

SIDDHARTH GUNVANT SHAH

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

Email: siddharth.shah@ssmobile.com Mo. No. 9860798080

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

Dear Sir/Madam,

I, **Siddharth Gunvant 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 and driving license as **Annexure**, respectively, and authorize the Company to submit these documents to the Stock Exchanges.

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.

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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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Address: 126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur – 416005
Email: siddharth.shah@ssmobile.com Mo. No. 9860798080

Yours faithfully,



Name: Siddharth Gunvant Shah
Designation: Chairman cum Managing Director

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



भारत सरकार
GOVT. OF INDIA

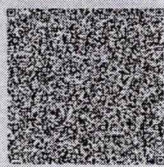


स्थायी लेखा संख्या कार्ड
Permanent Account Number Card
AYOPS8469H

नाम / Name
SIDDHARTH GUNVANT SHAH

पिता का नाम / Father's Name
GUNVANT ANANT SHAH

जन्म की तारीख /
Date of Birth
13/08/1984

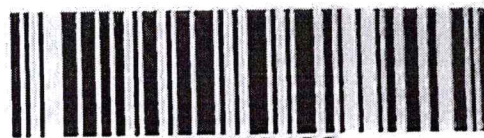


01/02/2023

PAAR Authentication Required. Digital Card User
Valid unless Physically Signed

पिता / कानूनी अभिभावक का नाम / Name of Father / Legal Guardian

GUNVANT ANANT SHAH



P3828139

माता का नाम / Name of Mother

MINAL GUNVANT SHAH

पति या पत्नी का नाम / Name of Spouse

DEEPA SIDDHARTH SHAH

पता / Address

126, PALLAVI BUNGLOW, RAIKUR COLONY

OPP TOWER GARDEN, KOLHAPUR

PIN: 416005, MAHARASHTRA, INDIA

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

F9891008

15/09/2006

PUNE

फाइल नं. / File No.

PN1070109479416

भारत गणराज्य REPUBLIC OF INDIA



साईप / Type

P

राष्ट्र कोड / Country Code

IND

पासपोर्ट नं. / Passport No.

P 3828139

उपनाम / Surname

SHAH

दिया गया नाम / Given Name(s)

SIDDHARTH GUNVANT

राष्ट्रीयता / Nationality

भारतीय / INDIAN

लिंग / Sex

M

09-01-1971 / Date of Birth

13/09/1984

जन्म स्थान / Place of Birth

KOLHAPUR, MAHARASHTRA

जारी करने का स्थान / Place of Issue

PUNE

जारी करने की तिथि / Date of Issue

18/07/2016

समाप्ति की तिथि / Date of Expiry

17/07/2026

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THE UNION OF INDIA
MAHARASHTRA STATE MOTOR DRIVING LICENCE

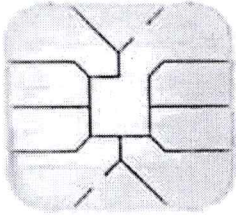


DL No : MH09 20030138882
Valid Till : 12-06-2033 (NT)

DOI : 28-04-2003

13-06-2023

FORM 7
RULE 16 (2)



AUTHORISATION TO DRIVE FOLLOWING CLASS
OF VEHICLES THROUGHOUT INDIA

COV	DOI
LMV	28-04-2003
MCWG	28-04-2003



DOB : 13-09-1984 BG :

Name : SIDDHARTH SHAHA

S/DW of : GUNVANT SHAHA

Add : A/P NEAR TOWER GANDEN 126 PALLAVI RUIKAR
COLONY KOLHAPUR
KOLHAPUR (M CORP.), KOLHAPUR, MH

PIN : 416005

Signature & ID Of
Issuing Authority

-दिपक पाटील-

MH09

Signature/Thumb
Impression of Holder