

AJAY SHARMA

House No-1102 Tower A, Sohna Road, Near Omaxe Mall, Park View City-II Sector-49, Gurgaon, Haryana, 122001

CONSENT LETTER FROM EACH OF THE INDEPENDENT DIRECTOR

Date: 27/12/2025

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

Anand Rathi Advisors Limited
11th Floor, Times Tower,
Kamala City, Senapati Bapat Marg
Lower Parel, Mumbai - 400013,
Maharashtra, India

Emkay Global Financial Services Limited
7th Floor, The Ruby
Senapati Bapat Marg, Dadar (W)
Mumbai - 400028,
Maharashtra, India

(Anand Rathi Advisors Limited, Emkay Global Financial Services Limited, and any other book running lead managers which may be appointed in relation to the Offer are collectively referred to as the "**Book Running Lead Managers**" or the "**BRLMs**")

Re: 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,

I, **Ajay Sharma**, hereby give my consent to my name being included as Independent Director of the Company, along with my DIN, address, qualifications, work experience and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("**DRHP**") to be filed by the Company with the Securities and Exchange Board of India (the "**SEBI**") and any relevant stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("**Stock Exchanges**"), and the red herring prospectus ("**RHP**") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Maharashtra at Pune (the "**RoC**"), in respect of the Offer.

I enclose a copy of my PAN (permanent account number) card, passport and driving license as **Annexure**, respectively, and authorize the Company to submit these documents to the Stock Exchanges.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("**BRLM**"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares issued pursuant to the Offer on the Stock Exchanges.

I further confirm that the above information in relation to us is true, correct, accurate and complete.

AJAY SHARMA

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This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM, and each of the Legal Counsels of the Company and BRLM. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLMs in connection with the Offer.

I hereby consent to this certificate being disclosed by the Book Running Lead Manager, 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 defense in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation.

I 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

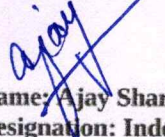
I also consent to the inclusion of this consent letter as a part of '*Material Contracts and Documents for Inspection*' in connection with the Offer, which will be available for public for inspection at the registered office of the Company and online at www.ssmobile.com from the date of filing of the red herring prospectus until the Bid/ Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

AJAY SHARMA

House No-1102 Tower A, Sohna Road, Near Omaxe Mall, Park View City-II Sector-49, Gurgaon, Haryana, 122001

Yours faithfully,


Name: Ajay Sharma
Designation: Independent Director

Place: Gurgaon, Haryana

Date: 27/12/2025

Encl: As per Annexures

Cc to:

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

आयकर विभाग
INCOME TAX DEPARTMENT

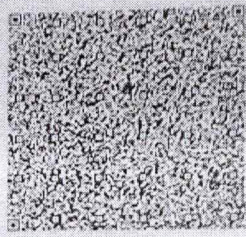


भारत सरकार
GOVT. OF INDIA



स्थायी लेखा संख्या कार्ड
Permanent Account Number Card

AWAPS6522M



नाम / Name
AJAY SHARMA

पिता का नाम / Father's Name
CHANDRA BHUSHAN SHARMA

जन्म की तारीख /
Date of Birth
17/02/1958

Ajay

हस्ताक्षर / Signature

20112023

भारत गणराज्य / REPUBLIC OF INDIA			
वर्ग / Type	कोड / Code	राष्ट्रियता / Nationality	पसपोर्ट नं. / Passport No.
P	IND	भारतीय / INDIAN	Z5826473
उपनाम / Surname SHARMA			
दिया गया नाम / Given Name(s) AJAY CHANDRA BHUSHAN			
जनतिथि / Date of Birth 17/02/1958		लिंग / Sex M	
जन्म स्थान / Place of Birth JAIPUR, RAJASTHAN			
जारी करने का स्थान / Place of Issue DELHI			
जारी करने की तिथि / Date of Issue 29/11/2019			समाप्ति की तिथि / Date of Expiry 28/11/2029

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CHANDRA BHUSHAN SHARMA

BIMLA SHARMA

SANGEETA SHARMA

1102 TOWER-A PARK VIEW CITY-2

SOHNA ROAD, GURGAON

PIN:122001,HARYANA,INDIA

पुराने पासपोर्ट का नं. और इसके जारी होने की तिथि एवं स्थान/ Old Passport No. with Date and Place of Issue

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07/04/2010

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