

MEESHO LIMITED

(Formerly known as "Meesho Private Limited" and "Fashnear Technologies Private Limited")

CIN: U74900KA2015PLC082263

Registered Office: 3rd Floor, Wing-E, Helios Business Park, Kadubeesanahalli Village,
Vārthur Hobli, Outer Ring Road, Bengaluru, Karnataka 560103

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Dear Ma'am,

Meesho is an ecommerce marketplace that is committed to putting consumers first, and over the years we have built credibility and trust among both sellers and consumers for being a platform that is transparent in its charges, is seller agnostic, and responds efficiently to consumer queries and complaints that come to us.

To this end, in keeping with recent discussions with your ministry, we have also ensured that we are dark-pattern free. All 13 dark patterns identified by the consumer affairs ministry are absent on our platform and in addition to conducting regular self-checks, we were also named as the only ecommerce platform free of dark patterns by Local Circles, which carried out extensive surveys before publishing the same two weeks ago. (Report: <https://www.localcircles.com/a/press/page/dark-patterns-ecommerce-survey>).

We hope that we can continue to work with stakeholders like you to ensure we provide a valuable shopping experience to our consumers.

Thanking you,

Prachi Bhuchar

Head of Government Affairs and Public Policy, Meesho



JS (C)

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3.11.19

Dr. C. C. M.

R. S. Kumar

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4/11/25
S. (C. A.)
6/11/25

Aisha