

DEVANSH HARSHAL PAREKH

Address: 704/705, HR-3 Punya Pravah Society near wins Hospital Nagala Park Kolhapur 416003

CONSENT LETTER FROM THE PROMOTER GROUP

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 known as SS Retail Private Limited and SS Communication and Services Private Limited (the “Company”, and such offering, the “Offer”).

Dear Sir/Madam,

I, **Harshal Kishor Parekh**, being the legal guardian of **Mr. Devansh Harshal Parekh (“Devansh”)** hereby give our consent to my 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.

I enclose a copy of my Passport as **Annexure**, respectively, and authorize the Company to submit these documents to the Stock Exchanges.

I 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.

I further confirm that the above information in relation to Devansh 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 upon by the Company, BRLM, and each of the Legal Counsels of the Company and BRLM. We hereby authorise

DEVANSH HARSHAL PAREKH

Address: 704/705, HR-3 Punya Pravah Society near wins Hospital Nagala Park Kolhapur 416003

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 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.

DEVANSH HARSHAL PAREKH

Address: 704/705, HR-3 Punya Pravah Society near wins Hospital Nagala Park Kolhapur 416003

Yours faithfully,



Name: Harshal Kishor Parekh

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

C_{10}H_8 C_{10}H_6 C_{10}H_4 C_{10}H_2

A black and white portrait of a young boy with dark, wavy hair and a slight smile. He is looking directly at the camera. The background is a light, textured gray.

Devansh Harshal
Parekh

PAREKH

0022-2720/98/0000-0000/\$05.00/0 © 1998 Curwen Publishing Ltd

DEVANSH HARSHAL

participating / Date of birth

Figure 1. Sample of a 10-item test.

08/12/2008

N

2001 census / Place of Birth:

SANGLI, MAHARASHTRA

ଆମର ସ୍ୱାସ୍ଥ୍ୟ: ଆମ ଶରୀର - *Our Health: Our Body*

PUNE

name: guest at hotel : Name of house

02/05/2022



Downloaded At: 11:53 11 September 2009

07/12/2026

P<INDPAREKH<<DEVANSH<HARSHAL<<<<<<<<<<<<<<<<
V8640110<3IND0812087M26120741076357046222<70



V8640110

10. संपर्क सूचनाएं :- नाम of Father / Legal Guardian

MARSHAL KISHOR PAREKH

1990-1991 *Journal of Maritime*

BHAVINI HARSHAL PAREKH

Name of Spouse

174 *Journal of Management Inquiry*

FLAT NO 704,HR 3,PUNYA PRAVAH SOCIETY,NR

MIINS HOSPITAL, NAGALA PARK, KOLHAPUR

PIN:416003,MAHARASHTRA,INDIA

your passport is - give pass with you to flight to Nepal / Old Passport No. with Date and Place of issue

R6545109 13/10/2017 SANGLI

PN1076357046222