

GUNVANT ANANT SHAH

Address: 126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur – 416005
Email id: shahgunwant92@gmail.com Mo. No. 9890125704

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

Dear Sir/Madam,

I, **GUNVANT ANANT SHAH**, hereby give my 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.

I enclose a copy of my PAN card, passport and 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.

GUNVANT ANANT SHAH

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

Email id: shahgunwant92@gmail.com Mo. No. 9890125704

I 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 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.

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.

GUNVANT ANANT SHAH

Address: 126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur – 416005
Email id: shahgunwant92@gmail.com Mo. No. 9890125704

Yours faithfully,



Name: Guntant Anant Shah

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
AGMPS9538B

नाम / Name
GUNVANT ANANT SHAH

पिता का नाम / Father's Name
ANANT RATILAL SHAH

जन्म की तारीख / Date of Birth
25/04/1951

03953

A PAN Application Digitally Signed, Card Not Valid unless Physically Signed

In case this card is lost / found, kindly inform / return to :

Income Tax PAN Services Unit, UTIITSL
Plot No. 3, Sector 11, CBD Belapur,
Navi Mumbai - 400 614.
Helpline Number : 033-40802999

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

आयकर सैन सेवा यूनिट, UTIITSL
प्लॉट नं: ३, सेक्टर ११, सी.बी.डी. बेलपुर,
नवी मुंबई-४०० ६१४.
हेल्पलाइन नंबर : ०३३-४०८०२९९९

For Income Tax Related
Queries

E-Mail :
pangrievance@incometax.gov.in
ito.systems1.1@incometax.gov.in

भारत गणराज्य REPUBLIC OF INDIA	
प्रकार / Type P	देश कोड / Country Code IND
उपनाम / Surname SHAH	पासपोर्ट नं. / Passport No. N8668478
दिया गया नाम / Given Name(s) GUNVANT ANANT	
राष्ट्रीयता / Nationality भारतीय/INDIAN	लिंग / Sex M
जन्म स्थान / Place of Birth JAYSINGPUR KOLHAPUR, MAHARASHTRA	जन्म तिथि / Date of Birth 25/04/1951
व्यक्ति का चित्र / Photo	
हस्ताक्षर / Signature	
व्यक्ति द्वारा जारी किया / Issued by [Signature]	
जारी करने का स्थान / Place of Issue PUNE	
जारी करने की तिथि / Date of Issue 03/05/2016	अवधि की तिथि / Date of Expiry 02/05/2026

पिता / कायदा अधिकारी का नाम / Name of Father / Legal Guardian		 N8668478	
माता का नाम / Name of Mother			
SHARDA ANANT SHAH			
पति या पत्नी का नाम / Name of Spouse			
MINAL GUNVANT SHAH			
पता / Address			
126 E RUIKAR COLONY			
PALLAVI BUNGLOW, 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			
F8605144	04/07/2006	PUNE	
फाइल नं. / File No.			
PN1079867456016			