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SS RETAIL LIMITED

September 15, 2026

SS Retail

SMC Ranking

★★☆☆☆ (2/5)

Issue Highlights

Industry	Retail
Offer for sale (Shares)	3,301,884
Fresh Issue (Shares)	8,508,298
Net Offer to the Public	11,810,182
Issue Size (Rs. Cr.)	475-501
Price Band (Rs.)	403-424
Employee Discount	Rs. 25
Offer Date	16-Sep-26
Close Date	18-Sep-26
Face Value	10
Lot Size	35

Issue Composition

	In shares
Total Issue for Sale	11,810,182
QIB	5,905,091
NIB	1,771,527
Retail	4,133,564

Shareholding Pattern (%)

Particulars	Pre-issue	Post -issue
Promoters & promoters group	75.74%	64.85%
QIB	0.00%	7.94%
NIB	24.26%	21.65%
Retail	0.00%	5.56%
Total	**100.00%**	**100.00%**

*calculated on the upper price band

Objects of the Issue

The Company proposes to utilise the Net Proceeds from the Issue towards the following objects:

1. Funding capital expenditure for Fit Outs towards setting up of new stores in Fiscal 2027 and Fiscal 2028
2. Part funding of the incremental working capital requirements of Company
3. General Corporate Purposes

Book Running Lead Manager

- Anand Rathi Advisors Limited
- Emkay Global Financial Services Limited

Name of the registrar

- KFin Technologies Limited

About the company

SS Retail Limited is a Kolhapur-based multi-brand retailer of mobile phones, pre-owned smartphones, accessories and a thin slice of other electronics (TVs, laptops, tablets), plus protection plans, EMI facilitation and recharges. It runs three store brands — SS Mobile, The Mobile Space and Mobile Exchange Wala (a shop-in-shop for used phones) — through a mix of company-owned (COCO), company-owned franchisee-operated (COFO) and franchisee-owned (FOFO) stores. As of 31 March 2026 it had 503 stores across 215 cities in Maharashtra, Karnataka, Madhya Pradesh and Goa (Gujarat started in FY27), covering 2,41,365 sq. ft.; by 31 July 2026 the count was 536 stores. FY26 restated revenue was Rs. 2,351.03 crore, gross profit Rs. 286.41 crore (12.18%), operating EBITDA Rs. 125.15 crore (5.32%) and PAT Rs. 59.28 crore (2.52%). About 86% of sales still come from new phones and 89% from Maharashtra. Promoters are Siddharth and Deepa Shah and Harshal and Bhavini Parekh.

Company Strengths

Largest mobile-phone retail chain in West India and Maharashtra, and 3rd largest in India among peers: SS Retail is a multi-brand chain that, as of 31 March 2026, ran 503 stores in India and 458 in Maharashtra. The commissioned Knowledge Company report ranks it the largest mobile-phone chain in West India and in Maharashtra, and the third-largest in India among the peers it compared. Store count rose from 236 stores in 109 cities (FY24) to 503 stores in 215 cities (FY26) at a 45.99% CAGR — the second-fastest among those peers and about 2.4 times their 19.29% average. Maharashtra still delivered Rs. 2,094.57 crore, or 89.09% of FY26 revenue. Regional focus, smaller high-turnover stores and lower rent and marketing spend versus national multi-category chains helped a 12.18% gross margin, the third-highest among peers. Same-store sales grew 11.17% over FY24–FY26 and average store-closure was only 3.65%.

Differentiated COFO and FOFO models with a Local Partners approach: Scale has come mainly from franchisees. COFO stores (company leases the shop, franchisee runs it; inventory stays with SS Retail) were 62.82% of stores at FY26-end; FOFO stores (franchisee leases and operates) were 20.48%. Franchisees put up part of the fit-out. In COFO the company pays running costs and pays commission once monthly targets are hit; in FOFO the franchisee bears opex and keeps residual profit while SS Retail earns a fixed margin on stock. COFO revenue grew at a 32.01% CAGR over FY24–FY26; FOFO, off a small base, grew at 110.49%. Partners must live in the catchment, depend on the store for income and preferably already know retail. Training sits in "SS Gurukul". Between FY24 and FY26 the company added 127 COFO and 84 FOFO stores with less of its own capital than a full COCO rollout would have needed.

Track record in diverse markets, especially Tier II and Tier III-plus towns: The network spans metros to small towns, but the weight is down-market: at FY26-end 17.89% of stores were in Tier II and 51.69% in Tier III and beyond (260 of 503 stores). Those two buckets produced 21.77% and 49.43% of FY26 revenue and grew at 37.21% and 35.48% CAGRs. The operating rule of thumb is one store per 2.5 lakh people, opened in clusters after a written city-profile, demand, competitor and rent pack is approved. Industry data used in the RHP expects Tier I and Tier II mobile markets to grow at about 10.0% and 10.1% CAGR from FY26 to FY30. Three warehouses in Maharashtra plus logistics partners in Mumbai, Pune, Nagpur and Bhopal run a hub-and-spoke feed into these towns. Only 27 / 12 / 5 stores were shut in FY26 / FY25 / FY24.

Broad product mix, pre-owned phones and a tight procurement engine: New mobiles were 86.18% of FY26 revenue (Rs. 2,026.11 crore); Mobile Exchange Wala pre-owned phones added another 7.20% (Rs. 169.35 crore), taking the combined phone share to 93.38%. Accessories were 4.29%, other electronics 1.39% and ancillary services 1.10%. Exchange Wala shops-in-shop grew from 46 to 71 locations and revenue from Rs. 51.51 crore to Rs. 169.35 crore. Pre-owned stock is not MRP-bound, so pricing is more flexible and the trade-in loop feeds both used supply and new-phone demand. That density helped sales per sq. ft. of Rs. 1,46,347 in FY26 — the highest among the peers cited. Buying is through long-running ties with brands and authorised distributors (28 brands and 62 distributors in FY26), backed by in-house ERP that tracks stock and IMEI in real time.

Consistent financial performance and an asset-light growth engine: Revenue rose from Rs. 1,206.74 crore in FY24 to Rs. 2,351.03 crore in FY26 (39.58% CAGR, highest among the cited peers vs a 24.30% peer average). Gross profit grew at 49.16% CAGR to Rs. 286.41 crore; operating EBITDA at 48.83% CAGR to Rs. 125.15 crore; PAT from Rs. 26.65 crore to Rs. 59.28 crore. FY26 operating EBITDA margin was 5.32% (third-highest among peers), ROE 30.60% (highest vs peer average 16.92%) and post-tax ROCE 22.54% (also highest among those peers). Net debt / operating EBITDA improved to 1.06x and net debt / equity to 0.58x. Medium and small formats, COFO/FOFO cost-sharing, cheaper Tier-II/III rents and shop-in-shop used-phone counters all keep capital light. CRISIL lifted ratings in August 2026 to A1 (inventory / channel finance) and A/Stable (cash credit).

Experienced promoters and a domain-heavy management bench: Founder and CMD Siddharth Gunvant Shah has more than 24 years in mobile retail and a 2024 BW Retail World “40 under 40” mention. Whole-time directors Deepa Shah (marketing, service ops, supply chain; 16+ years) and Harshal Parekh (technology, governance, legal; 16+ years) have been on the board since incorporation. CFO and whole-time director Sagar Patil covers finance, channel partners and training (16+ years). CEO Nitin Kumar Jain has 24+ years and leads brand alliances and expansion. Company secretary Kishor Hupare handles compliance. The same group also owns the local-partner franchise system and the SS Gurukul training loop that new stores run through.

Company Strategy

Deepen existing states and open Chhattisgarh: India’s mobile-phone market was Rs. 3,65,700 crore in FY26 and is projected at Rs. 5,19,800 crore by FY30 (9.2%

CAGR). Maharashtra alone was Rs. 56,700 crore, or 15.5% of India. SS Retail plans to pack more stores into Maharashtra (already 458) and to thicken the young networks in Goa, Karnataka, Madhya Pradesh and Gujarat (markets of Rs. 1,500 cr, Rs. 32,600 cr, Rs. 11,500 cr and Rs. 30,700 cr). Chhattisgarh (Rs. 5,000 crore, 1.4% of India) is the next adjacent state. The plan is 120 new stores in each of FY27 and FY28; 33 had already opened by 31 July 2026. Up to Rs. 12.45 crore of IPO money is earmarked for fit-outs on 57 + 58 of those stores, and Rs. 241.35 crore for incremental working capital. FY26 also brought a 51.04% stake in Olineo (34 Maharashtra stores). An online-to-offline site and an EasyRewardz loyalty programme are being built to keep customers inside the same network.

Push higher-margin accessories and other electronics: Accessories, hearables, wearables, TVs and laptops carry fatter margins than branded new phones. India's accessories market was Rs. 58,500 crore in FY26 and is expected to reach Rs. 96,800 crore by FY30; hearables alone are seen at Rs. 40,100 crore. Wearables are mapped from Rs. 6,700 crore to Rs. 9,100 crore (8.0% CAGR) and TVs from Rs. 50,700 crore to Rs. 83,700 crore (13.4% CAGR). The company bought the "Sizmore" accessories brand and licensed it to subsidiary Nexora, which now sells audio, hearable, wearable, charging and dash-cam products on a B2B basis. That deal is meant both to widen the basket and to give a clearer view of accessory cost structures for bargaining with other brands. Attach-rate sales sit on the same footfall as a phone purchase, so customer-acquisition cost barely moves.

Add more stores and lean harder into pre-owned smartphones: The organised pre-owned smartphone market grew 11.8% to Rs. 88,000 crore in FY26 and is forecast at Rs. 1,41,900 crore by FY30 (12.7% CAGR) — faster than new phones. Used flagships typically sell 30–50% cheaper than new, which pulls in students and first-time premium buyers, while trade-ins keep the flywheel spinning. SS Retail will add more SS Mobile stores that host a Mobile Exchange Wala shop-in-shop in current states and in Chhattisgarh. Because the used counter uses existing space, incremental opex is small and store productivity stays high (Rs. 1,46,347 per sq. ft. in FY26). Absence of a rigid MRP also leaves more room on margin than OEM-controlled new handsets.

Move more buying from distributors to direct brand tie-ups: Most stock still arrives through authorised distributors. As regional chains get larger, the industry playbook is to skip a layer, accept higher minimum order quantities and pick up better trade margins, first look at new launches and co-funded promotions. SS Retail already buys from 28 brands and 62 distributors / dealers. The stated next step is direct contracts with brands it currently reaches only through dealers, which should cut intermediary cost and tighten replenishment — provided it can fund the higher MOQs that brands demand.

Key Risk Factors

- New mobile phones still supplied 86.18% of FY26 revenue, so any slump in handset demand, incomes or EMI appetite hits the P&L immediately.
- The top 10 suppliers provided 79.09% of FY26 purchases (89.42% in FY25), so a delay or dispute with a few vendors can empty shelves.

- Maharashtra is 91% of stores and 89.09% of FY26 revenue, which concentrates political, economic and festive-season risk in one state.
- COFO and FOFO together delivered about three-quarters of revenue; if franchisees underperform or walk away, store growth and sales stall together.
- The model is working-capital heavy (inventory Rs. 322.45 crore at FY26-end); Rs. 241.35 crore of IPO proceeds is meant for stock, and any funding gap would squeeze expansion.

Peer comparison

Company	Total Sales	PAT	EPS	P/E	P/BV	BV	FV	Price	Mcap
Aditya Vision	2924.07	138.98	10.85	56.65	11.53	53.31	1	614.65	7937.47
Electronics Mart	7862.82	206.16	5.10	36.93	4.46	42.26	10	188.35	7246.74
Bhatia Communic.	669.88	20.01	1.42	23.21	3.50	9.43	1	32.96	463.59
SS Retail Limited	2351.03	59.28	7.97	53.19	5.33	79.61	10	424.00	3153.36

*Peer companies financials are TTM based
***SS Retail Ltd. financials are based on FY26

Valuation

Considering the P/E valuation, on the upper end of the price band of Rs. 424, the stock is priced at a pre-issue P/E of 47.11x on FY2026 EPS of Rs. 9.00. Post issue, the stock is priced at a P/E of 53.19x on its EPS of Rs. 7.97. Looking at the P/B ratio at Rs. 424, pre-issue book value of Rs. 35.12 of a P/BV of 12.07x. Post issue, book value of Rs. 79.61 of a P/BV of 5.33x.

Considering the P/E valuation, on the lower end of the price band of Rs. 403, the stock is priced at a pre-issue P/E of 44.77x on FY2026 EPS of Rs. 9.00. Post issue, the stock is priced at a P/E of 50.56x on its EPS of Rs. 7.97. Looking at the P/B ratio at Rs. 403, pre-issue book value of Rs. 35.12 of a P/BV of 11.47x. Post issue, book value of Rs. 79.61 of a P/BV of 5.06x.

Industry Overview

SS Retail sits in India's organised multi-brand mobile and consumer-electronics retail trade. The Knowledge Company report used in the RHP sizes the India mobile-phone market at Rs. 3,65,700 crore in FY26, up from Rs. 2,05,300 crore in FY19 (9.5% CAGR FY19–FY24; 8.3% in the latest year), and projects Rs. 5,19,800 crore by FY30 (9.2% CAGR). Pre-owned phones (Rs. 88,000 crore, heading to Rs. 1,41,900 crore at 12.7% CAGR) and accessories (Rs. 58,500 crore, heading to Rs. 96,800 crore) are the faster adjacent pools. Demand is being pulled by a young median age (~29.8 years), rising disposable income, 4G/5G coverage, no-cost EMI and a shift from metros into Tier II / III towns (expected ~10% CAGRs). Brick-and-mortar still matters because buyers want to hold a phone before they pay. The tension is online: e-commerce already held 41.5% of mobile sales in FY24 and grew faster (13.1% CAGR) than offline (7.3%). Regional specialists compete with national multi-category chains on rent, local knowledge and speed; they lose on assortment breadth and brand marketing muscle.

Outlook

SS Retail's outlook remains positive, supported by store expansion, rising smartphone demand and growing opportunities in used phones and accessories.

Strong same-store growth, healthy inventory turns and high ROE provide a solid base for expansion across western and newer markets. However, heavy dependence on Maharashtra, smartphones and a limited supplier base remain key risks. Increasing online competition also makes its O2O strategy important. Valuation will be crucial to sustaining investor interest.

An Indicative timetable in respect of the Issue is set out below:

EVENT	INDICATIVE DATE (On or about)
IPO Open Date	Wed, Sep 16, 2026
IPO Close Date	Fri, Sep 18, 2026
Tentative Allotment	Mon, Sep 21, 2026
Initiation of Refunds	Tue, Sep 22, 2026
Credit of Shares to Demat	Tue, Sep 22, 2026
Tentative Listing Date	Mon, Sep 23, 2026

Annexure

Consolidated Financials

Profit & Loss

Rs. in Cr.

Particulars	Period ended 31-Mar-26 (12 Months)	Period ended 31-Mar-25 (12 Months)	Period ended 31-Mar-24 (12 Months)
Revenue from operations	2,351.03	1,597.93	1,206.74
Total expenditure	2225.88	1517.49	1150.24
Operating Profit	**125.15**	**80.44**	**56.50**
OPM%	5.32	5.03	4.68
Other Income	1.82	2.03	1.30
Total Net Income	**126.97**	**82.47**	**57.80**
Interest	16.47	12.69	9.97
PBDT	**110.50**	**69.79**	**47.83**
Depreciation	29.05	16.90	12.62
PBT	**81.45**	**52.89**	**35.21**
Tax	22.17	13.03	8.56
PAT	**59.28**	**39.86**	**26.65**

Balance sheet is on next page

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Balance Sheet

Rs. in Cr.

Particulars	As on 31-Mar-26	As on 31-Mar-25	As on 31-Mar-24
Non-current assets			
Property, plant and equipment	47.47	35.08	24.29
Capital work in progress	0.94	0.00	0.00
Right of use assets	75.54	57.48	32.05
Investment properties	3.23	3.39	6.02
Goodwill	12.24	0.00	0.00
Other intangible assets	6.95	0.24	0.37
Other non-current financial assets	25.01	12.23	7.12
Deferred tax assets (net)	1.68	1.85	0.56
Other non-current assets	0.75	0.45	2.10
Non-current tax assets (net)	0.00	0.16	0.24
Total non-current assets	**173.81**	**110.88**	**72.77**
Current assets			
Financial Assets			
Inventories	322.45	210.16	140.50
Trade receivables	11.72	23.26	6.48
Cash and cash equivalents	27.92	24.30	26.77
Bank balances other than cash	1.54	6.97	5.66
Other current financial assets	15.16	2.07	10.44
Other current assets	22.82	11.81	15.64
Total current assets	**401.61**	**278.56**	**205.48**
Total Assets	**575.42**	**389.44**	**278.25**
LIABILITIES			
Non-current liabilities			
Non-current borrowings	1.99	0.00	0.00
Lease liabilities (non-current)	63.80	47.79	23.40
Other non-current financial liabilities	44.19	35.06	24.54
Non-current provisions	0.36	0.46	0.99
Total non-current liabilities	**110.34**	**83.31**	**48.92**
Current liabilities			
Financial liabilities			
Current borrowings	160.60	125.36	110.43
Lease liabilities (current)	13.27	10.39	8.89
Trade payables – MSME	0.85	0.85	0.51
Trade payables – others	43.46	4.89	2.66
Other current financial liabilities	10.74	7.73	4.55
Other current liabilities	1.65	0.72	0.58
Current provisions	0.71	0.00	0.18
Current tax liabilities (net)	2.46	0.00	0.00
Total current liabilities	**233.75**	**149.94**	**127.81**
Total liabilities	**344.08**	**233.25**	**176.73**
Net worth represented by:			
Equity share capital	65.86	13.00	13.00
Other equity	159.59	143.18	88.52
Non-controlling interests	5.89	0.00	0.00
Total Equity	**231.34**	**156.18**	**101.52**

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RANKING METHODOLOGY

WEAK ★

NEUTRAL ★★

FAIR ★★★

GOOD ★★★★

EXCELLENT ★★★★★

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