

DEEPA SIDDHARTH SHAH

Address: 126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur – 416005

Email: deepa.shah@ssmobile.com Mo. No. 9970550505

CONSENT LETTER FROM KEY MANAGERIAL PERSONNEL OF THE COMPANY

Date: 27/12/2025

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

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 and Services Private Limited (the “Company”, and such offering, the “Offer”).

Dear Sir/Madam,

I, **Deepa Siddharth Shah**, hereby give my consent to my name being included as key managerial personnel of the Company 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**”) intended 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 are proposed to be listed (the “**Stock Exchanges**”) and the Red Herring Prospectus (“**RHP**”) and the Prospectus (“**Prospectus**”) intended to be filed with the Registrar of Companies, Maharashtra at Pune (“**RoC**”) and thereafter filed with the SEBI and the Stock Exchanges, as well as in other documents in relation to the Offer (the “**Offer Documents**”).

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

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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 further confirm that the above information in relation to me is true, correct, accurate, complete, and not misleading in any respect and without omission of any matter that is likely to mislead and adequate to enable investors to make a well-informed decision.

I confirm that I will immediately communicate any changes in writing in the above information to the Company, Book Running Lead Manager to the Offer ("**BRLM**") until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLMs and each of the Legal Counsels of the Company and BRLM, 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, including any annexures hereto, 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 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.

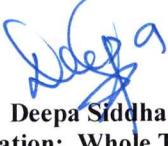
All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

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Yours faithfully,



Name: Deepa Siddharth Shah

Designation: Whole Time Director, KMP

Place: Kolhapur

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

DEEPA SIDDHARTH SHAH

KISHOR RATILAL PAREKH

05/08/1985

Permanent Account Number

COBPS4551K

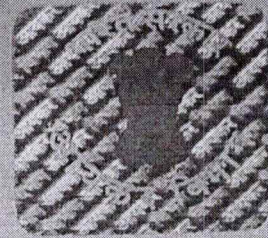


Signature



भारत सरकार

GOVT. OF INDIA



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