**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: 13/11/2026

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

Symbol: SSRETAIL
ISIN: INE1EQW01028

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

Scrip Code: 544934
ISIN: INE1EQW01028

Dear Sir/Madam,

Sub.: Press Release on highlights of the Unaudited Standalone and Consolidated financial results.

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements Regulations), 2015, as amended ("SEBI Listing Regulations, 2015").

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI Listing Regulations, 2015, we are enclosing herewith, a press release providing highlights of the Unaudited Standalone and Consolidated financial results of the Company for the quarter and half year ended on September 30, 2026.

The same shall be circulated by the Company with potential Analyst or investors for the information purpose and shall be presented at upcoming Analyst or investors meet of the Company.

This said press release will be also made available 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**

Kishor Babaso Hupare
Digitally signed by Kishor Babaso Hupare
Date: 2026.11.13 22:27:36 +05'30'

**Kishor Hupare**
**Designation: Company Secretary and Compliance Officer**
**M. No.: F10716**

**Encl.: As mentioned above**

## Media Release

**SS Retail Delivers Record Q2 FY27 Performance; Revenue Surges 87% YoY, SSSG Reaches 38%**

***Industry-leading organic growth, accelerating retail expansion and premiumisation-led demand fuel record performance.***

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

## Key Highlights

- **Exceptional Same-Store Sales Growth:** Delivered an exceptional **38% SSSG in Q2 FY27**, driven by higher smartphone ASPs, premiumisation and deeper monetisation of the existing store network. The growing contribution of Mobile Exchange Wala's pre-owned business, operating through a shop-in-shop model within SS Mobile stores, further enhances sales productivity without requiring additional retail space.

- **Accelerating Retail Expansion:** Added **38 stores during Q2 FY27**, taking the network to **574 stores across 5 states**, spanning approximately **2.8 lakh sq. ft.** Continued expansion strengthens the Company's market presence and extends its reach across existing and newer markets.

- **Festive Demand Provides Growth Tailwinds:** Strong festive-season demand, supported by premium smartphone upgrades, attractive financing options and an expanding retail footprint, positions the Company to capitalise on favourable consumer demand during H2 FY27.

**Q2-FY27 Consolidated Financial Performance:**

| Revenue | Gross Margin | EBITDA | EBITDA Margin | PAT |
|---|---|---|---|---|
| **INR 9,403 Mn** | **12.7%** | **INR 524 Mn** | **5.6%** | **INR 280 Mn** |
| *YoY: +87%* | *YoY: +71 bps* | *YoY: +99%* | *YoY: +35 bps* | *YoY: +160%* |

**H1-FY27 Consolidated Financial Performance:**

| Revenue | Gross Margin | EBITDA | EBITDA Margin | PAT |
|---|---|---|---|---|
| **INR 17,293 Mn** | **12.7%** | **INR 973 Mn** | **5.6%** | **INR 517 Mn** |
| *YoY: +73%:* | *YoY: +61 bps* | *YoY: +73%* | *YoY: +1 bps* | *YoY: +102%* |



*All figures have been rounded to the nearest decimal place

## Business & Operational Highlights:

### Financial Performance & Profitability

### Q2 & H1 FY27 Financial Performance

- **Record Quarterly Revenue:** Revenue surged **87% YoY to ₹9,403 million in Q2 FY27** and grew **73% YoY to ₹17,293 million in H1 FY27**, driven by higher smartphone ASPs, strong same-store sales growth and continued retail network expansion.

- **Strong EBITDA Growth:** EBITDA increased **99% YoY to ₹524 million in Q2 FY27** and **73% YoY to ₹973 million in H1 FY27**. EBITDA margin improved by **35 bps to 5.6% in Q2** and remained stable at **5.6% in H1**, supported by a richer product mix and premiumisation

- **Profitability Momentum:** PAT increased **160% YoY to ₹280 million in Q2 FY27** and **102% YoY to ₹517 million in H1 FY27**, reflecting improved earnings conversion

### Franchise Model & Centralised Inventory Control

- **Capital-Efficient COFO-Led Expansion:** COFO accounted for **73% of revenue**, followed by COCO at 16% and FOFO at 11%, highlighting the strength of the franchise-led operating model.

- **Scalable Partner Ecosystem:** The partner-led model allows the Company to leverage local market knowledge, customer relationships and franchisee participation to accelerate expansion, while maintaining a centralised supply chain and operating backbone.

### Premiumisation & Higher-Margin Growth Engines

- **Scaling the Pre-Owned Opportunity:** Pre-owned devices contributed **7.3% of Q2 FY27 revenue**, up from 6.5% in Q2 FY26. Mobile Exchange Wala's presence across **108+ stores** from 71 stores in FY26 strengthens the Company's participation in the growing trade-in and refurbished smartphone market, while adding a higher-margin revenue stream through its shop-in-shop model.

- **Diversifying Product Mix:** Mobile phones contributed **86% of revenue**, followed by pre-owned devices at 7.3%, accessories and protection at 5%, and TVs and laptops at 1.7%. Increasing contribution from adjacent categories provides opportunities to improve blended margins and strengthen earnings quality.

### Geographic Diversification

- **Strengthening Presence Beyond Maharashtra:** Non-Maharashtra markets contributed **8% of Q2 FY27 revenue**, compared with 6% in Q2 FY26, reflecting gradual geographic diversification



*All figures have been rounded to the nearest decimal place

and opportunities to replicate the Company's retail model in newer markets.

- **Broad Based Growth Across Geographies:** H1 FY27 revenue grew 118% Y-o-Y in Metro markets, 58% in Urban markets and 69% in Rural markets, demonstrating strong growth across all three market segments

## Management Commentary:

**Commenting on the results, Mr. Siddharth Shah Founder, Chairman & MD, SS Retail said:** "*Our Q2 performance reflects the strength of SS Retail's business model, with record-high revenue, EBITDA and PAT, driven by strong same-store sales growth, continued network expansion and improving product mix. The performance underscores the growing scale of our retail operations and the strength of our customer franchise.*

*As we move into H2 FY27, our focus remains on sustaining growth momentum, strengthening store productivity and driving operating efficiencies. We remain firmly on track to achieve our target of **750 stores by FY28**, supported by continued expansion and disciplined execution.*

*Over the next 2 years, we are targeting to **double revenue from the FY26 base**. As we scale, improving store productivity, operating leverage and operating efficiencies are expected to drive EBITDA margin expansion, stronger PAT margins and sustainable profitable growth. Our vision is to build SS Retail into a leading **Pan-India consumer retail platform**, replicating our successful market playbook across geographies, deepening our presence in Tier 2 and beyond markets, and delivering sustainable, profitable growth and long-term stakeholder value."*

## Financial Statements:

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

## Quarterly Conference Call

The earnings conference call will be held on Monday, November 16,2026 at 10:00 AM (IST) to discuss the Financial Results and performance of the Company for the quarter and half year ended September 30, 2026. The earnings conference call will be accessible from all networks and countries through universal access dial-ins +91-2262801557/+91-2271158383 also at: Link. Further, the analyst(s)/institutional investor(s) presentation will be submitted to Stock Exchanges and shall also be hosted on the Company's website at 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



*All figures have been rounded to the nearest decimal place

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:** |
|---|---|
| Ms. Garima Singla / Ms. Diya Kaswa<br>Go India Advisors<br>Tel: +91-9780042377 / +91-9834167860<br>Email: garima@goindiaadvisors.com / diya@goindiaadvisors.com | Kishor Babaso Hupare<br>SS Retail Limited<br>Tel: +91 9096191222<br>Email: compliance@ssmobile.com |

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