Formerly known as: SS Retail Private Limited & SS Communication & Services Pvt. Ltd. CIN - U51599PN2016PLC164991

REGD Office : 399, 'E' Basant Bahar Road, Ratikamal Complex, Kolhapur, Maharashtra, India- 416003 Mob: +91 8600 666 111. Email - info@ssmobile.com

Date: September 15, 2026

To

Dept. of Listing Operations
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai – 400001, Maharashtra, India

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G, Bandra Kurla Complex
Bandra (East), Mumbai 400051, Maharashtra, India

Sub: **Proposed initial public offering of equity shares of face value of Rs. 10 each (the "Equity Shares") of SS Retail Limited (the "Company", and such initial public offering, the "Offer").**

Dear Sir/Ma'am,

The Board of Directors of the Company at its meeting held on September 15, 2026, in consultation with Anand Rathi Advisors Limited and Emkay Global Financial Services Limited (together, the "**Book Running Lead Managers**"), has finalized allocation of 34,52,829 Equity Shares to Anchor Investors at Anchor Investor Allocation Price of Rs. 424/- per Equity Share (including share premium of Rs. 414/- per Equity Share) in the following manner:

Sr. No.	Name of the Anchor Investor	Equity Shares Allocated	Shares Allotted as a percentage of Equity Shares available for Allocation under the Anchor Investor Portion (%)	Anchor Investor Allocation Price (Rs.)	Total Amount of Allocated Shares at the Anchor Investor Allocation Price (Rs.)
1	MAGNUM EQUITY EX - TOP 100 LONG SHORT FUND	4,12,736	11.95%	424	17,50,00,064
2	ICICI PRUDENTIAL ACTIVE MOMENTUM FUND	3,53,780	10.25%	424	15,00,02,720
3	KOTAK MAHINDRA TRUSTEE CO. LTD A/C KOTAK CONSUMPTION FUND	2,12,275	6.15%	424	9,00,04,600
4	KOTAK MAHINDRA TRUSTEE CO. LTD A/C KOTAK SERVICES FUND	82,565	2.39%	424	3,50,07,560
5	AXIS MUTUAL FUNDTRUSTEE LTD A/C AXIS MUTUAL FUND A/C AXIS SERVICES OPPORTUNITIES FUND	2,34,080	6.78%	424	9,92,49,920
6	WHITEOAK CAPITAL ELSS TAX SAVER FUND	23,590	0.68%	424	1,00,02,160
7	WHITEOAK CAPITAL MULTI CAP FUND	1,06,120	3.07%	424	4,49,94,880
8	WHITEOAK CAPITAL CONSUMPTION OPPORTUNITIES FUND	23,590	0.68%	424	1,00,02,160
9	WHITEOAK CAPITAL EQUITY SAVINGS FUND	5,880	0.17%	424	24,93,120
10	WHITEOAK CAPITAL BALANCED HYBRID FUND	35,385	1.02%	424	1,50,03,240
11	WHITEOAK CAPITAL AGGRESSIVE HYBRID FUND	35,385	1.02%	424	1,50,03,240
12	WHITEOAK CAPITAL BALANCED ADVANTAGE FUND	47,180	1.37%	424	2,00,04,320

Sr. No.	Name of the Anchor Investor	Equity Shares Allocated	Shares Allotted as a percentage of Equity Shares available for Allocation under the Anchor Investor Portion (%)	Anchor Investor Allocation Price (Rs.)	Total Amount of Allocated Shares at the Anchor Investor Allocation Price (Rs.)
13	MOTILAL OSWAL CONSUMPTION FUND	2,18,157	6.32%	424	9,24,98,568
14	BANDHAN MIDCAP FUND	2,34,080	6.78%	424	9,92,49,920
15	MIRAE ASSET GREAT CONSUMER FUND	2,34,080	6.78%	424	9,92,49,920
16	TATA INDIA CONSUMER FUND	2,34,080	6.78%	424	9,92,49,920
17	INVESCO INDIA ELSS TAX SAVER FUND	94,339	2.73%	424	3,99,99,736
18	INVESCO INDIA CONSUMPTION FUND	94,340	2.73%	424	4,00,00,160
19	ADITYA BIRLA SUN LIFE MUTUAL FUND - ADITYA BIRLA SUN LIFE SPECIAL OPPORTUNITIES FUND	1,88,679	5.46%	424	7,99,99,896
20	360 ONE EQUITY OPPORTUNITIES FUND – SERIES 2	2,18,155	6.32%	424	9,24,97,720
21	KOTAK MAHINDRA LIFE INSURANCE COMPANY LTD.	2,35,865	6.83%	424	10,00,06,760
22	BENGAL FINANCE & INVESTMENT PVT LTD	1,28,488	3.72%	424	5,44,78,912
TOTAL		**34,52,829**	**100.00%**	**424**	**1,46,39,99,496**

40% of the Anchor Investor Portion, was reserved as following: (i) 33.33% was reserved for domestic Mutual Funds; and (ii) 6.67% was reserved for life insurance companies registered with the Insurance Regulatory and Development Authority of India under the provisions of the Insurance Act, 1938 and pension funds registered with the Pension Fund Regulatory and Development Authority under the provisions of the Pension Fund Regulatory and Development Authority Act, 2013, subject to valid Bids being received from them at or above the Anchor Investor Allocation Price. Any undersubscription in the reserved category for life insurance companies and pension funds was made available for Allocation to domestic Mutual Funds.

Out of the total allocation of 34,52,829 Equity Shares to the Anchor Investors, 28,70,321 Equity Shares (i.e. 83.13 % of the total allocation to Anchor Investors) were allocated to 11 domestic Mutual Funds, which have applied through a total of 19 schemes. Set forth below is a scheme-wise detail of allocation to such domestic Mutual Funds:

DOMESTIC MUTUAL FUNDS

Sr. No.	Name of the Mutual Fund Scheme	Equity Shares Allocated	Shares Allotted as a percentage of Equity Shares available for Allocation under the Anchor Investor Portion (%)	Anchor Investor Allocation Price (Rs.)	Total Amount of Allocated Shares at the Anchor Investor Allocation Price (Rs.)
1	MAGNUM EQUITY EX - TOP 100 LONG SHORT FUND	4,12,736	11.95%	424	17,50,00,064
2	ICICI PRUDENTIAL ACTIVE MOMENTUM FUND	3,53,780	10.25%	424	15,00,02,720
3	KOTAK MAHINDRA TRUSTEE CO. LTD A/C KOTAK CONSUMPTION FUND	2,12,275	6.15%	424	9,00,04,600
4	KOTAK MAHINDRA TRUSTEE CO. LTD A/C KOTAK SERVICES FUND	82,565	2.39%	424	3,50,07,560

Sr. No.	Name of the Mutual Fund Scheme	Equity Shares Allocated	Shares Allotted as a percentage of Equity Shares available for Allocation under the Anchor Investor Portion (%)	Anchor Investor Allocation Price (Rs.)	Total Amount of Allocated Shares at the Anchor Investor Allocation Price (Rs.)
5	AXIS MUTUAL FUNDTRUSTEE LTD A/C AXIS MUTUAL FUND A/C AXIS SERVICES OPPORTUNITIES FUND	2,34,080	6.78%	424	9,92,49,920
6	WHITEOAK CAPITAL ELSS TAX SAVER FUND	23,590	0.68%	424	1,00,02,160
7	WHITEOAK CAPITAL MULTI CAP FUND	1,06,120	3.07%	424	4,49,94,880
8	WHITEOAK CAPITAL CONSUMPTION OPPORTUNITIES FUND	23,590	0.68%	424	1,00,02,160
9	WHITEOAK CAPITAL EQUITY SAVINGS FUND	5,880	0.17%	424	24,93,120
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18	INVESCO INDIA CONSUMPTION FUND	94,340	2.73%	424	4,00,00,160
19	ADITYA BIRLA SUN LIFE MUTUAL FUND - ADITYA BIRLA SUN LIFE SPECIAL OPPORTUNITIES FUND	1,88,679	5.46%	424	7,99,99,896
Total		**28,70,321**	**83.13%**	**-**	**1,21,70,16,104**

Out of the total allocation of 34,52,829 Equity Shares to the Anchor Investors, 2,35,865 Equity Shares (i.e. 6.83 % of the total allocation to Anchor Investors) were allocated to 1 Life Insurance Company. Our Company has not received any application from any Pension Fund. Set forth below are the details of allocation to such Life Insurance Company:

LIFE INSURANCE COMPANY

Sr. No.	Name of Life Insurance Company	No. of Equity Shares Allocated	% of Anchor Investor Portion	Anchor Investor Allocation Price (Rs.)	Total Amount Allocated in Anchor Investor Portion (Rs.)
1	KOTAK MAHINDRA LIFE INSURANCE COMPANY LTD.	2,35,865	6.83%	424	10,00,06,760
	Total	**2,35,865**	**6.83%**	**424**	**10,00,06,760**

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018 as amended ("**SEBI ICDR Regulations**"), in case the Offer Price discovered through book building process is higher than the Anchor Investor Allocation Price, Anchor Investors will be required to pay the difference by the pay-in as specified in the revised CAN.

Further, we shall abide by Schedule XIII, Part A, Clause 10 and all relevant clauses of Schedule XIII of the SEBI ICDR Regulations, from time to time.

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated September 08, 2026, of our Company filed with the Registrar of Companies, Maharashtra at Pune, to be read along with price band advertisement dated September 09, 2026 published on September 10, 2026.

We request you to make the above information public by disclosing the same on your website.

Thanking You,
For **SS Retail Limited**



Authorized Signatory
Name: Kishor Babaso Hupare
Designation: Company Secretary and Compliance Officer

cc:

Securities and Exchange Board of India
Corporation Finance Department,
Division of Issues and Listing,
Plot No. C4 A, G Block
Bandra Kurla Complex, Bandra (East)
Mumbai 400 051, India

IPO PREMIUM