

I-KINGDOM RETAIL LLP

Address: 399, E, Basant Bahar Road, Ratikmal Complex, Shop 6-7, Kolhapur, 416003 Maharashtra
LLPIN: ACN6997

CONSENT LETTER FROM THE PROMOTER GROUP

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,

We, **I-Kingdom Retail LLP** (formerly I-Kingdom Retail Private Limited), hereby give our consent to our name being included as Promoter Group of the Company 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.

We enclose a copy of our PAN (permanent account number) card and proof of bank account number as **Annexure**, and authorize the Company to submit these documents to the Stock Exchanges.

We confirm that we 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.

We further confirm that the above information in relation to me/us is true, correct, accurate and 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.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied

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upon by the Company, BRLM, and each of the Legal Counsels of the Company and BRLM. We 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.

We 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.

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 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.

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LLPIN: ACN6997

Yours faithfully,

For and on behalf of I-Kingdom Retail LLP



Authorised Signatory

Name: Deepa Siddharth Shah

Designation: Partner & Designated Partner

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

ई- स्थायी लेखा संख्या कार्ड
e - Permanent Account Number (e-PAN) Card
AALFI3853N

नाम / Name

I-KINGDOM RETAIL LLP

निगमन/गठन की तारीख

Date of Incorporation / Formation

17/04/2025



Signature valid

Digitally signed by
Income Tax Dept.
Date: 2025.05.06 10:40:20
GMT+05:30

- ✓ Permanent Account Number (PAN) facilitate Income Tax Department linking of various documents, including payment of taxes, assessment, tax demand tax arrears, matching of information and easy maintenance & retrieval of electronic information etc. relating to a taxpayer.
स्थायी लेखा संख्या (पैन) एक करदाता से संबंधित विभिन्न दस्तावेजों को जोड़ने में आयकर विभाग को सहायक होता है, जिसमें करों के भुगतान, आकलन, कर मांग, टैक्स बकाया, सूचना के मिलान और इलक्ट्रॉनिक जानकारी का आसान रखरखाव व बहाली आदि भी शामिल है।
- ✓ Quoting of PAN is now mandatory for several transactions specified under Income Tax Act, 1961 (Refer Rule 114B of Income Tax Rules, 1962) आयकर अधिनियम, 1961 के तहत निर्दिष्ट कई लेनदेन के लिए स्थायी लेखा संख्या (पैन) का उल्लेख अब अनिवार्य है (आयकर नियम, 1962 के नियम 114B, का संदर्भ लें)
- ✓ Possessing or using more than one PAN is against the law & may attract penalty of upto Rs. 10,000.
एक से अधिक स्थायी लेखा संख्या (पैन) का रखना या उपयोग करना, कानून के विरुद्ध है और इसके लिए 10,000 रुपये तक का दंड लगाया जा सकता है।
- ✓ The PAN Card enclosed contains Enhanced QR Code which is readable by a specific Android Mobile App. Keyword to search this specific Mobile App on Google Play Store is "Enhanced QR Code Reader for PAN Card".
संलग्न पैन कार्ड में एनहांस्ड क्यूआर कोड शामिल है जो एक विशिष्ट एंड्रॉइड मोबाइल ऐप द्वारा पठनीय है। Google Play Store पर इस विशिष्ट मोबाइल ऐप को खोजने के लिए कीवर्ड "Enhanced QR Code Reader for PAN Card" है।

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आयकर विभाग
INCOME TAX DEPARTMENT



भारत सरकार
GOVT. OF INDIA

स्थायी लेखा संख्या कार्ड
Permanent Account Number Card
AALFI3853N

नाम / Name
I-KINGDOM RETAIL LLP

निगमन/गठन की तारीख
Date of Incorporation/Formation
17/04/2025



इस कार्ड के खोने/पाने पर कृपया सूचित करें/लौटाएं:

आयकर पैन सेवा इकाई, प्रोटीन ईगव टेक्नोलॉजीज लिमिटेड
(पूर्व में एनएसडीएल ई-गवर्नेंस इन्फ्रास्ट्रक्चर लिमिटेड)
चौथी मंजिल, सफ़ायर चैंबर,
बानेर रोड, बानेर,
पुणे - 411045

If this card is lost / someone's lost card is found,
please inform / return to :

Income Tax PAN Services Unit, Protean eGov Technologies Limited
(formerly NSDL e-Governance Infrastructure Limited)
4th Floor, Sapphire Chambers,
Baner Road, Baner,
Pune - 411045
Tel: 91-20-2721 8080, e-mail: tininfo@proteantechn.in

Electronically issued and Digitally signed ePAN is a valid mode of issue of Permanent Account Number (PAN) post amendments in clause (c) in the Explanation occurring after sub-section (8) of Section 139A of Income Tax Act, 1961 and sub-rule (6) of Rule 114 of the Income Tax Rules, 1962. For more details, [click here](#)

THE
FEDERAL BANK
LIMITED

Gandhinagar (Kolhapur)
Kolhapur - 416119
IFSC : FDRL0001651

CA ACCOUNT
Valid for 3 months only
Current

D	D	M	M	Y	Y	Y	Y

Pay

या धारक को or Bearer

रुपये Rupees

CANCELED

अदा करें

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I - KINGDOM RETAIL LLP

खा. नं.
A/c No.

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Trade Plus

Chq.No. 71004471
SG

AUTHORISED SIGNATORY

AUTHORISED SIGNATORY

AUTHORISED SIGNATORY

PAYABLE AT ALL BRANCHES OF FEDERAL BANK

Please sign above

⑈004471⑈ 416049006⑈ 711651⑈ 29