

DEEPA SIDDHARTH SHAH

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

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

CONSENT LETTER FROM EACH OF THE NON-INDEPENDENT DIRECTOR

Date: 27/12/2025.

To,

The Board of Directors,

SS Retail Limited

Formerly known as 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, **DEEPA SIDDHARTH SHAH**, hereby give my consent to my name being included as **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**”) and any publicity material, press release, presentation or any other documents in respect of the Offer.

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.

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.

DEEPA SIDDHARTH SHAH

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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.

DEEPA SIDDHARTH SHAH

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

Yours faithfully,



Name: Deepa Siddharth Shah
Designation: Whole-Time 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

DEEPA SIDDHARTH SHAH

KISHOR RATILAL PAREKH

05/08/1985

Permanent Account Number

COBPS4551K

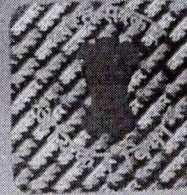


Signature



भारत सरकार

GOVT. OF INDIA



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