

CASE STUDY

Advanced Picking Strategies Helps Meesho Reduce Inventory Loss by 50% & Safeguard CX

About Meesho

Meesho is a leading online marketplace facilitating trade between suppliers, resellers and consumers. In 2023, it became the world's fastest shopping app to cross over 500 million downloads. The company handles 4,000+ SKUs per month across more than three warehouses and processes 10,000+ orders daily.

Key Challenges

- The high SKU proliferation across multiple sellers added complexity to logistics, order fulfillment and inventory tracking. Handling a diverse range of products, each with its own characteristics, specifications and handling requirements, became challenging.
- Poor inventory accuracy and shelf-life management for perishable goods led to losses and expired inventory being mistakenly sent out.
- The absence of a flexible system to manage large order volumes, varied product profiles from sellers and multiple shipping routes made it challenging to manage dynamic eCommerce operations.
- As Meesho's user base grew multifold, offering a consistent customer experience at scale became difficult.



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The Solution

■ Advanced Picking Strategies

Based on order size, urgency and product type, single or batch-picking strategies were deployed to boost productivity. A robust FIFO model was deployed for products with limited shelf-life.

■ Zones and Subzones for Faster Processing

Creating zones and sub-zones for different product sets facilitated faster processing within the warehouse. Grouping similar products improved picking, packing and shipping and made locating items quicker.

■ Returns Process Optimization

Shipsy streamlined workflows associated with handling product returns, adding efficiency and speeding up returns for customers.

■ Mobile Apps for Operations

Mobile-based picking, putaway, cycle count and inventory movement empowered Meesho's warehouse staff to gain real-time updates, better communication and higher efficiency.

Key Benefits

25% improvement in productivity

92% reduction in inventory shrinkage YoY

50% reduction in inventory loss due to expiry