



ABOUT MEESHO

- Meesho is a social e-commerce startup that was founded in December 2015.
- It stands for Meri shop Meesho, the latest Indian unicorn, and deals as a digital reselling platform.
- This helps Small businesses to connect and sell via social media platforms, with the main hook being to start an online business from home without investment.
- Meesho Business model became India's first startup model In which Facebook has invested in June 2019.

CONTACT INFO



www.meesho.com

VIDIT AATREY SANJEEV BARNWAL

FOUNDERS

Vidit Aatrey and Sanjeev Bansal founded Meesho in Dec 2015. Vidit Aatrey is the CEO of India's largest reselling platform called **Meesho**.

He completed his graduation from **IIT Delhi (Indian Institute of Technology)** in electrical engineering.

Business Model of Meesho



Image source: startupthulk

BUSINESS MODEL

- Meesho teams up with the sellers to list their products on the platform.
- They attract the reseller via extensive marketing.
- Then the Reseller resells the product via Instagram, Facebook, & various social networks.
- If Customers want to purchase the product, they simply order from the reseller.
- After getting the order, the reseller adds their profit margin on that particular product to place the order.

PROS OF MEESHO MODEL

With the help of seller product data, In the future, Meesho will be easy start their own manufacturing and earn a great profit margin on their product.

It takes the Meesho Business model to the next level.

meesho can launch their own e-commerce/Direct selling platform with the help of their extinct customer base.

Meesho also charge listing of the product on their platform

FUTURE OF MEESHO

The objective of Meesho is to provide an online shop to every individual who wants to start a business.

And now, Meesho has more than 3 million active sellers on its platform.

EARNING WITH MEESHO

Step 1: Download the Meesho app.

Step 2: Register yourself as a reseller with your contact number.

Step 3: Select the respective category.

Step 4: Share the product link to various social media handles.

AIM OF MEESHO

Meesho Business model mostly enables women, homemakers, and even some men to start their online business on Facebook, WhatsApp, and Instagram without investing through Meesho.