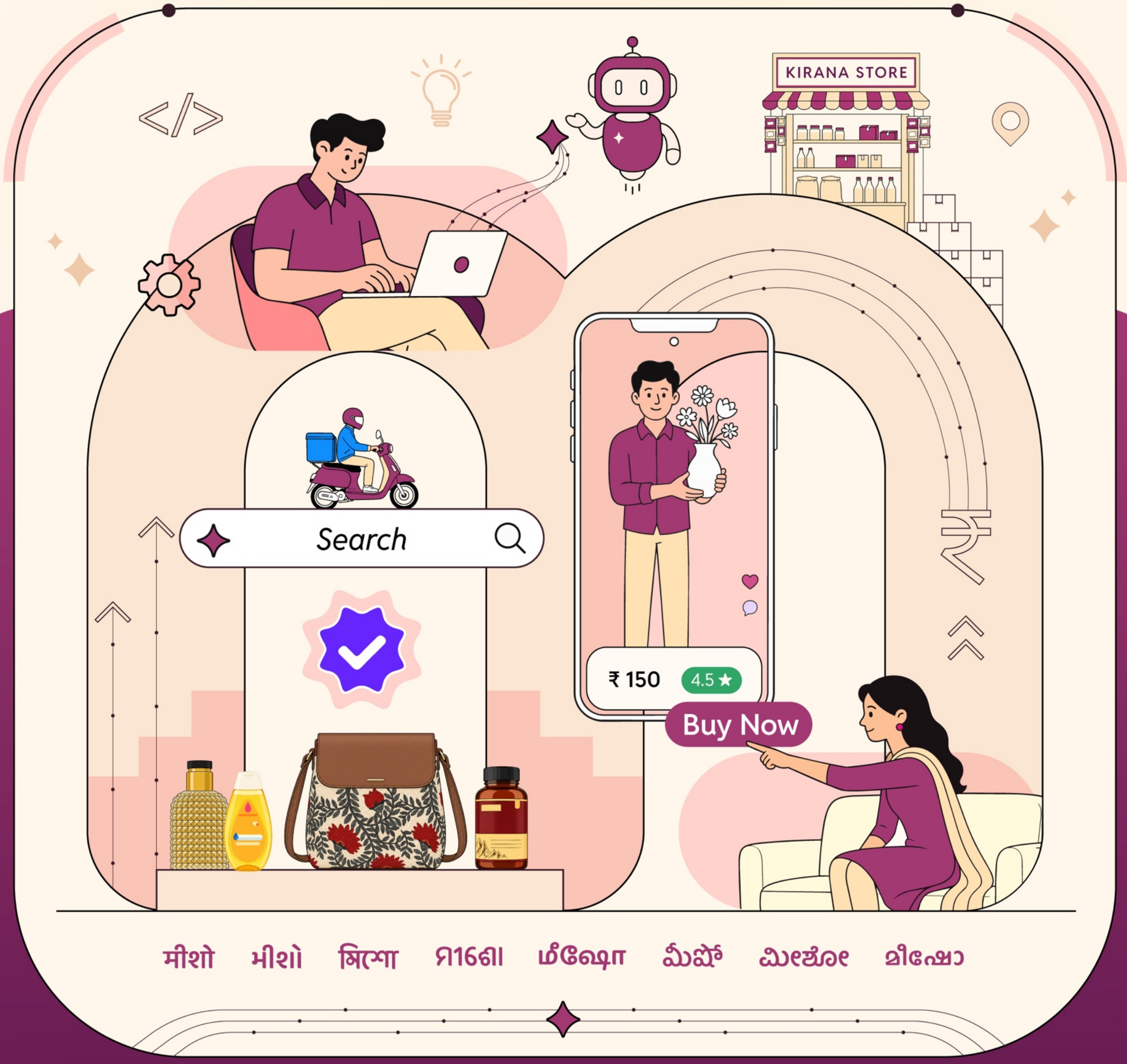
Rahul Bhardwaj
Company Secretary and Compliance Officer
Membership No.: A41649
Encl.: As above

Shareholders' Letter

JULY 23, 2026

Q1 FY27

DEMOCRATISING INTERNET COMMERCE FOR EVERYONE



Our Vision: Democratising Internet Commerce for Everyone

In this letter, we cover our Q1 FY27 financial performance, continued investments in AI-led TAM expansion and productivity, progress across logistics, Meesho Mall, and Content Commerce, our recent Kirana Club acquisition, and the capital allocation discipline guiding our growth.

Key Metrics

Metrics	Q4 FY2026	Q1 FY2027
Annual Transacting Users	**264 Mn** YoY 33%	**274 Mn** YoY 29%
LTM Frequency	**10.1** YoY 9%	**10.3** YoY 9%
Quarterly Placed Orders	**717 Mn** YoY 43%	**725 Mn** YoY 29%
Net Merchandise Value	**₹11,371 Cr** YoY 43%	**₹11,614 Cr** YoY 34%
Contribution Margin as % of NMV	**4.0%**	**4.6%**
Last Twelve Months (LTM) Free Cash Flow: Marketplace	**(₹561Cr)**	**(₹447Cr)**
Last Twelve Months (LTM) Free Cash Flow: New initiatives	**(₹72Cr)**	**(₹90Cr)**
Last Twelve Months (LTM) Free Cash Flow: Group	**(₹633Cr)**	**(₹537Cr)**
LTM Free Cash Flow to Equity: Group	**(₹264Cr)**	**(₹164Cr)**
Cash balance	**₹6,750 Cr**	**₹6,521 Cr**

Key takeaways

- Annual Transacting Users grew 29% YoY to 274 million; LTM frequency improved to 10.3 as earlier cohorts deepened engagement.
- Annual Transacting Sellers grew by 81% YoY to 1.04 million sellers particularly through acquiring MSME sellers through targeted campaigns and improved word-of-mouth referrals. This was further supported by seller success initiatives such as AI-powered cataloguing, demand intelligence, Gen AI voice agents supporting local languages, and product improvements that help new sellers gain visibility faster on the platform.
- Placed Orders grew 29% YoY to 725 million in Q1 FY27, while NMV increased 34% YoY to ₹11,614 Cr, supported by sustained new user onboarding and deeper engagement from existing users. NMV growth outpaced order growth for the quarter supported by lower Cancellations and Return-to-Origin (RTO) rates due to enhancements to 'TrustMesh' algorithms filtering out high-risk orders.
- Contribution Margin expanded to 4.6% in Q1 FY27, supported by continued logistics cost efficiencies, and improved platform monetization. Last Twelve Months (LTM) Free Cash Flow stood at (₹537) crores and LTM Free Cash Flow to Equity stood at (₹164) crores; with cash balance of ₹6,521 crores.
- We made significant progress this quarter towards an autonomous SDLC. We shifted code authorship, testing, and documentation to AI agents, while enabling engineers to focus on specifications, reviews, and outcomes. This has already delivered more than 2x productivity gains across our engineering organization.

Our assessment of the quarter

Net Merchandise Value – Marketplace

	UoM	Q1 FY'26	Q2 FY'26	Q3 FY'26	Q4 FY'26	Q1 FY'27
ATUs	# million	213	234	251	264	274
LTM Frequency	#	9.49	9.70	9.78	10.10	10.33
Placed Orders	# million	562	699	690	717	725
YoY Growth%		50%	55%	36%	43%	29%
GMV – Marketplace	₹ crores	15,134	18,349	18,285	18,941	19,054
NMV – Marketplace	₹ crores	8,679	10,515	10,995	11,371	11,614
YoY Growth%		36%	51%	26%	43%	34%

- NMV grew 34% YoY to ₹11,614 crores, driven by more active users, existing users transacting more frequently, a wider category mix and rising contributions from Meesho Mall, our branded marketplace, and Content Commerce, our creator-led discovery channel. Continued improvements in PRISM (Personalised Ranking and Intent Signal Module), our recommendation system, lifted conversion by driving better discovery, personalisation and relevance.

- Annual Transacting Users (ATUs) scaled to 274 million, a 29% YoY increase, with transaction frequency climbing to 10.3x per consumer annually. This reflects our continued confidence in the depth of the market opportunity, as we unlock rural geographies and categories that remain underpenetrated.
- Placed Orders also grew 29% on a YoY basis for the quarter and prepaid orders as a percentage of shipped orders reached c.37% driven by increasing consumer trust in our platform and product initiatives such as shareable UPI, Pay Before Delivery and multiple payment offers from various partners.
- We also witnessed benefits in lower RTOs (Return to Origin) and cancellations YoY driven by our investments in predictive routing models.

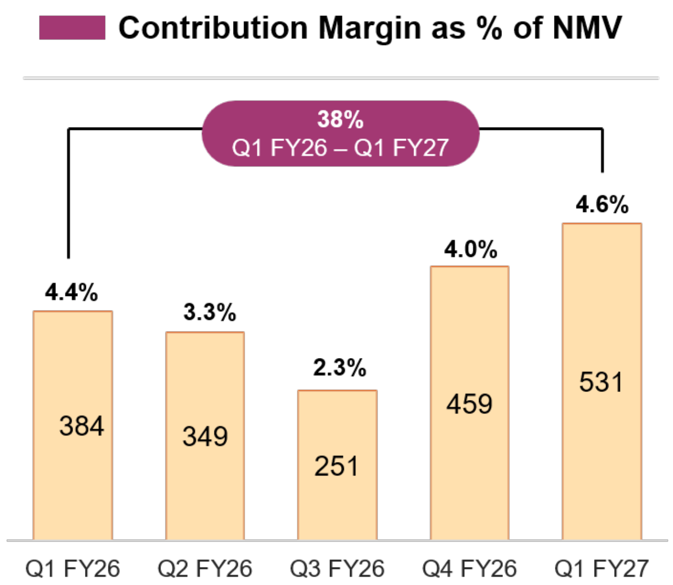
Meesho Mall

- Meesho Mall, now home to over ~1,200 brands, **grew NMV approximately 93% YoY** in Q1 FY27 as transacting consumers rose 88% YoY. Meesho Mall continued its expansion this quarter, adding national brands across categories that are close to the hearts of Indian consumers, spanning beauty and personal care, baby care, health and wellness, grocery, and fashion.
- Meesho Mall is widening assortment and brand choice across pack sizes and price points, while opening new distribution channels for both established and emerging brands to reach Bharat consumers.
- Looking ahead, we will widen choice and accessibility for our consumers by bringing more branded products at affordable price points, and expanding into new categories, capturing a larger share of what our consumers spend.

Content Commerce

- Content Commerce NMV grew 141% YoY in Q1 FY2027, with active order-generating content pieces growing 143% YoY to 1.7mn. Every stage of the creator flywheel got stronger this quarter. We are reaching the right creators earlier with a simplified onboarding experience. Our AI-enabled creator toolkit provides insights on content performance, highlights high-performing SKUs and guides creators towards producing high quality and revenue generating content.

Contribution Margin - Marketplace

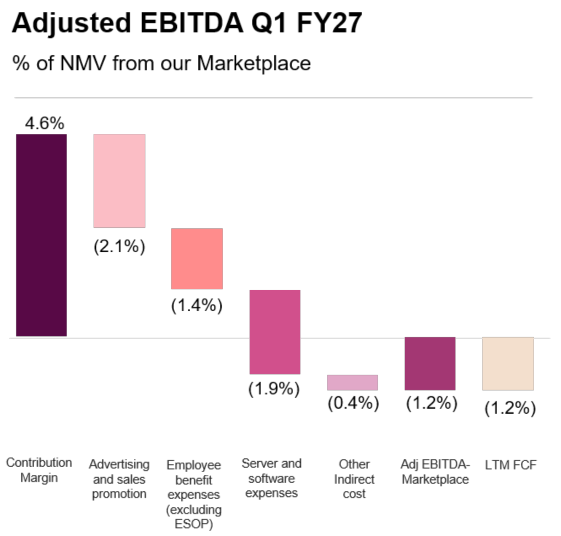


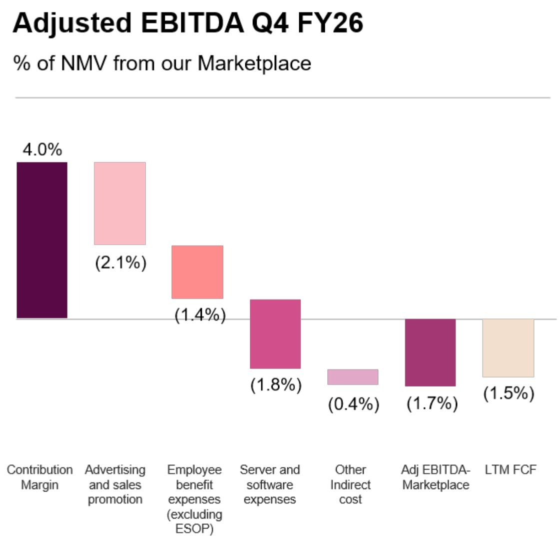
Contribution Margin continued to recover in Q1 FY27 to 4.6% of NMV (+54bps QoQ), driven by the following levers:

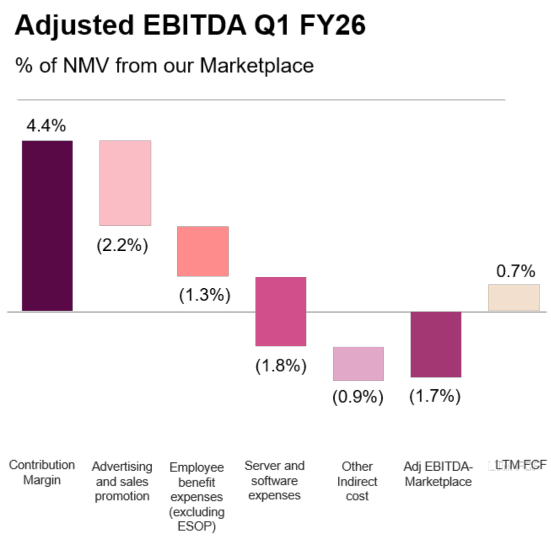
- **Revenue Growth:** Q1FY27 Revenue from Operations (marketplace) came in at ₹3,707 crores, a 48% YoY driven by improved delivery conversion through lower Cancellations, Return-to-Origin (RTO) rates and higher platform monetization.
- **Logistics Costs:** We continue to optimize logistics costs by strengthening network design and route optimization while also growing our prepaid share mix. During Q1 FY27, we faced cost headwinds from fuel price escalation and an increase in minimum wages in certain states. We passed this cost inflation through to the ecosystem, as we view these increases are structural rather than transient.
- Part of our logistics arm, Valmo Transportation Private Limited (VTPL), a wholly owned subsidiary, operates as an aggregator of middle-mile and last-mile services procured from multiple third-party logistics vendors registered on the platform. In the course of these operations, VTPL is classified as a Goods Transport Agency (GTA) under applicable GST law, and the associated GST treatment applies to freight recovered through this arrangement.

LTM Free Cash Flow

	UoM	Q1 FY'26	Q2 FY'26	Q3 FY'26	Q4 FY'26	Q1 FY'27
Contribution Margin – Marketplace	₹ crores	384	349	251	459	531
Contribution Margin – Marketplace %	%	4.4%	3.3%	2.3%	4.0%	4.6%
Adjusted EBITDA – Marketplace	₹ crores	(148)	(371)	(460)	(198)	(139)
Adjusted EBITDA – Marketplace %	%	(1.7%)	(3.5%)	(4.2%)	(1.7%)	(1.2%)
Adjusted EBITDA – New Initiatives	₹ crores	(17)	(13)	(19)	(21)	(39)
LTM FCF	₹ crores	229	581	56	(633)	(537)







Adjusted EBITDA Marketplace

Adjusted EBITDA for the Marketplace segment improved to (1.2%) of NMV or (₹139 Cr) in Q1 FY27 from (₹198 Cr) in Q4 FY26 a 54 bps improvement on a sequential QoQ basis. This is also a 51 bps YoY improvement from (₹148 Cr) in Q1 FY26.

The improvement was primarily driven by a 54bps QoQ and 14bps YoY expansion in Contribution Margin, reflecting continued progress in strengthening the underlying unit economics of the business through sustained operational efficiencies.

Costs not directly attributable to Placed Orders stayed flat at 5.8% of NMV QoQ and a 37bps improvement YoY, extending a trend of steady leverage gains over the past four quarters

- Growth Spends (Advertisement and Sales Promotion) reduced marginally to 2.1% of NMV in Q1FY27, versus 2.2% in Q1FY26, as we maintained our investment approach toward new user acquisition, which continues to deliver incremental benefits to our business. Our investments are strictly governed by our internal investment framework, and we will continue to invest as long as they meet our long-term FCF return thresholds.

As we head into the seasonally stronger festive quarter, we expect Growth Spends to trend higher in the coming quarters, consistent with our historical seasonal pattern.

- Server and Software costs rose to 1.9% in Q1FY27 versus 1.8% Q1FY26, driven by continued investment in AI infrastructure, including deep learning models and LLM/agentic platforms. We expect this investment to deliver significant operating leverage as NMV scales.
- Other costs not directly attributable to placed orders (including employee benefit expenses) improved by 42bps to 1.7% of NMV in Q1FY27, versus 2.2% in Q1FY26 driven by operating leverage.

Balancing Growth Investments with Financial Discipline

- Our Adjusted EBITDA improved to (1.2%) of NMV driven by continued gains in operational efficiency and stronger underlying unit economics. LTM FCF remained negative at (₹537 cr), reflecting sustained investment in new user acquisition, AI talent, and technology capabilities, along with one-time logistics headwinds over the trailing twelve months.

Investments in technology to enhance accessibility

- As part of our broader AI-led productivity agenda, we launched AI Blitz, an internal initiative to systematically embed AI agents into our engineering workflows. This has resulted in 2x+ productivity gains across the board, varying by task type. This is a long term investment and central to this is an autonomous Software Development Lifecycle (SDLC), built around a clear division of responsibility. AI agents now author code, tests, and documentation, while engineers focus on writing specs, reviewing output, and owning outcomes. Built-in feedback loops and enforcement guardrails, ensures these gains compound over time without regression, positioning us for continuous improvement in engineering efficacy going forward. As this scales, engineering bandwidth becomes less of a constraint on how fast we can build, giving us structural operating leverage as the business grows.

Adjusted EBITDA - New Initiatives

Adjusted EBITDA for new initiatives including Financial Services, our Low-Cost Logistics Network came in at (₹39) crores for Q1 FY27. These are what we call our Horizon2 (H2) portfolio: Early stage bets that sit outside the core marketplace, with their own budget and their own economics. The core business does not depend on any of them. What the portfolio buys us is a shot at building the next big business, at a cost that is capped and known in advance.

This approach has worked before. Valmo and Content Commerce both started as H2 experiments and are now core parts of the platform. This quarter we added one more bet with the Kirana Club acquisition (which is slated to close in Q2FY27).

Total burn across all H2 initiatives has a hard budget cap. An initiative stays experimental until it shows real adoption and retention post which it graduates to H1, where further growth capital is allocated based on the same investment framework applied as the rest of the platform.

Empowering India’s Entrepreneurs

The platform now serves over 1.04 million seller entrepreneurs, up 81% YoY, with MSME sellers joining through targeted campaigns and, increasingly, word of mouth. Our seller growth is most pronounced beyond India's largest cities: Tier 4 sellers grew 125% YoY, outpacing every other tier, and sellers from Tier 2 towns and beyond now make up 45% of our total base. This underserved geography remains largely untapped by e-commerce more broadly, and it is where our seller network is scaling fastest.

Part of what makes this possible is that selling on Meesho no longer demands technical fluency or English proficiency. AI-powered cataloguing, demand intelligence, and GenAI voice agents that work in local languages have brought down the effort it takes to launch and run a business on the platform.

This quarter, we extended the same mission to a second cohort of entrepreneurs - India’s retailers esp. kirana store owners through our recently announced acquisition of Kirana Club, a 3P marketplace connecting FMCG brands and distributors with retailers across Tier 2+ and rural India, a segment existing B2B platforms have largely left unserved. The ambition is to build 'Meesho for Retailers' as the lowest-cost, most accessible channel for a kirana store to source from any brand or manufacturer. We continue to see significant opportunities to strengthen access, transparency, and product discovery for kirana stores in underserved markets across India, and to extend this approach to B2B retail more broadly.

Outlook and final thoughts

We continue to remain watchful of the macro environment. Crude prices have moderated this quarter, and Indian retail fuel prices have stayed largely unchanged since the end of May. Combined with our ongoing efficiency initiatives and scale benefits, the direct impact on our business remains limited, and we have not seen meaningful price increases on the platform.

Looking to Q2 FY27, we want to set expectations on two counts.

First, on growth spends: Q1 was a seasonally soft quarter, and spends were held lower at ~2.1% of NMV. With the festive season approaching, we will step up new-user acquisition meaningfully from Q2 onwards. Every rupee of this goes through the same capital allocation and investment frameworks that govern all our investments. Marketing is a cost we incur upfront to onboard new users to our platform; the users it brings compound in value over quarters and years. We spend when the return case is strongest, and the festive build-up is exactly that window.

Second, on NMV growth optics: Our flagship sale event (Meesho Mega Blockbuster Sale) moves to Q3 this year, from Q2 last year. Q2 YoY comparisons will therefore look softer than underlying trend; while Q3 will look better. The reason is purely timing, and not change in underlying momentum. Last year’s Q2 included the sale; while this year’s Q2 will not. We expect the comparison to normalise if we consider Q2 and Q3 together.

Taken together: Q2 will show higher user growth spend and slower NMV growth, both by design and shift in festive seasonality this year. We are comfortable trading one quarter's optics for a stronger festive season on a compounding platform. Every additional consumer, seller and data point makes the future growth more durable.

That concludes our update for this quarter. We thank our shareholders, as always, for their continued confidence in our long-term vision.

Non GAAP Reconciliation

1. Adjusted EBITDA to restated loss for the year

Particulars (₹ Crores)	Three months period ended Jun 30,		Fiscal		
	2025	2026	2024	2025	2026
Adjusted EBITDA – Marketplace	**(148.4)**	**(138.9)**	**(149.2)**	**(116.7)**	**(1,177.8)**
Adjusted EBITDA - New Initiatives	**(16.7)**	**(39.3)**	**(66.8)**	**(92.8)**	**(70.2)**
Adjusted EBITDA – Unallocated	(2.4)	0.0	(14.1)	(10.0)	1.9
Adjusted EBITDA – Consolidated	**(167.5)**	**(178.2)**	**(230.1)**	**(219.5)**	**(1,246.1)**
Less: ESOPs	47.5	40.4	253.0	320.0	182.3
Less: exceptional items	92.4	0.0	13.1	1,346.4	141.1
Less: Depreciation and Amortisation	8.0	19.7	58.1	34.0	46.8
Less: Finance cost	1.4	2.1	6.4	6.9	9.0
Add: Other income	76.7	107.6	233.1	472.0	416.0
Loss before tax	**(240.1)**	**(132.8)**	**(327.6)**	**(1,454.8)**	**(1,209.3)**
Less: Tax expense	49.3	0.0	-	(2,486.9)	(148.4)
Loss for the year	**(289.4)**	**(132.8)**	**(327.6)**	**(3,941.7)**	**(1,357.7)**

2. LTM FCF and FCFE reconciliation

Particulars (₹ Crores)	Last twelve months ended Jun 30,	Fiscal		
	2026	2024	2025	2026
Cash flows (used in)/ from operating activities	(324.0)	233.1	576.0	(1,094.8)
Less: Purchase of property, plant and equipment, intangible assets and intangible assets under development (including payable towards capital goods)	(121.2)	(35.2)	(22.9)	(101.0)
Add: Cash Flow towards Exceptional items*	(91.6)	1.7	38.1	563.3
LTM FCF	**(536.8)**	**199.6**	**591.2**	**(632.5)**
LTM FCF as % NMV – Marketplace	**(1.2%)**	**0.9%**	**2.0%**	**(1.5%)**
Add: Interest income on bank deposits, bonds, certificate of deposits and commercial papers	267.7	200.7	260.0	216.3
Add: Interest income on security deposits	0.8	0.5	0.4	0.7
Add: Gain on sale of current investments (net)	100.0	28.9	64.3	130.3
Add: Gain on liquidation of a subsidiary	0.0	0.4	-	-
Add: Net gain on disposal of property, plant and equipment	0.4	0.2	0.0	-
Add: Fair value gain on investments at fair value through profit and loss	(2.0)	1.4	115.6	15.7
Add: Exchange differences relating to disposal of a foreign subsidiary	5.5	-	0.5	5.5
LTM FCFE	**(164.4)**	**431.7**	**1,032.0**	**(264.0)**
LTM FCFE as % NMV – Marketplace	**(0.4%)**	**1.9%**	**3.4%**	**(0.6%)**

**Exceptional items include perquisite tax payment, insurance premium, AWS settlement and professional fees*

Glossary

Term	Description
Adjusted EBITDA – Marketplace	Adjusted EBITDA – Marketplace is the Segment results – Marketplace in a given period as per Ind AS 108, Operating Segments.
Adjusted EBITDA – Marketplace as % of NMV – Marketplace	Adjusted EBITDA – Marketplace divided by NMV from our Marketplace in a given period.
Adjusted EBITDA – New Initiatives	Adjusted EBITDA – New Initiatives is the Segment results – New Initiatives in a given period as per Ind AS 108, Operating Segments.
Annual Transacting Sellers or ATS	Refers to the count of unique sellers who successfully received at least one order on Meesho in the last twelve months.
Annual Transacting Users or ATU	Refers to the count of unique consumers who successfully placed at least one order on Meesho in the last twelve months.
Contribution Margin – Marketplace	Contribution Margin is calculated as Segment revenue - Marketplace less Costs directly attributable to Placed Orders including Logistics and fulfilment expenses, Payment gateway charges, Contracted manpower, Employee benefits expense, Communication expenses and other operational expenses directly linked to order processing.
Contribution Margin as % of NMV – Marketplace	Refers to Contribution Margin – Marketplace divided by NMV from our Marketplace in a given period.
Frequency	Frequency is calculated as Placed Orders in the last twelve months divided by Annual Transacting Users
GMV – Marketplace or Gross Merchandise Value from our Marketplace	Refers to the total value of Placed Orders by consumers on our Marketplace during a given period, inclusive of all applicable taxes and platform discounts, gross of cancelled, Return to Origin orders and orders that have been returned by consumers.
Last Twelve Months Free Cash Flow or LTM Free Cash Flow or LTM FCF	Last Twelve Months Free Cash Flow represents cash flows from/ (used in) operating activities less purchase of property, plant and equipment, intangible assets and intangible assets under development (including payable towards capital goods) and excluding cash flow towards Exceptional items for trailing twelve months.
LTM FCF as % NMV – Marketplace	LTM FCF divided by NMV from our Marketplace in trailing twelve months.
Last Twelve Months Free Cash Flow to Equity or LTM Free Cash Flow to Equity or LTM FCFE	Refers to LTM FCF plus (i) Interest Income on bank deposits, bonds, certificate of deposits and commercial papers (ii) Interest Income on security deposits (iii) Gain on sale of current investments (net) (iv) Gain on liquidation of a subsidiary (v) Net gain on disposal of property, plant and equipment (vi) Fair value gain on investments at fair value through profit and loss and (vii) Exchange differences relating to disposal of a foreign subsidiary.
LTM FCFE as % NMV – Marketplace	Refers to LTM FCFE divided by NMV from our Marketplace in trailing twelve months.
Net Merchandise Value or NMV from our Marketplace or NMV – Marketplace	Refers to the cumulative checkout value of successfully delivered orders to consumers on our marketplace in a given period inclusive of all taxes. This excludes value of Placed Orders that were cancelled, not delivered or returned by consumers and any discounts applied at checkout.
Placed Orders	Placed Orders refers to the total number of unique products purchased per transaction, aggregated for all such transactions on our marketplace in a given period.