

DEEPA SIDDHARTH SHAH

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

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

CONSENT LETTER FROM THE PROMOTERS

Date: 27/12/2025.

To,
The Board of Directors,
SS Retail Limited
Formerly known as SS Retail Private Limited and
SS Communication and 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, **Deepa Siddharth Shah**, hereby give my consent to our name being included as Promoter 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, proof of bank account number, passport, Aadhar card (along with photograph) 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 me 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.

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

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

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



MS DEEPA SIDDHARTH SHAH
NEAR TOWR GARDEN 126 PALLAVI
RUIKAR COLONY

KOLHAPUR 416005
MAHARASHTRA INDIA

JOINT HOLDERS :

Nomination : Registered

Account Branch : KOLHAPUR
Address : HDFC BANK LTD,
BHAGIRATHI HEIGHTS, 1116 D,
E WARD, SHAHUPURI, KOLHAPUR
City : KOLHAPUR 416001
State : MAHARASHTRA
Phone no. : 18002600/18001600
OD Limit : 0.00
Currency : INR
Email : deepa.shah@ssmobile.com
Cust ID : 112999716
Account No : 50100226702910 Imperia
A/C Open Date : 17/03/2018
Account Status : Regular
RTGS/NEFT IFSC: HDFC0000164 MICR : 416240002
Branch Code : 164
Account Type : WOMENS SAVINGS ACCOUNT(187)

From : 01/07/2025

To : 31/07/2025

Statement of account

Date	Narration	Chq./Ref.No.	Value Dt	Withdrawal Amt.	Deposit Amt.	Closing Balance
01/07/25	UPI-PINKFORT-PINKFORT.ESBZ@HDFCBANK-HDFC OMERUPI-518286093475-PAYMENTFORKWIKNBQ0	0000518286093475	01/07/25	4,711.00		136,492.61
02/07/25	UPI-YOGIDATTA TRADING CO-PAYTMQR5WNAAN@P TYS-YESB0PTMUPI-107386422689-PAY BY WHAT SAPP	0000107386422689	02/07/25	350.00		136,142.61
03/07/25	UPI-BLINKIT-PAYTM-BLINKIT@PTYBL-YESB0PTM UPI-518409284480-BLINKIT PAYMENT	0000518409284480	03/07/25	569.00		135,573.61
05/07/25	NEFT CR-FDRL0009001-S S COMMUNICATION AN D SERVICES PRIVATE L-DEEPA SHAH-FDRLN520 25070547611747	FDRLN52025070547	05/07/25		378,000.00	513,573.61
05/07/25	NEFT CR-FDRL0009001-S S COMMUNICATION AN D SERVICES PRIVATE L-DEEPA SHAH-FDRLN520 25070547621100	FDRLN52025070547	05/07/25		10,800.00	524,373.61
05/07/25	NEFT CR-FDRL0009001-S S COMMUNICATION AN D SERVICES PRIVATE L-DEEPA S SHAH-FDRLN5 2025070547621076	FDRLN52025070547	05/07/25		91,476.00	615,849.61
06/07/25	ME DC SI 416021XXXXXX2335 NETFLIX	0000518602105409	06/07/25	499.00		615,350.61
06/07/25	UPI-ZOMATO ONLINE ORDER-ZOMATOONLINEORD3 84743.RZP@RXAIRTEL-AIRP0000011-518715410 008-ZOMATOONLINEORDER	0000518715410008	06/07/25	225.15		615,125.46
06/07/25	UPI-RAZORPAY-PG.RAZORPAY@AXISBANK-UTIB00 01506-289159611875-ZOMATOOREFUNDQPJUQ	0000289159611875	06/07/25		225.15	615,350.61
06/07/25	UPI-ZOMATO-PAYZOMATO@HDFCBANK-HDFCOMERUP I-100918766848-COLLECT TRANSACTIO	0000100918766848	06/07/25	438.30		614,912.31

HDFC BANK LIMITED

*Closing balance includes funds earmarked for hold and uncleared funds

Contents of this statement will be considered correct if no error is reported within 30 days of receipt of statement. The address on this statement is that on record with the Bank as at the day of requesting this statement.

State account branch GSTIN: 27AAACH2702H1Z0

HDFC Bank GSTIN number details are available at <https://www.hdfcbank.com/personal/making-payments/online-tax-payment/goods-and-service-tax>.

Registered Office Address: HDFC Bank House, Senapati Bapat Marg, Lower Parel, Mumbai 400013

आयकर विभाग

INCOME TAX DEPARTMENT

DEEPA SIDDHARTH SHAH

KISHOR RATILAL PAREKH

05/08/1985

Permanent Account Number

COBPS4551K

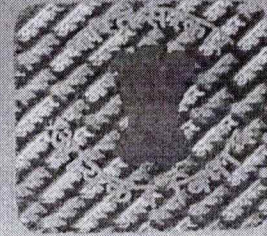


Signature



भारत सरकार

GOVT. OF INDIA



19012010



सत्यमेव जयते
भारत सरकार



आधार

भारतीय विशिष्ट ओळख प्राधिकरण

भारत सरकार

Unique Identification Authority of India
Government of India

नोंदणी क्रमांक/Enrolment No.: 1190/10074/09017

To: Deepa Siddharth Shah
(दीपा सिद्धार्थ शहा)
NEAR TOWR GARDEN
126 PALLAVI
RUIKAR COLONY
Kolhapur
Maharashtra - 416005

Date: 09/08/2011

Ref. No : 00008803-00661484-00064488



UB 03495095 4

आपला आधार क्रमांक / Your Aadhaar No. :

9854 9336 0856

आधार – सामान्य माणसाचा अधिकार



भारत सरकार

GOVERNMENT OF INDIA



दीपा सिद्धार्थ शहा
Deepa Siddharth Shah
जन्म वर्ष / Year of Birth : 1985
स्त्री / Female

9854 9336 0856



आधार – सामान्य माणसाचा अधिकार