

Fashnear Technologies Private Limited

CIN: U74900KA2015PTC082263

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



Response to Notice dated 23 October, 2024

To,
Sri RK Kain
Senior Director Head
(Certification, Surveillance and Monitoring Deptt),
Manak Bhavan, 9,
Bahadur Shah Zafar Marg,
New Delhi - 110002

Date: 14.11.2024

Dear Sir,

Ref: Notice dated 23 October, 2024 bearing reference number CSMD/4:2:1.

Sub: Response to notice dated 23 October, 2024 bearing reference number CSMD/4:2:1 received by us on 29 October, 2024.

We, Fashnear Technologies Private Limited (“**We/Company/Our/Meesho**”) acknowledge the receipt of the notice dated 23 October, 2024 bearing reference number CSMD/4:2:1 (hereinafter referred to as “**Notice**”) regarding sale of a domestic pressure cooker without the BIS standard mark on Our e-commerce platform pertaining to the seller **Peetam Singh, Zoom Kart, Khasra No 23.14, Burari, New Delhi, Delhi 110084** (herein referred to as “**Alleged Seller**”), selling product with description **Surya ISI Mark 3L Induction Bottom Pressure Cooker (Aluminum)** which was received by us on 29 October, 2024.

We believe that this is in furtherance to the ticket raised by your respected office bearing reference number 725257074228, on 02 September 2024 for which the Company had submitted its email response on 13 September, 2024 (as provided in **Annexure A**) and subsequently, delisted all pressure cooker listings of the Alleged Seller.

1. In light of the assertions made in the notice dated 23 October, 2024, we respectfully submit that Meesho is a marketplace e-commerce entity which provides a technological platform to brands/sellers and buyers to come on a common platform and carry out selling and buying of goods. Likewise in the matter at hand, the Company is merely an intermediary and facilitator of transactions and the Company is neither a seller or owner of the product and nor does the Company have custody over the product listed on the Meesho platform.
2. However, as an intermediary committed to fulfilling its duties and responsibilities and conducting the business in compliance with applicable law. Through Our listing form, We educate the sellers on the importance of providing accurate product information, including 'IS No.'. In furtherance of the above, Meesho has made 'IS No.' mandatory attribute for sellers on the Meesho platform, while listing new products. This means that sellers will be required to provide this information in the product description or product image at the time of listing their product.
3. Despite our rigorous efforts to maintain platform integrity, some sellers circumvent the listing process on

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the Company's platform by filling- in invalid/incorrect information for the mandatory attributes, while listing their products and thereby list non-compliant products which are also in violation of the Company's policies. We are working towards detecting and taking down such listings.

4. In furtherance of the Notice, We have now deactivated the Alleged Seller from Our platform (screenshot of the Seller page on the Meesho platform evidencing deactivation is annexed as **Annexure B**).

We respectfully request your good office to kindly take into consideration the actions taken and the submissions provided by Meesho with respect to the Notice. We remain available to assist your office further in this regard, as you may deem necessary.

Thanking you,

For Fashnear Technologies Private Limited,

Name: Lopamudra Rao

Title: General Counsel

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Annexure A

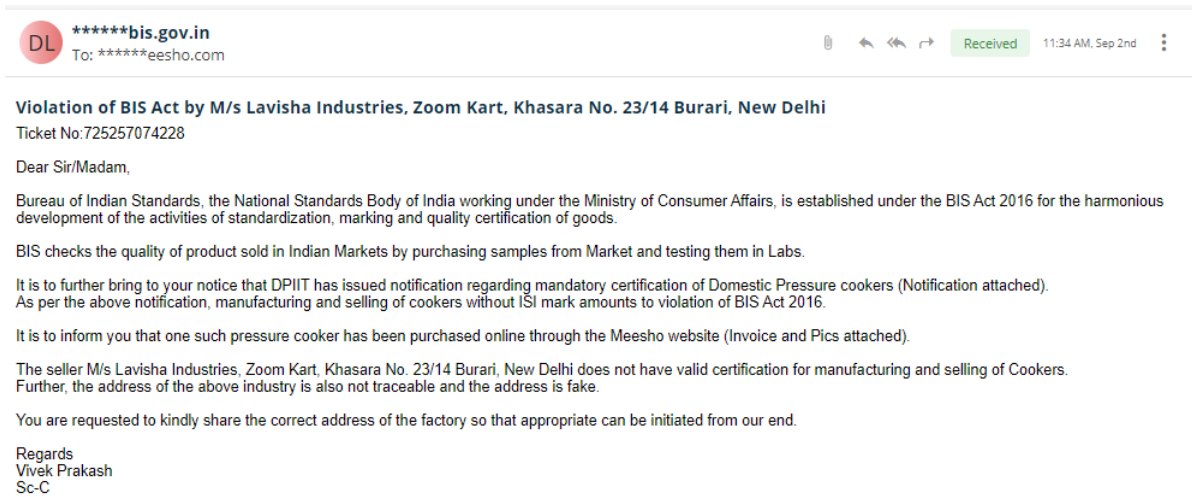


Image 1: Ticket raised by BIS department

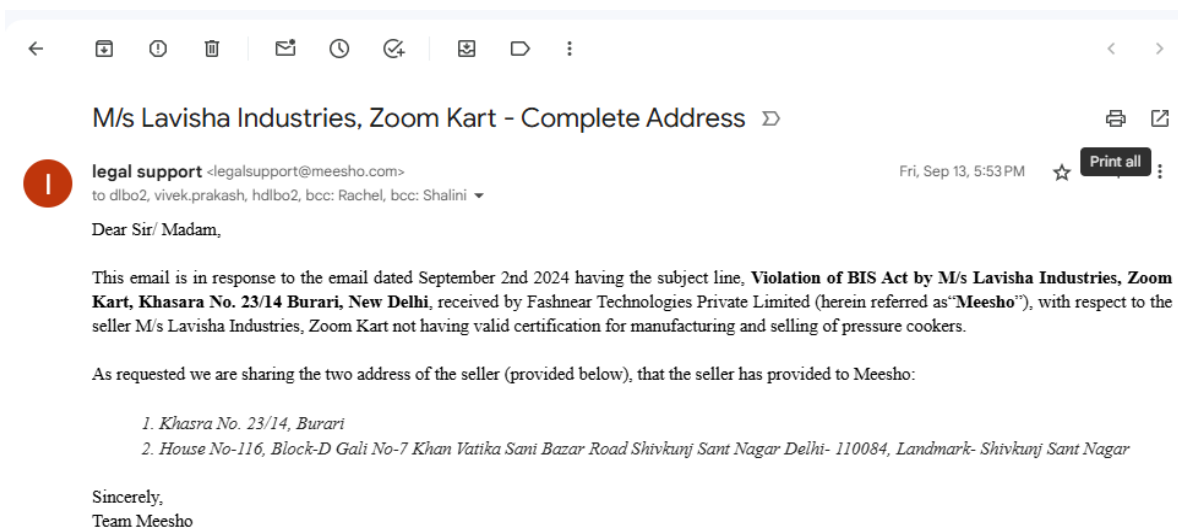


Image 2: Meesho's response to the email from BIS authorities

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Annexure B

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