

SIDDHARTH GUNWANT SHAH

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

Email: Siddharth.shah@ssmobile.com Mo. No. 9860798080

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, **Siddharth Gunwant 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) and driving license 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.

SIDDHARTH GUNWANT SHAH

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

Email: Siddharth.shah@ssmobile.com Mo. No. 9860798080

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.

SIDDHARTH GUNVANT SHAH

Address: 126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur – 416005
Email: siddharth.shah@ssmobile.com Mo. No. 9860798080

Yours faithfully,

Name: Siddharth Gunvant Shah

Designation: Chairman cum Managing Director

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.

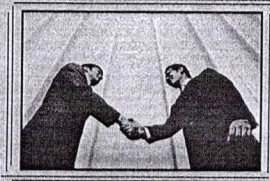
Domestic Legal Counsel to the Company

Bharucha & Partners
13th Floor, Free Press House,
Free Press Journal Marg, Nariman Point,
Mumbai - 400001, Maharashtra, India

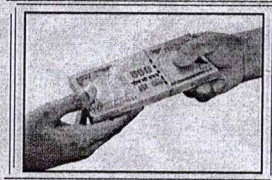
Benefits of Imperia Banking



Imperia Client
Relationship Manager /
Private Banking
Relationship Manager



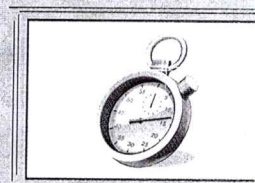
Customised Investment
Services



Preferential Pricing



Benefits Extended
to Family



Banking Convenience

For details, please contact your Imperia Client Relationship Manager/Private Banking Relationship Manager or visit www.hdfcbank.com

hdfcbank.com

Click. Choose. Apply.

Imperia
Premium Banking

HDFC BANK
We understand your world

HDFC BANK LTD

Account Number :	50100231744009	Product Code :	100-SAVINGS A/C - RESIDENT
Customer Name :	SIDDHARTH GUNVANT SHAH	A/C Currency :	INR
Customer Id :	113891676	Branch Code :	164
A/C Open Date :	03/05/2016	Branch Name :	KOLHAPUR
Joint Holder :	None	Branch Address :	HDFC BANK LTD, BHAGIRATHI HEIGHTS, 1116 D, E WARD, SHAHUPURI, KOLHAPUR
Joint Holder :	None	City :	KOLHAPUR
Address :	NEAR TOWER GARDEN 126 PALLAVI RUIKAR COLONY KOLHAPUR	Pin Code :	416001
City :	KOLHAPUR	State :	MAHARASHTRA
Pin Code :	416005	Country :	INDIA
State :	MAHARASHTRA	Branch Tel No :	18002600/18001600
Country :	INDIA	MICR Code :	416240002
Res Tel No :		IFSC Code :	HDFC0000164
Mobile No :	917507544444		
Nomination :	Registered		

भारत गणराज्य REPUBLIC OF INDIA



साईप / Type

P

राष्ट्र कोड / Country Code

IND

પાસપોર્ટ નં / Passport No.

P 3828139

उपनाम / Surname

SHAH

दिया गया नाम / Given Name(s)

SIDDHARTH GUNVANT

साम्प्रदायिकता / Nationality

लिंग / Sex

भारतीय / INDIAN

M

SN-14141 / Date of Birth

13/09/1984

जन्म स्थान / Place of Birth

KOLHAPUR, MAHARASHTRA

जारी करने का स्थान / Place of Issue

PUNE

जारी करने की तिथि / Date of Issue

18/07/2016

समाप्ति की तिथि / Date of Expiry

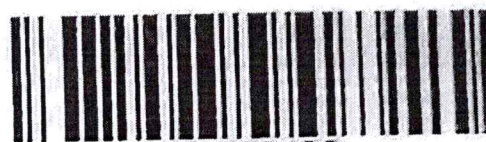
17/07/2026

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पिता / कानूनी अभिभावक का नाम / Name of Father / Legal Guardian

GUNVANT ANANT SHAH



P3828139

माता का नाम / Name of Mother

MINAL GUNVANT SHAH

पति या पत्नी का नाम / Name of Spouse

DEEPA SIDDHARTH SHAH

पता / Address

126, PALLAVI BUNGLOW, RAIKUR COLONY

OPP TOWER GARDEN, 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

F9891008

15/09/2006

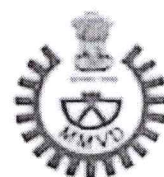
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फाइल नं. / File No.

PN1070109479416



THE UNION OF INDIA
MAHARASHTRA STATE MOTOR DRIVING LICENCE

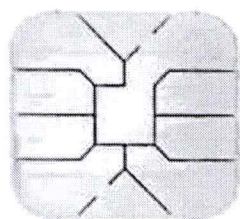


DL No : MH09 20030138882
Valid Till : 12-06-2033 (NT)

DOI : 28-04-2003

13-06-2023

FORM 7
RULE 16 (2)



AUTHORISATION TO DRIVE FOLLOWING CLASS
OF VEHICLES THROUGHOUT INDIA

COV	DOI
LMV	28-04-2003
MCWG	28-04-2003



DOB : 13-09-1984 BG :

Name : SIDDHARTH SHAHA

S/DW of : GUNVANT SHAHA

Add : A/P NEAR TOWER GANDEN 126 PALLAVI RUIKAR
COLONY KOLHAPUR
KOLHAPUR (M CORP.), KOLHAPUR, MH

PIN : 416005

Signature & ID Of
Issuing Authority

- दिपक पाटील -
MH09

Signature/Thumb
Impression of Holder

आयकर विभाग
INCOME TAX DEPARTMENT

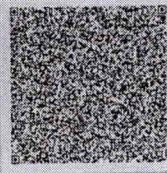


भारत सरकार
GOVT. OF INDIA



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

Shah

PAN Application Digitally Signed, Card Not
Valid unless Physically Signed

 **भारत सरकार**
GOVERNMENT OF INDIA

 **सिद्धार्थ गुणवंत शहा**
Siddharth Gunvant Shah

जन्म वर्ष / Year of Birth : 1984
पुरुष / Male



6724 4388 8251

आधार — सामान्य माणसाचा अधिकार

 **भारतीय विशिष्ट ओळख प्राधिकरण**
UNIQUE IDENTIFICATION AUTHORITY OF INDIA

पत्ता टॉवर गार्डन जवळ, १२६ पल्लवी,
रुईकर कॉलनी, कोल्हापूर, महाराष्ट्र,
416005

Address: NEAR TOWER
GARDEN, 126 PALLAVI, RUIKAR
COLONY, Kolhapur, Maharashtra,
416005

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1800 180 1947

 help@uidai.gov.in

 www.uidai.gov.in

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Bengaluru-560 001