

# **MEESHO LIMITED**



Our Company was originally incorporated as "FashNear Technologies Private Limited" at Bengaluru, Karnataka as a private limited company under the Companies Act, 2013, pursuant to a certificate of incorporation dated August 13, 2015 issued by the Registrar of Companies, Karnataka at Bengaluru ("RoC"). Thereafter, pursuant to a resolution passed by our Board dated April 22, 2025 and special resolution passed by our Shareholders dated April 23, 2025, the name of our Company was changed to "Meesho Private Limited" and our Company to the Registrar of Companies, Central Processing Centre. Upon the conversion of our Company into a public limited company, pursuant to a resolution passed by our shareholders dated June 5, 2025, the name of our Company was changed to "Meesho Limited", and a fresh certificate of incorporation consequent upon conversion to public company dated June 10, 2025 was issued by the Registrar of Companies, Central Processing Centre. For details in relation to the changes in the registered office of our Company, see "History and Certain Corporate Matters - Changes in the registered office of our Company" on page 374 of the Prospectus dated December 5, 2025 ("Prospectus") filed with the RoC

Corporate Identity Number: U74900KA2015PLC082263

Registered and Corporate Office: 3rd Floor, Wing-E, Helios Business Park, Kadubeesanahalli Village, Varthur Hobli, Outer Ring Road, Bengaluru - 560 103, Karnataka, India Contact Person: Rahul Bhardwaj, Company Secretary and Compliance Officer; Tel: +91 91080 21923; E-mail: cs@meesho.com; Website: www.meesho.com

### PROMOTERS OF OUR COMPANY: VIDIT AATREY AND SANJEEV KUMAR

Our Company has filed the Prospectus with the RoC, SEBI and the Stock Exchanges and the Equity Shares (as defined below) are proposed to be listed on the main board platform of the Stock Exchanges and the trading will commence on Wednesday, December 10, 2025.

## **BASIS OF ALLOTMENT**

INITIAL PUBLIC OFFERING OF 488,396,721 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH ("EQUITY SHARES") OF MEESHO LIMITED ("COMPANY") FOR CASH AT A PRICE OF ₹ 111 PER EQUITY SHARE (INCLUDING A SECURITIES PREMIUM OF ₹ 110 PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING TO ₹54,212.04 MILLION ("OFFER"). THE OFFER COMPRISES A FRESH ISSUE OF 382,882,882 EQUITY SHARES OF FACE VALUE OF ₹ 1 BY OUR COMPANY AGGREGATING TO ₹ 42,500 MILLION ("FRESH ISSUE") AND AN OFFER FOR SALE OF 105,513,839 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 11,712.04 MILLION, COMPRISING 16,000,000 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 1,776.00 MILLION BY VIDIT AATREY, 16,000,000 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 1,776.00 MILLION BY SANJEEV KUMAR (TOGETHER THE "PROMOTER SELLING SHAREHOLDERS"), 24,445,349 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 2,713.43 MILLION BY ELEVATION CAPITAL V LIMITED, 17,380,873 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 1,929.28 MILLION BY PEAK XV PARTNERS INVESTMENTS V, 1,247,351 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 138.46 MILLION BY GEMINI INVESTMENTS, L.P., 7,961,640 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 883.74 MILLION BY GOLDEN SUMMIT LIMITED, 7,195,453 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 798.70 MILLION BY Y COMBINATOR CONTINUITY HOLDINGS I, LLC, 8,636,727 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 958.68 MILLION BY VENTURE HIGHWAY SERIES 1, A SERIES OF VENTURE HIGHWAY SPVS LLC, 516,690 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 57.35 MILLION BY CRIMSN HOLDINGS, LLC, 765,360\* EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 84.95 MILLION BY TITAN PATRIOT FUND LTD, 1,591,044 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 176.61 MILLION BY SARIN FAMILY INDIA LLC (TOGETHER THE "CORPORATE SELLING SHAREHOLDERS"), 472,212 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 52.42 MILLION BY RAJUL GARG, 3,301,140 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AGGREGATING TO ₹ 366.43 MILLION BY MAN HAY TAM (TOGETHER THE "INDIVIDUAL SELLING SHAREHOLDERS", AND COLLECTIVELY WITH THE PROMOTER SELLING SHAREHOLDERS AND THE CORPORATE SELLING SHAREHOLDERS, THE "SELLING SHAREHOLDERS" AND SUCH EQUITY SHARES, THE "OFFERED SHARES").

> ANCHOR INVESTOR OFFER PRICE: ₹111 PER EQUITY SHARE OF FACE VALUE OF ₹1 EACH. OFFER PRICE: ₹111 PER EQUITY SHARE OF FACE VALUE OF ₹1 EACH. THE OFFER PRICE IS 111 TIMES THE FACE VALUE OF THE EQUITY SHARES.

### **RISK TO INVESTORS**

(For details, refer to section titled "Risk Factors" on page 89 of the Prospectus)

Risk relating to profitability and negative cash flows from operating activities: We have incurred losses since our inception in 2015. If we are unable to generate adequate revenue and manage our cash flows and expenses, we may continue to

(₹ in million, unless otherwise indicated)

Particulars	Six months   Septen	period ended ober 30	Fiscal		
	2025	2024	2025	2024	2023
Restated loss for the period/year	(7,007.18)	(25,128.91)	(39,417.05)	(3,276.41)	(16,719.02)
Net cash flows (used in)/ from operating activities	(8,506.36)	1,355.33	5,393.70	2,202.00	(23,081.91)

Dependency on Employees and risk of attrition: Our success depends on the continued contributions of our Promoters, Key Managerial Personnel, Senior Management team and other qualified and skilled employees. We operate in a highly competitive environment for skilled talent, particularly in technology roles. The following table sets forth our employee benefits expenses and employee attrition rate for the periods/years indicated:

Particulars	Six months period ended September 30		Fiscal			
	2025	2024	2025	2024	2023	
Total number of full time employees (#)(1)	2,082	1,540	1,656	1,326	1,710	
Employee attrition rate <sup>(2)</sup> (%)	14.98%*	19.75%*	33.94%	52.04%	53.45%	
Attrition rate in Machine Learning and AI teams (%)	11.26%*	8.48%*	12.27%	30.30%	16.67%	
Attrition rate in Technology team (%)	11.97%*	15.48%*	30.39% 48.73% 37.05%			

# \*Not annualised

- (1) The total number of full-time employees provided in this table is the total number of full time employees as on the last day of the respective
- Employee attrition rate is calculated as the total number of full time employee exits during a given period, divided by the average number of full time employees as on beginning and end of the period.
- Risk relating to Cash on Delivery ("CoD"): A significant portion of orders on our platform are fulfilled through the CoD payment method, primarily because a large portion of our consumer base are value-conscious, including first-time e-commerce users from Tier 2+ cities. CoD orders expose us to the risk of lower successful deliveries where consumers may refuse to accept the delivery of the product, leading to increased logistics costs, and operational inefficiencies. The following table provides certain metrics related to payments for the periods/years indicated

Particulars	Six months period ended September 30		Fiscal			
	2025	2024	2025	2024	2023	
CoD orders as % of Shipped Orders <sup>(1)</sup>	72.00%	78.51%	76.95%	85.39%	88.71%	
CoD orders success rate <sup>(2)</sup>	75.85%	78.05%	77.70%	78.60%	76.57%	
Prepaid orders success rate <sup>(3)</sup>	96.39%	97.39%	97.28%	97.85%	96.76%	

Notes: (1) Refers to the percentage of total Shipped Orders on our marketplace with CoD as the payment method. (2) Represents the count of CoD Shipped Orders that were successfully delivered to the consumer on our marketplace, regardless of whether the product was subsequently returned divided by total CoD Shipped Orders. (3) Represents the count of prepaid orders that were successfully delivered to the consumer on our marketplace, regardless of whether the product was subsequently returned, divided by total Prepaid Shipped Orders.

- Risks related to third party logistics partners: Orders placed on Meesho are fulfilled either through (i) Valmo, our proprietary and unique technology platform which orchestrates a multi stage logistics network across multiple partners, or (ii) end-to-end logistics partners. The ability of our logistics partners to efficiently fulfil orders affects the overall seller and consumer experience. We do not have exclusive arrangements with our logistics partners. Any inability to onboard a sufficient number of logistics providers and delivery partners or retain them during peak periods or in key geographies may lead to capacity shortfalls, resulting in delays or unfulfilled orders. Further, as we do not directly control the day to day on ground operations of our logistics partners, our ability to ensure consistent service quality is limited.
- Disruption to our Technology Infrastructure or System Availability Risk: The satisfactory performance, reliability and availability of our technology infrastructure are critical to our operations and our ability to consistently deliver services. From time to time, we have experienced technological issues and system downtimes that temporarily affect the functioning of our platform, including users' ability to place orders. Any system interruptions or degradation could adversely impact consumer experience, reduce transaction volumes, and affect our business performance. Failure to address capacity constraints or maintain system reliability could have an adverse impact on our business, reputation, cash flows and results of operations.
- Brand and reputation risk: Any harm to our brand "Meesho" and "Valmo" could adversely affect operations. Factors include product quality, fulfilment reliability, consumer service, and external allegations or impersonation incidents. Negative publicity may require increased marketing spend and could impair our ability to attract and retain stakeholders, erode consumer trust and impact growth and financial performance.
- Our Company has historically relied on internal accruals and equity funding from Meesho Inc., our predecessor holding company, to finance marketing expenses and expenditure towards salaries of existing and replacement hires for the Machine Learning and AI and technology teams undertaking AI and technology development. We propose to utilise upto ₹10,200 million of the Net Proceeds towards investment in Meesho Technologies Private Limited, our Subsidiary ("MTPL"), for expenditure towards marketing and brand initiatives in Fiscal 2027 and Fiscal 2028 and invest upto ₹4,800 million of Net Proceeds in our Subsidiary, MTPL towards AI and technology development which primarily comprise salaries (wages and bonus expenditure) in respect of the Machine Learning and AI and technology teams. Any additional funding requirements or shortfall in meeting the aforementioned expenses may be addressed through internal accruals or, as necessary, by evaluating various fund-raising options from time to
- Consumer acquisition and retention risk: Our success depends on our ability to attract and retain consumers on our platform. The trend of increasing consumer base may not continue and may decline due to various factors like negative experiences, product quality issues, return process, refund challenges, competitive pricing. The following table highlights certain metrics relating to our consumers for the periods/years indicated:

		Fiscal		
2025	2024	2025	2024	2023
234.20(3)	175.09 <sup>(3)</sup>	198.77	155.64	136.40
1,261.14	824.59	1,834.40	1,341.94	1024.34
	(unless note 2025 234.20 <sup>(3)</sup>	234.20 <sup>(3)</sup> 175.09 <sup>(3)</sup>	(unless noted otherwise)   2025 2024 2025   234.20(3) 175.09(3) 198.77	(unless noted otherwise)   2025 2024 2025 2024   234.20(3) 175.09(3) 198.77 155.64

- (f) Refers to the count of unique consumers who successfully placed at least one order on Meesho in the last twelve months.
- Refers to the total number of unique products purchased per transaction, aggregated for all such transactions on our marketplace in a given period.
- <sup>(3)</sup> Presented for the last twelve months ended September 30, 2025 and September 30, 2024, as applicable

Seller acquisition and retention risk: Our ability to retain and expand our seller base is critical to maintaining and enhancing product assortment on our platform, increasing competition to reduce cost of products and driving overall platform growth. Our seller base may decline for various reasons, including our inability to effectively execute seller related strategies, inability to continue to provide a low cost platform for sellers, sellers' inability to engage effectively with consumers due to technical issues, increased competition from other platforms and retail stores etc. The following table sets out certain metrics related to our sellers for the periods/years indicated.

Particulars		nonths period etember 30,	Fiscal			
	2025	2024	2025	2024	2023	
Annual Transacting Sellers <sup>(1)</sup>	706,471	440,824	513,757	423,749	449,966	
Placed Orders per Annual Transacting Seller(2)	3,214.50	3,511.83	3,570.56	3,166.83	2,276.48	
Notos:						

- (1) Refers to the count of unique sellers who successfully received at least one order on Meesho in the last twelve months.
- (2) Placed Orders per Annual Transacting Seller is calculated as Placed Orders in the last twelve months divided by Annual Transacting Sellers.
- Competition Risk: Our platform competes with online and offline businesses, including large marketplaces, category-specific platforms, retailers, and emerging models such as social and quick commerce platforms. Competitors may have significant advantages such as stronger brand recognition, established offline presence and may offer lower prices or platform fees, higher seller incentives, and run aggressive promotional campaigns.
- Support Service Risk: Our support services may be disrupted due to delays or outages, internet or telephone connectivity issues, technology malfunctions, human or software errors or capacity constraints. Additionally, any unprofessional and unlawful conduct while interacting with stakeholders could harm our brand and reputation.
- Contingent Liability Risk: The following table sets forth the principal components of our contingent liabilities:

(in ₹ million)

Particulars	As of September 30, 2025
Claims against the Group not acknowledged as debts:	
GST dispute	142.91
Landowner dispute	72.00
Income tax dispute	5,720.69

- Platform Misuse Risk: Failure to effectively address misuse of our platform or illegal activity by stakeholders, third-party service providers, or employees could harm our business and reputation and expose us to liability. Misconduct, policy abuse, or deceptive practices may lead to financial losses, regulatory scrutiny, and reputational harm.
- Cybersecurity and Data Breach risk: Our systems are vulnerable to cybersecurity threats and breaches like social engineering attacks, distributed denial-of-service attacks, credential stuffing, ransomware, malware, phishing, employee error or malfeasance, and other forms of cyber intrusions. Any actual or perceived compromise of certain personal, transactional, financial data provided by our consumers, sellers, logistics partners on our or third party systems whether due to unauthorized access, accidental disclosure, data loss, or malicious attack could result in reputational harm or loss of stakeholder trust.
- The Offer also consists of an offer for sale up to 105,513,839 Equity Shares (approximately 21.60% of the Total Offer Size at upper end of the Price Band), the proceeds of which will not be available to the Company.
- Since Company has incurred loss in Fiscal 2025 based on Restated Consolidated Financial Information, the basic and diluted EPS is negative, and hence, the Price to Earnings ratio is Not Ascertainable, however the Average Industry Peer Group P/E ratio is 399.28 times for Fiscal 2025.
- Weighted Average Return on Net Worth for Financial Year ended 2025, 2024 and 2023 is (141.86)% and return on net worth for the six months period ended September 30, 2025 is (72.32)% (not annualised)
- The average cost of acquisition of Equity Shares for Selling Shareholders ranges from ₹ 0.02 per Equity Share to ₹ 92.43 per Equity Share and the Offer Price at upper end of the Price Band is ₹ 111 per Equity Share
- Weighted Average Cost of Acquisition for all Equity Shares transacted by the Promoters, members of the Promoter Group, Selling Shareholders and Shareholders holding rights to nominate directors or any other special rights in 1 year, 18 months and 3 years immediately preceding the date of the Prospectus is as follows:

•	71		
Period	Weighted average cost of acquisition (in ₹) <sup>(1)*</sup>	Cap Price is 'x' times the weighted average cost of acquisition <sup>(1)</sup>	Range of acquisition price: lowest price – highest price (in ₹)(¹)^^
Last one year preceding the date of the Prospectus	27.06	4.10	Negligible** - 101.81
Last 18 months preceding the date of the Prospectus	27.06	4.10	Negligible** - 101.81
Last three years preceding the date of the Prospectus	27.06	4.10	Negligible** - 101.81

- As certified by B.B. & Associates, Chartered Accountants, by way of their certificate dated December 5, 2025, (UDIN: 25511341BMIVEX5627) Adjusted for bonus issue of Equity Shares of face value of ₹1 each in the ratio of 47.2509 Equity Share for every Equity Share of face value of ₹1 each held undertaken pursuant to resolution dated May 31, 2025 passed by our Board, and resolution dated May 31, 2025 passed by
- the Shareholders. Since less than ₹ 0.01.
- Computed based on the allotment/ acquisition of Equity Shares excluding Equity Shares acquired pursuant to the bonus issue and gift of

Note: The price originally paid for acquiring shares in Meesho Inc. has been considered while arriving at the acquisition price of the shares allotted by the Company pursuant to the Scheme, converted from USD to INR using the foreign exchange rate on the date of each such original acquisition.

The 5 BRLMs associated with the issue have handled 87 public issues in the past three years out of which 17 issues closed below the issue price on listing date:

Book Running Lead Managers	Total issues	Issues that closed below IPO price as on listing date
Kotak Mahindra Capital Company Limited*	9	4
J.P. Morgan India Private Limited*	2	1
Morgan Stanley India Company Private Limited*	1	0
Axis Capital Limited*	30	6
Citigroup Global Markets India Private Limited*	2	1
Common issues	43	5
Total	87	17

\*Issues handled where there were no common BRLMs

### **BID/OFFER PERIOD:**

# ANCHOR INVESTOR BIDDING DATE OPENED AND CLOSED ON: DECEMBER 2, 2025 **BID/OFFER OPENED ON: DECEMBER 3, 2025 BID/ OFFER CLOSED ON: DECEMBER 5, 2025**

The Offer was made in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations. The Offer was made through the Book Building Process in accordance with Regulation 6(2) of the SEBI ICDR Regulations wherein in terms of Regulation 32(2) of the SEBI ICDR Regulations, not less than 75% of the Offer was made available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", and such portion, the "QIB Portion") provided that our Company in consultation with the BRLMs, allocated 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which at least onethird was made available for allocation to domestic Mutual Funds. Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis only to Mutual Funds and the remainder of the Net QIB Portion was made available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors) including Mutual Funds. Further, not more than 15% of the Offer was made available for allocation to Non-Institutional Investors ("Non-Institutional Portion") wherein (a) one-third of such portion was reserved for applicants with application size of more than ₹200,000 and up to ₹1,000,000; and (b) two-third of such portion was reserved for applicants with application size of more than ₹1,000,000 and not more than 10% of the Offer was made available for allocation to Retail Individual Investors in accordance with the SEBI ICDR Regulations. All potential Bidders (except Anchor Investors) were required to mandatorily participate in this Offer through the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective bank accounts (including UPI ID for UPI Bidders) in which the Bid Amount were blocked by the SCSBs or the Sponsor Banks, as applicable, to participate in the Offer. Anchor Investors were not permitted to participate in the Anchor Investor Portion of the Offer through the ASBA process. See "Offer Procedure" beginning on page 607

The bidding for Anchor Investors opened and closed on December 2, 2025. The company received 125 Anchor Investor Application Forms from 86 Anchor Investors (including 14 domestic mutual funds through 52 Mutual Fund scheme) for 227,456,910 Equity Shares. The Anchor investor price was finalized at ₹ 111 per Equity Share. A total of 219,778,524 Equity Shares were allocated under the Anchor Investor Portion aggregating

The Offer received 6,298,454 applications for 22,200,601,095 Equity Shares (prior to rejections) resulting in 45.46 subscription. The details of the applications received in the Offer from various categories are as under: (before rejections):

SI. No.	Category	No. of Applications received	No. of Equity Shares applied	No. of Equity Shares reserved as per Prospectus	No. of times Subscribed	Amount (₹)
Α	Retail Individual Investors	5,670,922	976,015,035	48,839,672	19.98	108,296,005,455
В	Non-Institutional Investors - More than ₹0.20 million up to ₹1.00 million	401,854	797,244,795	24,419,836	32.65	88,404,195,285
С	Non-Institutional Investors - Above ₹1.00 million	225,048	2,124,290,205	48,839,672	43.50	235,793,526,390
D	Qualified Institutional Bidders (excluding Anchors Investors)	505	18,075,594,150	146,519,017	123.37	2,006,390,950,650
Е	Anchor Investors	125	227,456,910	219,778,524	1.03	25,247,717,010
	Total	6,298,454	22,200,601,095	488,396,721	45.46	2,464,132,394,790

A summary of the final demand as per BSE and NSE as on the Bid/Offer Closing Date and as at different Bid prices is as under:

Sr. No.	Bid Price (₹)	No. of Equity Shares	% to Total	Cumulative Total	Cumulative % of Total
1	105	3,980,880	0.02	3,980,880	0.02
2	106	616,815	0.00	4,597,695	0.02
3	107	640,035	0.00	5,237,730	0.02
4	108	1,302,210	0.01	6,539,940	0.03
5	109	2,290,680	0.01	8,830,620	0.04
6	110	3,278,745	0.01	12,109,365	0.05
7	111	21,230,669,295	95.69	21,242,778,660	95.74
	CUTOFF	944,579,475	4.26	22,187,358,135	100.00
		22,187,358,135	100.00		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being NSE on December 08, 2025

### A. Allotment to Retail Individual Investors (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Retail Individual Investors, who have bid at the Cut-Off Price or at the Offer Price of ₹ 111 per Equity Share, was finalized in consultation with NSE. This category has been subscribed to the extent of 19.12 times. The total number of Equity Shares Allotted in Retail Portion is 48,839,672 Equity Shares to 361,775 successful Retail Individual Investors. The category-wise details of the Basis of Allotment

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
1	135	4,893,338	90.42	660,600,630	70.76	135	551: 8242	44,162,955
2	270	272,180	5.03	73,488,600	7.87	135	24: 359	2,456,460
3	405	85,376	1.58	34,577,280	3.70	135	24: 359	770,580
4	540	37,629	0.70	20,319,660	2.18	135	24: 359	339,525
5	675	30,696	0.57	20,719,800	2.22	135	24: 359	277,020
6	810	14,485	0.27	11,732,850	1.26	135	24: 359	130,680
7	945	15,073	0.28	14,243,985	1.53	135	24: 359	136,080
8	1080	5,950	0.11	6,426,000	0.69	135	24: 359	53,730
9	1215	3,270	0.06	3,973,050	0.43	135	24: 359	29,565
10	1350	13,571	0.25	18,320,850	1.96	135	24: 359	122,445
11	1485	2,109	0.04	3,131,865	0.34	135	24: 359	19,035
12	1620	2,412	0.04	3,907,440	0.42	135	24: 359	21,735
13	1755	35,433	0.65	62,184,915	6.66	135	24: 359	319,815
14	270 to1755	-	0.00	-	0.00	1	47: 34642	47
	TOTAL	5,411,522	100.00	933,626,925	100.00			48,839,672

Note:1 additional Share has been allocated to 47 Allottees from amongst 34,642 Successful Allottees from categories 270-1755 (i.e.excluding successful applicants from Category 135) in the ratio of 47:34642

# B. Allotment to Non-Institutional Investors (More than ₹0.20 million Up to ₹1.00 million) (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Investors (more than ₹0.20 million Up to ₹1.00 million), who have bid at the Offer Price of ₹ 111 per Equity Share, was finalized in consultation with NSE. This category has been subscribed to the extent of 31.68 times. The total number of Equity Shares allotted in this category is 24,419,836 Equity Shares to 12,920 successful applicants. The category-wise details of the Basis of

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
1	1,890	366,869	94.04	693,382,410	89.62	1,890	159 : 4801	22,963,500
2	2,025	6,239	1.60	12,633,975	1.63	1,890	207 : 6239	391,230
3	2,160	1,486	0.38	3,209,760	0.41	1,890	49 : 1486	92,610
4	2,295	1,068	0.27	2,451,060	0.32	1,890	35 : 1068	66,150
5	2,430	724	0.19	1,759,320	0.23	1,890	24 : 724	45,360
6	2,565	421	0.11	1,079,865	0.14	1,890	14 : 421	26,460
7	2,700	2,103	0.54	5,678,100	0.73	1,890	70 : 2103	132,300
8	2,835	530	0.14	1,502,550	0.19	1,890	18 : 530	34,020
9	2,970	208	0.05	617,760	0.08	1,890	7 : 208	13,230
10	3,105	213	0.05	661,365	0.09	1,890	7 : 213	13,230
11	3,240	161	0.04	521,640	0.07	1,890	5 : 161	9,450
12	3,375	297	0.08	1,002,375	0.13	1,890	10 : 297	18,900
13	3,510	219	0.06	768,690	0.10	1,890	7 : 219	13,230
14	3,645	440	0.11	1,603,800	0.21	1,890	15 : 440	28,350
15	3,780	979	0.25	3,700,620	0.48	1,890	32 : 979	60,480
16	3,915	106	0.03	414,990	0.05	1,890	3 : 106	5,670
17	4,050	626	0.16	2,535,300	0.33	1,890	21 : 626	39,690
18	4,185	76	0.02	318,060	0.04	1,890	2:76	3,780
19	4,320	137	0.04	591,840	0.08	1,890	4 : 137	7,560
20	4,455	4,287	1.10	19,098,585	2.47	1,890	142 : 4287	268,380
21	4,590	372	0.10	1,707,480	0.22	1,890	12 : 372	22,680
22	4,725	140	0.04	661,500	0.09	1,890	5 : 140	9,450
23	4,860	63	0.02	306,180	0.04	1,890	2:63	3,780
24	4,995	66	0.02	329,670	0.04	1,890	2:66	3,780
25	5,130	39	0.01	200,070	0.03	1,890	1:39	1,890
26	5,265	26	0.01	136,890	0.02	1,890	1 : 26	1,890
27	5,400	269	0.07	1,452,600	0.19	1,890	9 : 269	17,010
28	5,535	54	0.01	298,890	0.04	1,890	2:54	3,780
29	5,670	155	0.04	878,850	0.11	1,890	5 : 155	9,450
30	5,805	18	0.00	104,490	0.01	1,890	1 : 18	1,890
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83,160

0.01

1,890

0:14

5,940

31

14

0.00

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
32	6,075	55	0.01	334,125	0.04	1,890	2:55	3,780
33	6,210	34	0.01	211,140	0.03	1,890	1:34	1,890
34	6,345	49	0.01	310,905	0.04	1,890	2:49	3,780
35	6,480	21	0.01	136,080	0.02	1,890	1:21	1,890
36	6,615	20	0.01	132,300	0.02	1,890	1:20	1,890
37	6,750	164	0.04	1,107,000	0.14	1,890	5 : 164	9,450
38	6,885	19	0.00	130,815	0.02	1,890	1 : 19	1,890
39	7,020	19	0.00	133,380	0.02	1,890	1 : 19	1,890
40	7,155	36	0.01	257,580	0.03	1,890	1:36	1,890
41	7,290	42	0.01	306,180	0.04	1,890	1 : 42	1,890
42	7,425	19	0.00	141,075	0.02	1,890	1 : 19	1,890
43	7,560	70	0.02	529,200	0.07	1,890	2:70	3,780
44	7,695	16	0.00	123,120	0.02	1,890	0:16	0
45	7,830	6	0.00	46,980	0.01	1,890	0:6	0
46	7,965	8	0.00	63,720	0.01	1,890	0:8	0
47	8,100	125	0.03	1,012,500	0.13	1,890	4 : 125	7,560
48	8,235	20	0.01	164,700	0.02	1,890	1:20	1,890
49	8,370	9	0.00	75,330	0.01	1,890	0:9	0
50	8,505	23	0.01	195,615	0.03	1,890	1:23	1,890
51	8,640	18	0.00	155,520	0.02	1,890	1 : 18	1,890
52	8,775	47	0.01	412,425	0.05	1,890	2:47	3,780
53	8,910	902	0.23	8,036,820	1.04	1,890	15 : 451	56,700
54	2,025 to 8,910	-	0.00	-	0.00	1	1:1	770
55	2,025 to 8,910	-	0.00	-	0.00	1	133 : 385	266
	TOTAL	390,127	100.00	773,708,355	100.00			24,419,836

Note: 1 additional Share shall be allocated to all 770 Successful Allottees from the categories 2,025 to 8,910 (i.e. excluding successful applicants from Category 1890) in the ratio of 1:1

Note: 1 additional Share shall be allocated to 266 Allottees among all 770 Successful Allottees from categories 2,025 to 8,910 (i.e.excluding successful applicants from Category1890) in the ratio of 133: 385

### C. Allotment to Non-Institutional Investors (more than ₹1.00 million) (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Investors (more than ₹1.00 million), who have bid at the Offer Price of ₹ 111 per Equity Share, was finalized in consultation with NSE. This category has been subscribed to the extent of 43.09 times. The total number of Equity Shares allotted in this category is 48,839,672 Equity Shares to 25,841 successful applicants. The category-wise details of the Basis of Allotment are as under

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
1	9,045	213,907	95.94	1,934,788,815	91.93	1,890	121 : 1044	46,856,880
2	9,180	2,919	1.31	26,796,420	1.27	1,890	338 : 2919	638,820
3	9,315	696	0.31	6,483,240	0.31	1,890	81 : 696	153,090
4	9,450	1,318	0.59	12,455,100	0.59	1,890	153 : 1318	289,170
5	9,585	322	0.14	3,086,370	0.15	1,890	37 : 322	69,930
6	55,350	2	0.00	110,700	0.01	1,890	0:2	0
7	56,700	1	0.00	56,700	0.00	1,890	0:1	0
8	126,225	1	0.00	126,225	0.01	1,890	0:1	0
9	135,000	10	0.00	1,350,000	0.06	1,890	1 : 10	1,890
10	135,270	1	0.00	135,270	0.01	1,890	0:1	0
11	8,558,595	1	0.00	8,558,595	0.41	1,890	0:1	0
12	11,000,000	1	0.00	11,224,440	0.53	1,890	0:1	0
13	Non Allottees	-	0.00	-	0.00	1,890	28 : 315	52,920
14	All Allottees	-	0.00	-	0.00	1	182 : 25841	182
	TOTAL	222,961	100.00	2,104,681,185	100.00			48,839,672

Please Note: 1 (One) lot of 1,890 shares have been allocated to all the 315 Non Allottees Applicants in Categories with ZERO/NO Allotment in the ratio of 28: 315

Please Note: 1 additional Share shall be allocated to 182 Allottees from amongst 25,841 Successful Applicants from all the categories in the

# D. Allotment to QIB portion (After Rejections)

Allotment to QIBs, who have Bid at the Offer Price of ₹ 111 per Equity Share or above, has been done on a proportionate basis in consultation with NSE. This category has been subscribed to the extent of 123.33 times of QIB Portion. As per the SEBI ICDR Regulations, Mutual Funds were allotted 5% of the Equity Shares of QIB Portion available i.e., 7,325,951 Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity Shares i.e., 139,193,066 Equity Shares on a proportionate basis. The total number of Equity Shares allotted in the QIB Portion is 146,519,017 Equity Shares which were allotted to 503 successful QIB Investors. The category-wise details of the Basis

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С	ategory	FI'S/BANK'S	MF'S	IC'S	NBFC'S	AIF	FPC/FII	Others	TOTAL			
O	IR	42 460 583	19 980 417	3 089 355	_	_	62 585 315	18 403 347	146 519 017			

The Company, in consultation with the BRLMs, have allocated 219,778,524 Equity Shares to 86 Anchor Investors through 125 Applications (including 14 domestic mutual funds through 52 Mutual Fund scheme) at the Anchor Investor Offer Price of ₹ 111 per Equity Share in accordance with the SEBI ICDR Regulations. This represents 60% of the QIB Portion

With the GEBT IODITY regulations. This represents 60% of the QIBT of tion.									
Category	FI'S/BANK'S	MF'S	IC'S	NBFC'S	AIF	FPC/FII	OTHERS	TOTAL	
ANCHOR	-	93,692,295	6,306,525	1,801,845	-	117,076,869	900,990	219,778,524	

The Board of Directors of the Company on December 8, 2025 has taken on record the Basis of Allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful Bidders. The Allotment Advice-cum-Intimations and/or notices have been dispatched to the address of the investors as registered with the depositories. Further, the instructions to the Self Certified Syndicate Banks for unblocking of funds, transfer to Public Offer Account have been issued on December 8, 2025 and payment to non-Syndicate brokers have been issued on December 9, 2025. In case the same is not received within ten days, investors may contact the Registrar to the Offer at the address given below. The Equity Shares Allotted to the successful Allottees have been uploaded on December 9, 2025 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company has filed the Listing application with BSE and NSE on December 9, 2025. The Company has received listing and trading approval

from BSE and NSE and the trading will commence on December 10, 2025. Note: All capitalized terms used and not specifically defined herein shall have the same meaning as ascribed to them in the Prospectus

# INVESTORS PLEASE NOTE

The details of the allotment made will be hosted on the website of the Registrar to the Offer, KFin Technologies Limited at www.kfintech.com All future correspondence in this regard may kindly be addressed to the Registrar to the Offer quoting full name of the First/sole Bidder, Bid cum Application Form number, Bidder DP ID, Client ID, PAN, date of submission of Bid-cum-Application Form, address of the Bidder, number of Equity Shares applied for, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and a copy of the Acknowledgment Slip received from the Designated Intermediary at the address given below:



KFin Technologies Limited

301, The Centrium, 3rd Floor, 57. Lal Bahadur Shastri Road.

Nav Pada, Kurla West, Mumbai - 400 070, Maharashtra, India Tel: + 91 40 6716 2222 / 1800 309 4001

E-mail: meesho.ipo@kfintech.com Investor Grievance E-mail: einward.ris@kfintech.com

Website: www.kfintech.com

Contact Person: M. Murali Krishna

SEBI Registration No.: INR000000221

For **MEESHO LIMITED** On behalf of the Board of Directors Rahul Bhardwaj

Company Secretary and Compliance Officer

Place: Bengaluru, Karnataka Date: December 9, 2025

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES

ON LISTING OR THE BUSINESS PROSPECTS OF MEESHO LIMITED

MEESHO LIMITED filed the Prospectus with RoC. The Prospectus is available on the website of SEBI at www.sebi.gov.in, as well as on the websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.meesho.com; and on the websites of the BRLMs, i.e. Kotak Mahindra Capital Company Limited, J.P. Morgan India Private Limited, Morgan Stanley India Company Private Limited, Axis Capital Limited and Citigroup Global Markets India Private Limited at https://investmentbank.kotak  $com, www.ipmipl.com, \ https://www.morganstanley.com/, \ www.axiscapital.co.in \ and \ https://www.citigroup.com/global/about-us/global-presence/linearized-presence$ india/disclaimer, respectively. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see 'Risk Factors' beginning on page 89 of the Prospectus.

This announcement is not an offer of securities for sale in the United States or elsewhere. This announcement has been prepared for publication in India only and is not for publication or distribution, directly or indirectly, in or into the United States. The Equity Shares described in this announcement have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act") or any state securities laws in the United States, and unless so registered, may not be offered or sold within the United States, or to, or for the account or benefit of, U.S. Persons (as defined in Regulation S under the U.S. Securities Act, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. The Company has not registered and does not intend to register under the U.S. Investment Company Act of 1940 ("Investment Company Act"). Accordingly, the Equity Shares are being offered and sold (i) to persons in the United States or to, or for the account or benefit of, U.S. persons, in each case that are both "qualified institutional buyers" as defined in Rule 144A under the Securities Act and "qualified purchasers" as defined under the Investment Company Act in transactions exempt from or not subject to the registration requirements of the Securities Act and in reliance on Section 3(c) (7) of the Investment Company Act and (ii) outside the United States to non-U.S. persons in offshore transactions in reliance on Regulation S under the Securities Act and the applicable laws of the jurisdictions where such offers and sales are made. There will be no public offering in the United States.