

SS COMMUNICATION & SERVICES

Address: 399, E Ward, Ratikamal Complex, Basant Bahar Talkies Road, Shahupuri, Kolhapur, Maharashtra, 416001

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,
Ratikamal 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, **Siddharth Gunwant Shah HUF**, 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.

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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. 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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Yours faithfully,

For and on behalf of SS Communication & Services



Authorised Signatory

Name: Siddharth Gunvant Shah

Designation: Sole Proprietor

Place: Kolhapur.

Date: 27/12/2025.

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

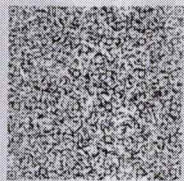


भारत सरकार
GOVT. OF INDIA



स्थायी लेखा संख्या कार्ड
Permanent Account Number Card

AYOPS8469H



नाम / Name
SIDDHARTH GUNVANT SHAH

पिता का नाम / Father's Name
GUNVANT ANANT SHAH

01062023

जन्म की तारीख /
Date of Birth
13/09/1984

Siddharth

PAN Application Digitally Signed, Card Not
Valid unless Physically Signed

PRIVY LEAGUE



Shp No.B4,B5,B6,B7 & B8,Gr Flr, Royal Prestige,Sykes
Extn,City Survey, Kolhapur - 416001
Maharashtra India
IFSC : KKBK0000692

Valid for three months from date of issue
दिनांक
Date

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D D M M Y Y Y Y

Pay या धारक को Or Bearer

रुपये Rupees

Cancelled

अदा करें। ₹

For S S COMMUNICATION AND SERVICES

खाता सं.
A/c No. 0011910305

BUSINESS FINANCE CURRENT ACCOUNT

CBS

07-05-2025

Payable At-par at all branch locations of Kotak Mahindra Bank Ltd.

Authorized signatory
Please sign above

⑈000601⑈ 416485002⑈ 000004⑈ 30