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An Analytical Study Of Meesho's Financial Performance And Strategic Position In India's Social Commerce Sector

AUTHOR-

Name: Aditya Agrawal

Roll Number: A7004622002

College Name: [AMITY UNIVERSITY]

CO AUTHOR

PROF. ALPANA SRIVASTAVA

Abstract

This paper explores the dynamic evolution of Meesho, India's premiere social commerce platform, through a financial lens. By evaluating its earnings resources, expenditure styles, and danger publicity, the take a look at affords a comprehensive understanding of the corporation's strengths and weaknesses. The evaluation spans from FY20 to FY22, highlighting strategic shifts, specifically in competing against marketplace giants like Amazon and Flipkart. The paper concludes with insights into Meesho's route to sustainability and profitability.

Keywords: Meesho, social commerce, economic analysis, e-trade in India, profitability, startup investment, enterprise approach

Introduction

The Indian e-commerce industry has witnessed transformative growth, with virtual adoption rising appreciably in Tier II and Tier III cities. Meesho has been a disruptive pressure on this transition, offering a decentralized marketplace for small marketers and man or woman sellers. Established in 2015, Meesho's version leveraged social media channels to gasoline reselling, developing a new wave of social commerce. This studies delves into Meesho's operational and monetary structure to assess its sustainability and marketplace role.

Methodology

The methodology for this look at includes qualitative and quantitative analysis of Meesho's monetary reviews and industry statistics. Sources consist of annual reports, secondary research from economic journals, and verified media articles. Financial ratio evaluation, fashion analysis, and comparative benchmarking are employed to understand Meesho's liquidity, profitability, and solvency. Moreover, hazard mapping strategies are used to evaluate capacity threats and strategic vulnerabilities.

Financial Overview & Analysis

Revenue increase has been widespread. Meesho recorded Rs 307 Cr in FY20, which grew to Rs 793 Cr in FY21 and jumped to Rs 3,359 Cr in FY22—a nearly 4X boom in just two years. However, this got here at the cost of rising prices. Operational costs rose to Rs 6,607 Cr in FY22. Advertising and logistics took the biggest toll, indicating Meesho's competitive market seize strategy. EBITDA margins have remained bad, underscoring the demanding situations of sustainable increase. Net losses rose to Rs three,248 Cr in FY22, pointing to an pressing need for performance and monetization.

Discussion

The findings propose that Meesho's enlargement method is targeted on deep marketplace penetration and speedy scaling, rather than profitability. Its pivot from a natural reseller version to a B2C e-commerce platform mirrors enterprise tendencies however brings better fulfillment fees. Meesho's average order cost (AOV) remains low because of its rural-focused purchaser base. Competitive pressure from well-funded opponents means Meesho ought to gain scale successfully. Product diversification and AI-pushed deliver chain optimizations should provide future pathways to development.

Strategic Risks and Competitive Landscape

Meesho faces strategic dangers from several fronts. Major players like Flipkart and Amazon are countering Meesho's influence with structures like Shopsy. Market saturation and a shifting regulatory surroundings similarly complicate operations. Moreover, Meesho's 0-commission approach, even as user-pleasant, demanding situations sales generation. Competitive benchmarking shows Meesho ought to shift from growth at all prices to a balanced approach centered on profit, consumer retention, and value-added services.

Conclusion and Future Outlook

Meesho's journey illustrates the promise and peril of the startup boom model. With robust investor backing and a growing person base, it's far properly-placed to capitalize on India's digital retail boom. However, with out cost subject and a clean direction to profitability, lengthy-term sustainability is at risk. Meesho need to now prioritize price introduction over valuation, refining its enterprise model and embracing operational excellence. The paper indicates that fulfillment will rely upon balancing growth with sound monetary strategies and stakeholder alignment.