

Start selling: six steps

A compact reference for eligible sellers using the Enrolment ID route.

1 Prepare your seller details

Keep PAN, contact, bank, business, pickup and product details ready.



2 Obtain an Enrolment ID

GST portal → User Services → Generate User ID for Unregistered Applicant → supplier to e-commerce operators.



3 Register on the Meesho Supplier Panel

Verify your mobile; select the non-GST option and enter your Enrolment ID.



4 Add pickup and bank details

Use the enrolled state for pickup; check the account number and IFSC.



5 Upload your product catalogue

Add accurate images, titles, descriptions, attributes, stock and prices.



6 Manage orders and maintain records

Accept orders, download labels, pack and hand over to the logistics partner.

Before the first sale

Obtain enrolment before making supplies. An Enrolment ID is not a GSTIN: you cannot charge GST separately or claim ITC. GST in your business purchases remains a cost.

Product ideas reported by Meesho

Examples from December 2023 reporting, not a current permitted-category list.

Home decor

Kitchen appliances

Handmade jewellery

Sarees

Jute bags

Fragrances

Check the Supplier Panel and any product licences before sourcing stock. These sellers' customer reach is restricted to their state.

Five rules to keep handy

Updated to match the rules and limits in the revised article.

1 Stay within the sales limit

Meesho states ₹40 lakh annual net sales, or ₹20 lakh in northeastern states, including sales elsewhere. It may restrict selling after the limit until a GSTIN is added. Legal GST eligibility must be checked separately.

2 Count turnover under one PAN

Include relevant turnover across India for all businesses under the same PAN. Do not assess each channel or business separately.

3 Price without a separate GST charge

You cannot collect GST separately without a GSTIN. Check the current catalogue fields; Meesho said HSN codes and GST percentages were optional for these sellers at launch.

4 Plan GST registration before the limit

The article recommends planning early. The general application deadline is within 30 days of becoming liable. Early planning does not guarantee uninterrupted marketplace sales.

5 Check your product requirements

Check licences, approvals, product compliance and current Meesho catalogue, shipping and returns policies before listing.

State restriction still applies

No interstate goods supplies under the exemption. E-commerce supplies are restricted to one state or Union Territory. A platform sales figure alone does not prove legal eligibility.

Track all sales, not just bank settlements

Meesho	₹17 lakh
Other marketplaces	₹8 lakh
Instagram and direct orders	₹5 lakh
Illustrative total	₹30 lakh

Your launch checklist

A short final check before listing products and growing sales.

- ✓ My eligibility and customer state have been checked.
- ✓ My enrolment, pickup and bank details are correct.
- ✓ My catalogue meets product and marketplace requirements.
- ✓ My prices include costs without a separate GST charge.
- ✓ My records cover every relevant sales channel under my PAN.

When you move to a GSTIN

The Enrolment ID stops being valid from the effective date of GST registration. Apply through the GST portal, then follow Meesho's instructions to update your seller account.

[Read the Full Article about How to Sell on Meesho Without GST →](#)

Build your own brand with Qikink

For your own store, Qikink prints, packs and ships custom products. This is separate from Meesho's marketplace fulfilment workflow.

[Sign Up with Qikink →](#)

Keep monthly records of sales, settlements, cancellations, returns, refunds and expenses. Turnover is not profit or your bank payout. The ₹30 lakh example does not establish GST eligibility.

Educational reference, not tax advice. Confirm current GST rules and Meesho policies before acting. Based on the revised article supplied in October 2026.