IPO FACT SHEET

IPO : SS Retail Limited — September 2026

Snapshot

SS Retail Limited is an organised multi-brand retail company focused primarily on mobile phones, consumer electronics and related accessories. The company operates through a combination of Company-Owned Franchisee-Operated (COFO), Franchisee-Owned Franchisee-Operated (FOFO) and Company-Owned Company-Operated (COCO) store formats. As of March 31, 2026, it operated 503 stores, with a strong presence in tier II, tier III and beyond cities. Its product portfolio includes smartphones, accessories, electronics, pre-owned smartphones and ancillary services. The company has expanded its regional presence through franchise partnerships and aims to deepen its presence in Maharashtra while expanding into Goa, Karnataka, Madhya Pradesh, Gujarat and other adjacent markets.

Opening Date	Wednesday, September 16, 2026
Closing Date	Friday, September 18, 2026
Price Band	Rs. 403 to 424 per share
Bid Lot	35 Shares
Issue Size	1,18,10,182 shares (aggregating up to Rs. 501 Cr)
Fresh Issue	85,08,298 shares (aggregating up to Rs. 361 Cr)
Fresh Issue	33,01,884 shares (aggregating up to Rs. 140 Cr)
Registrar	Kfin Technologies Ltd.

Company Vision

SS Retail Limited’s vision is to strengthen its position as an organised multi-brand retailer by expanding its presence across existing and new geographies, particularly tier II, tier III and beyond cities. The company aims to leverage its understanding of diverse markets, franchise-led expansion model and customer-focused approach to improve accessibility to mobile phones and consumer electronics. Its strategy includes deepening penetration in Maharashtra while expanding into Goa, Karnataka, Madhya Pradesh, Gujarat and adjacent markets. By enhancing store experience, maintaining relevant product offerings and building customer relationships, the company seeks to create a scalable retail network and capture opportunities arising from increasing digital adoption and smartphone upgrades.

Key Financials

Amount in cr.	FY2026	FY2025	FY2024
Assets	575	389	278
Total Income	2,353	1,600	1,208
Profit After Tax	59	40	27
EBITDA	125	80	57
NET Worth	226	141	102
Reserves and Surplus	160	128	89
Total Borrowing	163	125	110

Growth Prospects

SS Retail Limited has growth potential from the expansion of India’s organised mobile and consumer electronics retail market, particularly in tier II, tier III and beyond cities. The company has increased its store network through COFO and FOFO formats, which require comparatively lower capital and support faster geographic expansion. Rising smartphone penetration, 4G/5G adoption, financing availability, customer upgrades and premiumisation can support demand. The company plans to strengthen its presence in Maharashtra and expand into additional states. Its established understanding of regional markets, franchise partnerships and focus on customer experience provide a platform for further store expansion and customer acquisition.

Risk Assessment

SS Retail Limited operates in a highly competitive and dynamic retail industry where customer preferences, technology, pricing and economic conditions can change rapidly. The company faces competition from organised retailers, regional players and major e-commerce platforms, which may offer attractive pricing, discounts and convenience. Its business also depends on maintaining optimal inventory and accurately anticipating customer demand. A significant portion of its stores operates from leased or licensed premises, creating risks related to rent escalation, lease renewal and relocation. Dependence on third-party brands, product quality and customer service may also affect its reputation and sales.