DEEPA SIDDHARTH SHAH

Address: 126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur – 416005
Email: deepa.shah@ssmobile.com Mo. No. 9970550505

CONSENT FROM THE SELLING SHAREHOLDER

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**")

Dear Sir/ Madam,

Sub: 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").

I, Deepa Siddharth Shah, daughter of Kishor Ratilal Parekh, residing at 126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur - 416005, do confirm that I hold 87,40,150Equity Shares face value of ₹ 10 each, representing 13.27 % of the pre-Offer equity share capital of the Company.

I hereby certify that the information in respect of me as set out in **Annexure I**.

Consents

I hereby consent to the inclusion of Equity Shares of face value ₹ 10 each aggregating up to ₹ 200 Million (the "**Offered Shares**") held by me in the Company as part of the offer for sale in the Offer, subject to the terms of the Offer, as mentioned in the draft red herring prospectus (the "**DRHP**"), the red herring prospectus (the "**RHP**"), the prospectus (the "**Prospectus**" and together with the DRHP and RHP, the "**Offer Documents**") and transaction agreements executed in relation to the Offer and the approval of any other regulatory authority, if required. The Offered Shares may be offered to such category of persons in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "**SEBI ICDR Regulations**") and other applicable laws.

I hereby consent to the inclusion of my name as a selling shareholder and any other information as required under the SEBI ICDR Regulations and other applicable laws in the DRHP to be filed by the Company with the Securities and Exchange Board of India ("**SEBI**") and any relevant stock exchange(s) where the Offered Shares are proposed to be listed (the "**Stock Exchanges**"), the RHP and the Prospectus which the Company intends to register with the Registrar of Companies, Maharashtra at Pune (the "**RoC**") and thereafter file with SEBI and the Stock Exchanges and other Offer related documents.

I hereby consent that my entire pre-Offer shareholding, excluding the Offered Shares which are successfully sold and

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transferred as part of the Offer, shall be locked-in, in terms of Regulation 17 of the SEBI ICDR Regulations from the date of allotment in the Offer for such period as may be required under the SEBI ICDR Regulations.

I confirm that I shall not transfer my Equity Shares, excluding the Offered Shares which are successfully sold and transferred as part of the Offer, during the period starting from the date of filing of the DRHP with SEBI, except in accordance with the SEBI ICDR Regulations, until such time that the lock-in is created in terms of SEBI ICDR Regulations, without consultation with the book running lead manager (the "**BRLMs**").

I confirm that the above information is true, fair, correct and adequate in all material respects, and not misleading in any material respect, and are adequate to enable investors to make a well-informed decision with respect to an investment in the Offer.

I authorize the Company to deliver a copy of this letter of consent to the RoC, SEBI, the Stock Exchanges, and any other regulatory authority as may be required and/or for the records to be maintained by the BRLMs. I confirm that this consent will remain valid and in force till the date on which Equity Shares of the Company start trading on the Stock Exchanges, in the absence of any written communication from me.

I confirm that I will immediately communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Offered Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Offered Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

I hereby consent to this certificate being disclosed by the BRLMs, 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.

This consent letter may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the Book Running Lead Managers in respect of the Offer. I further consent to this certificate being kept in records as required to be maintained by the BRLM connection with the Offer.

I consent to the inclusion of this certificate 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.

I consent to this certificate in connection with the Offer to be uploaded on the websites of the Company, the repository and/or the database of the Stock Exchanges.

All capitalized terms not defined herein would have the same meaning as attributed to such terms in the Offer Documents.

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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

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ANNEXURE I

Name of Selling Shareholder	Deepa Siddharth Shah
Registered address	126, "PALLAVI", Near Tower Garden, Ruikar Colony, Kolhapur - 416005
Date of birth	05.09.1985
Telephone number	9970550505
PAN/ Aadhar Number/ Passport Number	PAN: COBPS4551K Aadhar Number: 9854 9336 0856 Passport Number: M2707765