



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

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Date: 14/10/2026

The Secretary, Listing Department National
Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla
Complex, Bandra Kurla (E), Mumbai – 400 051

The Secretary, Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

Symbol: SSRETAIL

Scrip Code: 544934
ISIN: INE1EQW01028

Dear Sir/Madam,

Subject: Intimation of Interview with Media Channel under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Mr. Siddharth Shah, Chairman and Managing Director of the Company, is scheduled to participate in a media interview today, i.e., Wednesday, October 14, 2026, at 8:30 A.M.

The interview will cover the Company's business, operations and other relevant matters.

No unpublished price-sensitive information (UPSI) is intended to be discussed during the interview. The Press Note is also attached to this Letter.

The schedule of the interview is subject to change due to exigencies on the part of the media channel or the Company.

This submission shall be hosted on the Company's website under the tab 'Investor Relations' at WWW.SSMOBILE.COM

You are requested to take the above information on record.

Thanking You,

Yours faithfully,

For SS Retails Limited

A handwritten signature in blue ink, appearing to read 'Kishor Hupre', is written over a circular blue stamp.



Kishor Hupre

Designation: Company Secretary & Compliance Officer

M. No. F10716

SS Retail Posts Record Q1 FY27, with Revenue Surging 59% YoY

Strong business momentum, improving operating efficiencies and a scalable retail model drive profitable growth.

October 13, 2026: **SS Retail Limited** (BSE: 544934; NSE: SSRETAIL), a leading mobile retailer, announced its results for the quarter ended June 30, 2026.

Key Highlights

- **Record Same-Store Sales Growth:** SSG stood at **34% in Q1 FY27**, reflecting strong underlying demand momentum and healthy organic growth across the existing store network.
- **Accelerating Retail Network Expansion:** Added **33 stores in Q1 FY27**, taking the total retail footprint to **536 stores across 5 states**, with a cumulative retail area of **2.8 lakh sq. ft.**

Q1-FY27 Consolidated Financial Performance:

Revenue	Gross Margin	EBITDA	EBITDA Margin	PAT
INR 7,897 Mn	12.8%	INR 454 Mn	5.8%	INR 238 Mn
YoY: +59%	YoY: +53 bps	YoY: +51%	YoY: (31) bps	YoY: +61%

Business & Operational Highlights:

Financial Performance

- **Robust Revenue Growth:** Revenue increased **59% YoY to INR 7,897 Mn**, driven by higher mobile ASPs, healthy same-store sales growth and continued store additions.
- **Resilient EBITDA Performance:** EBITDA stood at **INR 454 Mn up by 51% YoY**, with margins at **5.8%**, remaining broadly stable despite the consolidation of Olineo and Nexora, which increased EBITDA-level costs by **79 bps**. As the newly acquired businesses scale up, operating leverage is expected to support EBITDA improvement, with **growth anticipated in the latter half of FY27**.

Product Portfolio & Profitability Drivers

- **Diversified Product Mix:** Mobile phones accounted for **86% of revenue**, followed by pre-owned devices at **7.5%**, accessories & protection at **5%**, and TVs & laptops at **1.5%**.
- **Accelerating Pre-Owned Business:** Mobile Exchange Wala operates a **shop-in-shop model across 95+ stores**, with pre-owned devices contributing **7.5% of Q1 FY27 revenue vs. 5.8% in Q1 FY26**, registering **96% YoY growth**. Rising ASPs and premiumisation are driving growth in

the pre-owned segment, which generates **higher margins compared to new phones**, significantly enhancing the overall profitability mix.

Store Network Expansion & Growth Strategy

- **Accelerating Geographic Diversification:** Maharashtra contributed **88% of revenue** in Q1 FY27, while non-Maharashtra markets increased to **12% from 8% in Q1 FY26**, indicating gradual diversification beyond the core market.
- **Scalable COFO-Led Expansion:** Revenue contribution comprised **20% from COCO, 72% from COFO and 8% from FOFO**, with the partner-led COFO model enabling faster, capital-efficient expansion while inventory ownership remains with the company.

Operational Efficiency & Technology

- **Improving Inventory Efficiency:** Maintained inventory days at **47 days** despite acquisitions, strong growth and a higher contribution from non-Maharashtra markets, reflecting disciplined inventory management and working capital efficiency.
- **Integrated Technology Infrastructure:** Proprietary **ERP, SCM, CRM and HRMS platforms** enable real-time inventory visibility, store-level cost monitoring and streamlined operations across the retail network.

Customer Proposition & Loyalty

- **Differentiated Customer Proposition:** Complimentary **two-year warranty and three-in-one accessory bundle** strengthen the value proposition, with around **80% of customers preferring the bundle over a cash discount**.
- **Customer Loyalty & Retention:** With a customer base of approximately **61 lakh**, SS Retail targets **1 crore customers by FY28-29**. Its loyalty programme is focused on driving repeat purchases, strengthening retention and increasing customer lifetime value.

Capital Allocation & Growth Funding

- **IPO-Funded Store Expansion:** The **INR 500 crore IPO**, including a **INR 360 crore fresh issue**, will fund **115 new stores and working capital requirements**, supporting the next phase of network expansion and business growth.

Management Commentary:

Commenting on the results, Mr. Siddharth Shah Founder, Chairman & MD, SS Retail said: *“Our first results announcement since listing marks an exciting new chapter for SS Retail, with record-high revenue, EBITDA and PAT, growing 59%, 51% and 61% YoY, respectively. Building on this strong performance, we are targeting 750 stores by FY28 and 2x revenue growth over the FY26 base, backed by India’s significant organised mobile retail opportunity.*

As we scale, improved store productivity and operating leverage are expected to drive incremental EBITDA margin expansion, translating into stronger PAT margins and profitable growth.

Opportunities across pre-owned devices, accessories and financing further strengthen our growth runway as we build SS Retail into a scalable consumer technology platform focused on accelerating growth, expanding profitability and creating sustainable long-term value.”

Financial Statements:

Results for the quarter ended June 30, 2026, prepared under Ind AS, along with segment results, are available in the Investor section of our website <https://ssmobile.com/in/home>

About SS Retail:

SS Retail Limited (NSE: SSRETAIL; BSE: 544934) incorporated in June 2016, is a multi-brand retail chain for mobile phones, accessories and other electronic items, with operations across Maharashtra, Karnataka, Madhya Pradesh, Goa and Gujarat. The Company operates through its flagship SS Mobile brand and other formats, including The Mobile Space and Mobile Exchange Wala, catering to both new and pre-owned smartphone markets. Its vertically integrated retail operations are supported by direct relationships with OEMs and distributors, an in-house technology platform for inventory and supply chain management, and a network spanning company-operated and franchise-led stores. The Company also offers accessories, device protection plans and financing options, providing customers with an integrated mobile retail experience.

Contact Information:

Investor Relations Representative:	Company Secretary and Compliance Officer:
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