Shop101: A Structural Evidence Review

Document class: Independent research memorandum Prepared for: Internal review, board-level or investment-committee use Subject entity: Shop101 (O(1) India Private Limited) (shop101.com) Data reference date: 20 September 2026 Generated by: triNetra Research Methodology source: Independent public-source evidence review, reproducible by any researcher using the same public sources Author status: Independent researcher. No affiliation with Shop101, Glance, its investors, or the reviewing organization. Distribution note: This document is a public-source evidence review. It does not constitute legal, regulatory, medical, or investment advice.

> **METHODOLOGICAL NOTE** > This document was produced through public web search and direct retrieval of company and third-party pages, with every surviving claim traced to a numbered source in the References section. No non-public information, company disclosure, or right-of-reply statement was used. Because the underlying sources are all publicly accessible, any reader can reconstruct or update this document by following the steps in Section 12.

1. Purpose and Scope

This memorandum documents what public evidence exists about Shop101's corporate structure, funding history, business claims, and current status, and keeps that evidence apart from interpretation of it.

The scope is limited to information available through public web sources as of the reference date. The main feature of the evidence base is that Shop101 was acquired by Glance in June 2021, and that its own domain now shows a discontinuation notice.

2. Evidence Base and Reliability Ranking

Rank	Source type	Availability for this subject
1	Government or regulatory filings	Not retrieved. No MCA filing or audited statement was opened.
2	Primary company publications	Available. The shop101.com notice [1] and the Glance press release [2] were retrieved.
3	Sector-equivalent authoritative registry	Not applicable or not retrieved.
4	Independent commercial registries	Partly available (Tracxn, Inc42 company page) [3][4].
5	Independent journalism, multiple outlets	Available in part (Inc42, The Paypers) [5][6].
6	Marketing statements, testimonials	Available through the acquisition announcement [2]. Treated as claims, not findings.

3. Corporate Background

Purpose of this section: establish which corporate and funding facts are corroborated before looking at operating claims.

VERIFIED FACT Tracxn identifies the legal entity behind Shop101 as O(1) India Private Limited, CIN U74120MH2015FTC265217, and dates the company to 2015 [3]. Inc42 describes it as a Mumbai-based ecommerce company founded in 2015 [4].

VERIFIED FACT Three sources name Abhinav Jain, Aditya Gupta, and Kalpak Chhajed as founders [2][3][4]. A 2020 Inc42 report on the Series C says the company was founded in 2016 by Abhinav Jain and Aditya Gupta [5].

LIMITATION The founding year (2015 versus 2016) and the founder list (three versus two names) differ by source. This review does not choose between them.

VERIFIED FACT Tracxn lists USD 22 million across three rounds (Series A June 2018 led by Stellaris Venture Partners, Series B November 2018, Series C March 2020) [3]. Inc42's company page lists USD 19.88 million across three rounds, with the last on 13 March 2020 [4]. The Series C is reported at INR 28.69 crore from Vy Capital (INR 13.67 crore), Unilever Ventures (INR 9.1 crore), Kalaari Capital (INR 4.5 crore), and Stellaris (INR 1.36 crore), at INR 1,620 per preference share [5].

LIMITATION The total funding differs between Tracxn and Inc42 [3][4]. Neither figure was checked against a filing.

VERIFIED FACT Glance announced on 14 June 2021 that it was acquiring Shop101, and the price was not disclosed [2]. The Paypers reports the same acquisition, dated 15 June 2021, with no terms [6]. Tracxn and Inc42 mark the company as acquired [3][4].

VERIFIED FACT The Glance release quotes Abhinav Jain as Founder and CEO saying Shop101 would become part of a company that shares its goal [2]. The Paypers reports that Glance and Roposo would gain an ecommerce platform, supply chain, and talent base [6].

ASSESSMENT Incorporation, main investors, and the 2021 acquisition are corroborated across sources. Founder list, founding year, and funding total are unresolved.

4. Product Claims: Evidentiary Basis

Purpose of this section: judge whether Shop101's description of its business can be checked.

VERIFIED FACT Tracxn describes the business as an "online reselling platform for multi-category products" enabling users to create shops and sell via WhatsApp, Facebook, and Instagram [3]. The 2020 Inc42 report describes a social ecommerce startup offering "end-to-end order processing, inventory management, pan-India logistics, payments support" [5]. The Glance release describes it as a full-stack ecommerce company [2].

VERIFIED FACT The shop101.com page states that the website "has been discontinued and is no longer available" and thanks past users, without giving reasons or operational detail [1].

OBSERVED PATTERN Descriptions of the model are consistent across sources (reseller storefronts backed by shared supply and logistics). Descriptions of the current state are not, because the discovered sources include a domain closure notice [1] while registry pages still show headcount and revenue figures [3][4].

> **KEY OBSERVATION** > The company's own domain shows a discontinuation notice, while third-party registries still show operating data.

LIMITATION No page describing what happened to the Shop101 app or business after the acquisition was opened. Whether the app or reseller business continues under Glance or Roposo was not established.

INTERPRETATION The public record shows a brand that was absorbed into an acquirer in 2021 and whose standalone site is now closed. The evidence chain is the acquisition release [2], the statement that the team joined Glance's ecommerce effort [2], and the closure notice [1]. This review draws no conclusion about what business continues.

> **EVOLUTION OPPORTUNITY** > A dated statement from Glance on the status of the Shop101 app, resellers, and legal entity would resolve most of the ambiguity in this section.

5. Quantitative Claims and Traceability

Purpose of this section: check whether published numbers can be reconstructed.

VERIFIED FACT At acquisition the company stated 10 million resellers, 10,000 supplier partners, service to 2,000+ towns, and about 300 employees [2]. Glance was reported as having 125 million+ daily active users [6].

LIMITATION These are company and acquirer statements. No definition of "reseller" (registered, active, or transacting) or measurement date was given in the pages retrieved [2][6].

VERIFIED FACT Inc42's company page reports FY25 revenue of INR 381.1 crore, up 4.81 percent from INR 363.6 crore in FY24, and 245 employees [4]. Tracxn gives FY25 revenue as INR 100 to 500 crore and 136 employees as of January 2025 [3].

LIMITATION The two registries disagree on headcount (245 versus 136) and give revenue in different forms. No filed statement was opened, and it is not stated which entity, or whether a consolidated Glance figure, the revenue belongs to [3][4].

OBSERVED PATTERN The ranges and figures on aggregator pages are often derived from filings but shown without the underlying statement, so they cannot be reconstructed from the page alone.

INTERPRETATION The revenue and headcount figures suggest the legal entity still files accounts after 2021. The evidence chain is the FY25 figures in [3][4]. This does not show the consumer app is operating, given the closure notice [1].

> **EVOLUTION OPPORTUNITY** > Publication of filed accounts and a stated definition of "reseller" with a measurement date would let these figures be checked directly.

6. Corporate Identity and Registry Verification

Purpose of this section: test whether brand, entity, and registry records agree.

VERIFIED FACT The brand Shop101 maps to O(1) India Private Limited with CIN U74120MH2015FTC265217 in Tracxn [3]. Inc42 lists the brand as acquired but the page as retrieved did not name the legal entity [4].

LIMITATION The CIN shows "FTC" in its class field in the form quoted by Tracxn, and this review did not check what that implies for ownership. Neither the MCA portal nor a registry mirror was opened, so directors, capital, and filing status were not retrieved.

INTERPRETATION Identity is consistent between the brand and the named entity on the one registry page that names it [3]. It rests on a single source, so it is partly assessed.

7. Artificial Intelligence Component: Oversight Documentation

Purpose of this section: see whether any automated or AI-driven customer-facing feature is described.

LIMITATION No AI-driven customer-facing feature was described in the pages retrieved.

INTERPRETATION With no AI feature described, no oversight documentation could be assessed. This section is unassessed. It is not a finding that no such feature exists.

8. Claims Language and Regulatory Positioning

Purpose of this section: flag claims language of a kind that often draws scrutiny in the sector.

VERIFIED FACT The acquisition release includes the aspiration to "create this new form of mobile commerce at a global scale" [2].

LIMITATION No regulatory action, consumer forum ruling, or advertising complaint involving Shop101 or O(1) India was located, but no regulator database was searched directly.

OBSERVED PATTERN Scale and ambition language in acquisition announcements is common across the sector and is not verifiable at the time it is made.

9. Incident and Safety Protocol Documentation

Purpose of this section: see whether refund, safety, or incident handling is documented.

VERIFIED FACT The shop101.com notice gives no policy, refund, or complaint handling text [1].

LIMITATION No terms, privacy policy, refund policy, or grievance officer page was retrieved. No consumer complaint record or insolvency filing was searched for on a regulator site. This is a gap in retrieval and not a finding.

> **ASSESSMENT** This section is unassessed. The site is closed, and no archived policy text was read.

10. Summary Table

Section	Evidence available	Independently verifiable	Status
Corporate and funding facts	Yes, with unresolved founder list, founding year, funding total	Partly, across sources	Open
Product claims	Consistent model description, closure notice, no current description	Partly	Open
Quantitative performance claims	Acquisition claims and aggregator financials	Partly, filings not opened	Open
Corporate identity and registry	Single registry names the entity	Partly	Established
AI oversight documentation	None described	Not applicable	Unassessed
Claims language positioning	Aspirational acquisition language	Not applicable, no ruling located	Monitoring item
Incident and safety protocol	None retrieved	Not applicable	Unassessed

This table reflects the state of public documentation as of the reference date. It does not represent a composite score or an overall rating of the subject entity.

11. Limitations

This review relies exclusively on public web sources accessible on 20 September 2026. No company disclosure, right of reply, or non-public information was obtained.

Current status is the weakest part of the record. Search results also listed a Fibre2Fashion article (which returned an HTTP 405 error and is not used), and other pages (PitchBook, Crunchbase, Dealroom, app store mirrors) that were seen only as search snippets and were not opened, so nothing from them is used as a claim.

Whether the Shop101 app or reseller business still runs under Glance is not established. Filed accounts and the MCA portal were not opened. The fetch tool summarizes pages, so quotations reflect what the tool returned and were not checked against raw page text.

This document does not constitute legal, regulatory, medical, or investment advice.

12. Reproducibility Notes

Toolchain used: public web search and direct webpage retrieval. No proprietary software or non-public data was used.

1. Load shop101.com and record any notice and its date [1].
2. Look up CIN U74120MH2015FTC265217 on the MCA portal and on at least two registry mirrors, and record capital, directors, and filing status [3].

3. Pull the filed FY24 and FY25 statements for O(1) India Private Limited and compare them with the aggregator figures [3][4].
4. Read the Glance acquisition release and check for later Glance statements about Shop101 [2].
5. Check the Play Store and App Store listings for the Shop101 app and record the last update date.
6. Search consumer forum sources for complaints or refund disputes.

Divergence from a future reproduction should be expected mainly from changes to the domain notice and updated filings.

13. Evolution Opportunities

In order of estimated impact relative to cost of disclosure:

1. A dated statement from Glance or the entity on current status of the Shop101 business and app.
2. Publication of filed accounts and a plain description of how the entity relates to Glance.
3. A reconciled founder list and founding date.
4. A definition of "reseller" and "supplier partner" with a measurement date.
5. Archived refund, return, and complaint handling terms.

14. Future Questions

Does any Shop101 consumer or reseller business still operate, and under which entity?

Is O(1) India Private Limited still a separate filer, and do its FY25 accounts match the aggregator figures?

Which founders remain with Glance?

Why was the shop101.com domain discontinued, and when?

How do the two registry funding totals reconcile?

References

[1] Shop101. Domain notice, "This website has been discontinued and is no longer available." https://www.shop101.com

[2] Glance. Glance To Acquire Shop101 (14 June 2021). https://glance.com/us/newsroom/pressrelease/glance-to-acquires-shop101

[3] Tracxn. Shop101, 2026 Company Profile, Team, Funding, Competitors and Financials. https://tracxn.com/d/companies/shop101/__4HHYvn1EGX2Nje2MOJgjyEtjpCxGaFsRPRqF2DfWbzo

[4] Inc42. Shop101, Funding, Revenue and Investors (2026). https://inc42.com/company/shop101/

[5] Inc42. Shop101 Raising INR 29 Cr In Ongoing Series C Round. https://inc42.com/buzz/shop101-raising-inr-29-cr-in-ongoing-series-c-round/

[6] The Paypers. InMobi-owned Glance buys social commerce startup Shop101. https://thepaypers.com/payments/news/inmobi-owned-glance-buys-social-commerce-startup-shop101