



CONSENT LETTER FROM EXPERTS

Date: 31/08/2026

To,
The Board of Directors,
SS Retail Limited
(Formerly SS Retail Private Limited and
SS Communication & Services Private Limited)
399, E, Basant Bahar Road,
Ratikmal Complex, Shop 6-7,
Kolhapur - 416003, Maharashtra, India

Sub: Proposed initial public offering of equity shares face value of ₹ 10 each (the "Equity Shares") of SS Retail Limited, formerly SS Retail Private Limited and SS Communication & Services Private Limited (the "Company", and such offering, the "Offer").

Dear Sir/Madam,

We, M/s. Anubhuti Akshay and Associates hereby consent to our name being inserted as an "expert" as defined under Section 2(38) of the Companies Act, 2013 in their capacity as practicing Company Secretaries in the updated draft red herring prospectus ("UDRHP"), intended to be filed by the Company with the Securities and Exchange Board of India (the "SEBI") and the red herring prospectus ("RHP") and the prospectus ("Prospectus") (collectively, the "Offer Documents") which the Company intends to file, with the Securities and Exchange Board of India ("SEBI"), Registrar of Companies, Maharashtra at Pune ("RoC") and the stock exchanges where the Equity Shares are proposed to be listed ("Stock Exchanges") and any other documents in relation to the Offer including publicity materials, presentations or press releases prepared by the Company or its advisers (collectively, the "Offer Documents").

Name: Akshay Gupta (Partner at M/s. Anubhuti Akshay and Associates)
Address: B-8 Vallabh Nagar, Kota Rajasthan- 324007
Telephone Number: +919660553338
Email: csakshaykota@gmail.com

I, Akshay Gupta on behalf of M/s. Anubhuti Akshay and Associates confirm that we are not, and have not been, engaged or interested in the formation or promotion or management of the Company.

This certificate does not impose any obligation on the Company to include in any Offer Documents all or any part of the information with respect to which consent for disclosure is being granted pursuant to this certificate.

We represent that our execution, delivery and performance of this consent have been duly authorised by all necessary action (corporate or otherwise).

We undertake to keep strictly confidential the details of the proposed capital raising options, your request letter and this consent letter.

We further confirm that the above information in relation to us is true, correct, adequate and not misleading in any respect.



ANUBHUTI AKSHAY AND ASSOCIATES
COMPANY SECRETARIES

We confirm that we- will immediately communicate any changes in writing in the above information to the book running lead manager(s) to the Offer ("Book Running Lead Manager(s)") until the date when the Equity Shares commence trading on the Stock Exchanges. In the absence of any such communication from us, Book Running Lead Manager(s) and the legal advisors, each to the Company and the Book Running Lead Manager(s), can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents or any other Offer -related material, and may be relied upon by the Company, Book Running Lead Manager(s) and the legal advisors appointed by the Company and the Book Running Lead Manager(s), in relation to the Offer. We hereby consent to the submission of this consent letter as may be necessary to the SEBI, the RoC, the relevant stock exchanges and any other regulatory authority and/or for the records to be maintained by the Book Running Lead Manager(s).

We hereby consent to this certificate being disclosed by the BRLMs, if required (i) by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defence in connection with or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

We consent to this consent letter and the documents annexed to this consent letter in connection with the Offer to be uploaded on the websites of the Company and on our website, repository and, or, the database of the Stock Exchanges.

We confirm that we do not have any relationship with the Company, its directors, promoters or its key managerial personnel. We also consent to the inclusion of this consent as a part of 'Material Contracts and Documents for Inspection' in connection with the Offer, which will be available for public for inspection at the registered office of the Company and online at www.ssmobile.com from the date of filing of the red herring prospectus until the Bid/ Offer Closing Date.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents, as the case may be.

Yours faithfully,

For and on behalf of M/s. Anubhuti Akshay and Associates
Company Secretaries, Kota

Anubhuti Akshay & Associates

Partner

Akshay Gupta
Partner

Cc to:

BRLMs

Anand Rathi Advisors Limited

11th Floor, Times Tower,

Kamala City, Senapati Bapat Marg,

Lower Parel, Mumbai - 400013,

Maharashtra, India



ANUBHUTI AKSHAY AND ASSOCIATES
COMPANY SECRETARIES

Emkay Global Financial Services Limited

7th Floor, The Ruby,
Senapati Bapat Marg, Dadar (W),
Mumbai - 400028,
Maharashtra, India

Domestic Legal Counsel to the BRLMs

Chitale Legal,
5th Floor, Nirlon House,
Dr. Annie Besant Road, Worli,
Mumbai - 400030, Maharashtra, India.

Domestic Legal Counsel to the Company

Bharucha & Partners
13th Floor, Free Press House,
Free Press Journal Marg, Nariman Point,
Mumbai - 400001, Maharashtra, India