

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



*****All data in this release pertains to the period from August 1, 2025 to August 31, 2026.***

****Nano creators are creators with fewer than 10,000 followers.***

Meesho Content Commerce NMV Grows 152% YoY, Powered by Bharat's Homemakers and Young Graduates

- ***1.6 lakh active creators participated in Content Commerce over the last 12 months, with 90% being nano* creators***
- ***Homemakers account for 40% of active creators, while young graduates comprise 30%***
- ***Tier 3 and Tier 4 markets such as Varanasi, Agartala, Jabalpur, Madurai account for 66% of Content Commerce orders***
- ***Over 4 lakh sellers have opted into Content Commerce to tap creator-led demand***
- ***Video Finds sees large-scale engagement, with over 4,800 crore content views in the last 12 months***

BENGALURU, October 6th, 2026: Meesho, India's largest e-commerce platform by Annual Transacting Users and Placed Orders, today announced that **Net Merchandise Value (NMV) through its Content Commerce ecosystem grew 152% year-on-year** supported by over **1.6 lakh active creators** over the last 12 months across India.

The growth reflects a broader shift in how consumers across Bharat are shopping online. **Shopping journeys do not always begin with a pre-existing intent to search for a specific product.** Consumers also browse for inspiration, explore recommendations and discover products along the way, with short-form video and creator content adding greater context to that journey.

Video brings products to life by allowing consumers to see how something looks in a real-world setting, understand its size, fit or features and see how someone else uses or styles it before making a purchase decision. By combining discovery with demonstration, Content Commerce can help consumers move more intuitively from **discovering a product to evaluating it and deciding whether to buy it.**

Bharat is at the centre of this participation. Around 90% of Meesho's active Content Commerce creators are nano* creators and 81% creators are from non metro India, widening participation beyond established influencers and India's largest cities. Tier 3 and Tier 4 markets such as **Varanasi, Agartala, Jabalpur, Madurai** accounted for **66% of Content Commerce orders**, highlighting the role smaller towns and cities are playing in creator-led shopping.

Speaking on Content Commerce, **Nikita Dawda, General Manager, Content Commerce, Meesho**, said, *"At Meesho, we spend a significant amount of time understanding how Bharat shops, discovers products and builds trust online. Increasingly, shopping journeys are becoming discovery-led, with consumers looking to videos, recommendations and creators to understand products before making a purchase."*

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



We are seeing this translate into meaningful scale, with Content Commerce NMV growing 152% year-on-year, supported by 1.6 lakh active creators over the last 12 months.

What is particularly encouraging is how broad-based this participation is. Around 90% of our active creators are nano creators, while homemakers and young graduates together account for 70% of the active creator base. This is helping expand the opportunity beyond established influencers, while giving consumers more relatable ways to discover and evaluate products. At the same time, creators can build meaningful income opportunities and sellers gain access to an additional, performance-linked channel to generate demand. We believe this combination of discovery, entrepreneurship and commerce can make creator-led shopping an increasingly important part of how India shops online."*

Creating new pathways to digital entrepreneurship

Content Commerce is widening participation in India's creator economy. **Homemakers account for 40% of Meesho's active Content Commerce creator base, while young graduates account for 30%, or around 50,000 creators. Around 78% of active homemaker creators come from non-metro India.**

Meesho's Content Commerce ecosystem is bringing a new generation of creators into the fold, with **90% of active creators being nano creators*** and **25% being first-time creators**. With a large base of these creators coming from smaller towns, the ecosystem is expanding participation in the creator economy beyond established influencers and opening up content-led commerce to more Indians.

Importantly, the ecosystem is built around commerce outcomes rather than content engagement alone, with creators earning commissions on orders generated through their content. This gives creators a way to connect their creativity and understanding of their audiences directly with economic outcomes.

Megha Bhagotra, a creator with around 12,000 followers from Chandigarh, shared her journey with Meesho Creator Club, saying, *"When I first started creating content, I was simply doing something I loved without knowing where it could take me. Over the last year, Meesho Creator Club has given me the opportunity to turn that passion into my primary source of income while building a community that has grown significantly. The journey has also opened doors to collaborations with brands I had always dreamt of working with. Today, content creation is much more than something I enjoy. It has given me the independence to build a career on my own terms and the confidence to dream bigger as a creator."*

Making creator-led demand more accessible to sellers

For sellers, Content Commerce creates an additional demand-generation channel. Building an influencer network independently can require marketing expertise, resources and access that many smaller businesses may not have. Through Meesho's Content Commerce ecosystem, sellers can tap into a broad network of creators who can showcase their products to relevant audiences.

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



Today, **more than 4 lakh sellers have opted into the Content Commerce ecosystem on Meesho**. The model is performance-linked, with creators earning commissions when their content translates into orders. This gives sellers another way to generate demand through creator content while linking the economics to actual commerce outcomes.

Creators can produce and distribute content both on Meesho and across third-party social platforms, allowing product discovery to begin wherever consumers are engaging with content and helping sellers reach potential customers beyond traditional search-led journeys.

Short-form video brings discovery closer to transaction

As the ecosystem scales, short-form video is becoming an important bridge between discovery, evaluation and purchase. **A large and growing base of consumers is engaging with Video Finds**, Meesho's short-form content surface, to discover and evaluate products through video.

Over the last 12 months, Video Finds recorded **nearly 4,800 crore content views and around 9,000 crore minutes of watch time**, reflecting the scale at which consumers are engaging with short-form shopping content. By integrating product discovery more closely with the shopping journey, Video Finds allows consumers to move from seeing a product demonstrated to exploring and purchasing it on Meesho.

While women's fashion remains the largest category for creator-led shopping, discovery is expanding across a much wider range of products. Content can play different roles across categories, from helping consumers see how fashion looks or fits, to demonstrating how an electronic accessory works or giving greater context around personal care and home products.

As content, community and commerce become increasingly interconnected, Meesho's Content Commerce ecosystem is bringing together three sides of digital commerce: **helping consumers discover products with greater context, enabling creators to build income opportunities, and giving sellers new ways to generate demand**. With Bharat driving both creator participation and consumer adoption, creator-led discovery is becoming an increasingly important part of how India shops online.

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



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.