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: 16/11/2026

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

Sub.: Transcript of Earnings Call pertaining to the Unaudited Financial Results of the Company for the quarter and Half Year ended on September 30, 2026.

Ref: Regulation 30 & 46 read with Clause 15 of Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Madam,

This is continuation to our intimation dated November 11, 2026, November 15, 2026 and November 16, 2026 regarding intimation of earnings call, Presentation and audio recording of earnings call respectively to discuss the unaudited financial results of the Company for the quarter and half year ended on September 30, 2026 and pursuant to the abovementioned regulations, please find enclosed herewith the transcript of the said earnings call.

This submission is also 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 Retail Limited

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

“SS Retail Limited
Q2 & H1 FY27 Earnings Conference Call”
November 16, 2026

MANAGEMENT: **MR. SIDDHARTH SHAH – CHAIRMAN AND MANAGING DIRECTOR – SS RETAIL LIMITED**
MR. SAGAR PATIL – WHOLE-TIME DIRECTOR AND CHIEF FINANCIAL OFFICER – SS RETAIL LIMITED

MODERATOR: **MS. DIYA KASWA – GO INDIA ADVISORS**

Moderator: Ladies and gentlemen, good day and welcome to SS Retail Limited Q2 and H1 FY27 Earnings Conference Call. As a reminder, all participant lines will be in the listen-only mode, and there will be an opportunity for you to ask questions after the presentation concludes. Should you need assistance during this conference call, please signal an operator by pressing star then zero on your touch-tone phone. Please note that this conference is being recorded. I now hand the conference over to Ms. Diya Kaswa from Go India Advisors. Thank you, and over to you, ma'am.

Diya Kaswa: Thank you. Good morning, everyone. I am Diya Kaswa, and it's my pleasure to welcome you all on behalf of SS Retail Limited. Thank you for joining us today for the second quarter and first half of financial year 2027 earnings call. This call is being hosted by Go India Advisors. Please note that today's discussion may include certain forward-looking statements. Therefore, they must be viewed in conjunction with the risks that the company faces.

Today on the call, we are joined by Mr. Siddharth Shah, Chairman and Managing Director, and Mr. Sagar Patil, Whole-Time Director and CFO. I now invite Mr. Siddharth to present the company's business outlook and performance, after which we will open the floor for Q&A. Over to you, sir.

Siddharth Shah: Yes, good morning, and thank you, Diya. Warm regards and good morning. I hope you all had a wonderful festival. It gives me a great pleasure to welcome you all to SS Retail Limited Q2 and H1 earning conference call. On behalf of the entire SS Retail family, I would like to sincerely thank our investors, customers, employees, franchisee partners, and all our stakeholders for their continuous trust and encouragement and support.

This year holds a special significance for us as we embark onto the important new chapter in our journey. As a publicly listed company, our IPO was definitely a milestone, reflecting the confidence placed in our business model, our growth potential, and the collaborative efforts of everyone who had contributed to building this organization.

As we address you for the first time following our listing, we are recognizing the responsibilities that comes with the milestones. Our commitment remains to build a professionally managed, sustainable, and profitable business that creates enduring value for all our stakeholders. Q2 FY27 has been an extraordinary encouraging quarter for us, with the company delivering its highest-ever quarterly revenue, EBITDA, and PAT.

Revenue grew at 87% Y-on-Y, EBITDA increased by 99%, while PAT surged 160% in quarter 2. For H1 FY27, revenue and EBITDA both grew at 73%, with the PAT more than doubling, registering a growth of 100%+. Our growth has been accomplished by improving profitability, strong organic demand, and continuous expansion of our retail network. It reinforced our confidence in the strength and scalability of the platform we have built.

From our beginning in Kolhapur, we have come a long way. What started as a regional retail business has evolved into West India's largest mobile retailer. This journey has been driven by our deep understanding of regional consumption, the trust we have built with the customers, our

relationship with the leading smartphone brands, and the dedication of our employees and the franchisee partners. We are still at the beginning of much larger opportunity.

The Indian mobile retail industry is undergoing a structural transformation. While smartphone volumes are relatively mature, the market continues to expand in value, driven by premiumization, higher average selling prices, increasing financial penetration, and the gradual shift towards organized retail. We believe this creates a significant opportunity for established retail like SS Retail, particularly across Tier 2 and beyond smaller towns, where organized retail penetration remains relatively low. Our ambition is to be at the forefront of the transition.

An important opportunity embarking alongside smartphone premiumization is the growth of pre-owned smartphone market. As consumers increasingly upgrade to higher-value devices, the availability of quality pre-owned smartphones and more accessibility price point is increasing completely and rapidly expanding. Our presence in the segment through Mobile Exchange Wala gives us a distinct advantage. Its shop-in-shop format allows us to leverage our existing SS Mobile infrastructure without increasing any rental cost or major cost, which creates self-sustainable ecosystem through trade-in and buybacks. Pre-owned devices contributed to 7.3% of our revenue in Q2 FY27, compared with 6.5% in the last quarter. The business is currently operational across 108 stores, representing less than 20% of our overall network, leveraging considerable headroom for expansion. We are targeting approximately 30% network penetration by FY29. Beyond smartphone, we are also expanding our presence across accessories, device protection, and other consumer electronics categories. These complementary and high-margin offerings provide opportunity to enhance customer wallet share, improve product mix, and strengthen overall store economics. Our endeavor is to increasingly become a one-stop destination for consumer across their mobile and IoT requirements.
A key differentiator of SS Retail is our capital efficiency. Franchise-led operations model, particularly our FOFO format, it combines the financial strength and operational oversight of the company with the entrepreneurial capabilities and local market understanding of franchisee partners. The model allows us to retain control over critical functions such as procurement, inventory management, technology, pricing, and supply chain, while leveraging franchisee partner for day-to-day operations of the stores. This enables us to expand our network with relatively lower capital commitments while maintaining consistency in execution and customer experience. Our COFO module contributed 73% of our business in Q2 FY27, with the balance coming from COCO and FOFO. We believe this operating structure will remain an important pillar of our long-term expansion strategy.

One of the most encouraging aspect of our performance was the strong same-store sales growth, which stood at 46% in Q2 FY27 and 38% overall in H1 FY27, reflecting robust organic momentum and improving productivity across our existing retail network. Our average selling price, including GST, increased approximately INR34,050 in H1 FY27 from INR25,513 H1 FY26, which is roughly a 33% jump.

With nearly 70% of our sales supported by consumer financing, we are making premium device more accessible to wider customer base, particularly in smaller towns and emerging markets. Equally important, over 60% of our customers are repeated buyers. This is something we value deeply because for us, retail is ultimately about relationship and trust. Our focus on competitive

pricing, customer experience, and value-added offerings, including two-year warranty and freebies benefit, continues to be strengthening customer loyalty and relationships. Alongside strong organic growth, we remain focused on expanding our retail footprint. During Q2 FY27, we added 38 stores, taking our network to 574 stores across 228 cities and five states, spanning approximately 2.8 lakh sq ft of retail space.

Our expansion strategy centralizes on building strong regional cluster before entering newer market. Approximately 70% of our stores are located in Tier 2, Tier 3, and smaller towns, where lower rentals, growing consumer aspirations, relatively limited organized competitors provide attractive opportunity for profitability expansion. We have always believed that some of the most exciting opportunities in India retail lie beyond the metros, and our presence in these markets gives us a strong footprint to participate in the growth. Geographic diversification also remains an important strategic priority.

While Maharashtra continues to be our largest market, we are steadily strengthening our presence across Karnataka, Madhya Pradesh, Goa, and Gujarat. Revenue contribution from market outside Maharashtra increased to 8% in Q2 FY27 from 6% in the corresponding quarter last year, reflecting the gradual shift of geographical footprint. Our growth has also been broad-based across consumer markets with H1 FY27 revenue increase 118% in metros, 58% in urban market, and 69% in rural market. As we continue to expand into newer markets, geographic diversification will also help us build a more balanced and resilient revenue mix.

Turning to the demand environment, the festive season has been encouraging, supported by premium smartphone upgrade, attractive financing opportunities, and improving consumer aspiration. We remain focused on encouraging strong product availability, strengthening customer engagement, and maximum sales productivity across our network.

We continue to see meaningful opportunity in the evolving consumer performance for premium devices and organized retail experience. Looking ahead, we remain firmly on the track of achieving our target of 750 stores by FY28 and doubling our revenue over the next two years from FY26 base. Our growth strategy is centered around three key pillars. First, deeper penetration in existing market and expansion into adjacent geographies, building on our strong regional presence and establishment customer relationship.

Second, scaling higher-margin categories such as pre-owned smartphone accessories and other consumer electronics, thereby encouraging our product mix, customer wallet share, and overall store economics. Third, continuously improving store productivity and profitability through store maturity, direct sourcing, operational efficiency, and disciplined capital allotment.

As our network scales and newer stores mature, we expect stronger store productivity, a rich product mix, and great operations, leading to support progressive EBITDA margin expansion and strong PAT margin. Our focus is not simply on adding stores, but on ensuring that every store we add continues meaningfully to the strength and profitability of overall business. Our long-term vision is to transform SS Retail from a regional market leader into one of India's leading pan-India consumer retailer platform.

We believe our combination of strong regional understanding, differential operating model, customer loyalty, capital, existing expansion, and multiple growth engines provides us a solid foundation to capture this opportunity. When we look back at our journey from our beginning in Kolhapur to becoming a public-listed national retail platform, what stands out is the trust of our customers and the commitment of the people who have built this business.

We are grateful to our employees, franchisee partners, brand partners, and customer who have been in initial part of this journey. As we enter this next phase, our aspirations are significantly larger, but our fundamentals remain unchanged, stay close to our customer, remain disciplined in our execution, invest in our people, and build a business that grows responsibly and sustainably. We are not merely building a large retail network.

We are building a scalable, professionally managed consumer retail platform with the ambition to participate across the entire consumer electronics ecosystem. We are confident about the opportunity ahead and remain committed to transforming this opportunity into consistent, profitable, and sustainable growth. Thank you once again to all our stakeholders for being part of our journey and for your confidence in SS Retail. With that, I would like to hand over to our CFO, Mr. Sagar Patil, to take you through to the financial platforms in greater detail. Thank you.

Sagar Patil: Thank you, Siddharth. Good morning, everyone. We are pleased to present the financial performance of SS Retail Limited for Q2 and H1 FY27. For Q2 FY27, consolidated revenue increased 87% YoY to INR940 crore, reflecting a strong underlying sales momentum and higher realization across our retail network. Gross margin expanded by 71 basis points to 12.7%. EBITDA grew 99% year-on-year to INR52.4 crore, with EBITDA margin improving by 35 basis points to 5.6%.

Profit after tax increased 160% to INR28 crore, reflecting improved operating profitability and earning conversion. For H1 FY27, consolidated revenue grew 73% YoY to INR1,730 crore. Gross margin expanded by 61 basis points to 12.7%, while EBITDA increased 73% to INR97.3 crore, with EBITDA margin remaining stable at 5.6%. Profit after tax more than doubled, increasing 102% year-on-year, INR51.7 crore.

Same-store sales SSG growth of H1 FY27 stood at 38%, reflecting strong organic momentum and improved productivity across our existing retail network. Turning to our operating performance, we added 38 stores during Q2 FY27, taking our total network to 574 stores across five states, spanning approximately 2.8 lakh sq ft of retail space. In terms of our operating format, COFO model contributed to 73% in Q2 revenue, followed by FOFO at 16% and FOCO at 11%, highlighting the significant contribution of our franchise-led operating model.

In terms of product mix, mobile phone contributes 86% of Q2 revenue, followed by pre-owned devices at 7.3%, accessories and protection at 5%, and TVs and laptops at 1.7%. Our pre-owned smartphone business continued to scale, with its revenue contribution increasing to 7.3% from 6.5% in Q2 FY26. Mobile Exchange Wala expanded its presence to over 108 stores compared to 71 stores in FY26. This shop-in-shop model enables us to expand this business by leveraging our existing retail infrastructure while providing an additional revenue stream and supporting store-level productivity. On the geographic front, Maharashtra contributes to be our largest

market, while revenue contribution from outside Maharashtra increased to 8% in Q2 FY27 compared to 6% in Q2 FY26, indicating steady progress in geographic diversification. Our growth remained broad-based across all types of market. During H1 FY27, revenue grew 118% year-on-year in metro markets, 58% in urban, and 69% in rural markets. With that, we now open the floor for questions. Thank you.

Moderator: Thank you very much. We will now begin the question-and-answer session. The first question is from the line of Aman Saifee from Stallion Asset. Please proceed.

Aman Saifee: Yes. Thank you. Thank you, Siddharth and Sagar, and congrats on the team for a great set of results. Sir, I just have two questions. I just wanted to understand that you have articulated an ambitious target of doubling the revenue from FY26 base. What kind of an SSG assumption you are building in your internal plan, and what is the expected contribution from Gujarat and other markets?

Siddharth Shah: I think, as we have given a guidance of doubling our revenue, first of all, already in H1, we have a 73% growth. Typically, I will just tell how does the mobile industry work. H1 is typically 45%-47%, and H2 is 53%-55%. We are pretty confident that this year also, the behavior will be very similar. Whatever we have delivered in H1, H2 would be a little higher compared to that.

In terms of SSG growth, this year we have given a guidance of SSG growth of around 35% for this year. That is broken up into two parts. Currently in H1, our still SSG growth, if you see, average is around 38%, out of which 35% is coming through an average selling price increase, so 3% is coming from volume.

We will continue this year at similar, this 35%-40% between SSG growth. From next year, the average selling price will be stabilized. After a higher base also, still we will continue to deliver a double-digit SSG growth. In terms of the contribution, FY27 and FY28, we are supposed to open 250 new stores from a network of 503.

We will be moving to 750, out of which 50% of the stores which will be still coming up in Maharashtra, and the balance 50% coming out of Maharashtra. This will further take the out-of-Maharashtra contribution down. We could expect Maharashtra, which was 94% last year, it has come down to 92%, which will further go down below 90% coming forward in next year.

Post that, if you see in FY29 and FY30, then other 250 stores that we would be opening, out of which I think hardly 30 to 50 would be in Maharashtra. Rest all would be in the rest of Maharashtra. There would be a significant change post FY28 in Maharashtra, contribution going down. But for these two years, still we expect it every year coming down by 2%-3% in our overall revenue.

Aman Saifee: Okay. Got it. Sir, my second question would be that our Mobile Exchange Wala appears to be having a higher margin adjacencies. Currently we are operating at 108 stores against the network of 574.

Siddharth Shah: Yes.

Aman Saifee: Could you increase the penetration to around 30% without materially increasing the inventory risk? Also, what is the inventory holding period for you in this segment?

Siddharth Shah: Yes. Already in the earning call also, if you see, we have given a guidance of currently last year our penetration of network was only 16%. From 71 in H1 itself, we have increased the count to 108, taking the network to 20%. By FY29, we expect it to move to 30%. We will have to almost more than double the stores in next two years. Definitely we will be increasing our penetration.

This will also help us in bringing higher revenue and better SSG growth. Second, the inventory, typically new mobile business, we run in a cycle of hub-and-spoke. Roughly there are five odd weeks of inventory lying at the store and then two odd weeks of inventory lying at the hub. This is how the new mobile ecosystem run.

But in pre-owned, we don't require to carry a hub because all the purchases are done at the store level. Typically the inventory required in pre-owned is a roughly 8- 10 days lower compared to the new business. We range at roughly 40 odd days of inventory in the pre-owned business. The inventory rotation is much more faster compared to the newer cycle.

Aman Saifee: Super. Got it. Sir, just one last question. What we have been experiencing is that the prices have been significantly increased due to prices of memories and other circumstances. I just wanted to understand how the industry dynamics have been playing out in the current scenario, like Android, Apple. How does the mix shift is happening currently in the industry? Which segment has been, in terms of volume, has been degrowing? Because the volume and value difference for you would be significantly different. I just wanted to understand that.

Siddharth Shah: First we will have to understand that mobile used to be always a value-led industry only. Even in the last five years, there was hardly a 1% growth in the volume and roughly an 8%-10% growth in the value. This is how there used to be a double-digit growth. What has recently happened is the prices of mobile have increased by roughly 20% and further a premiumization. That is where the 30%, 35% average selling price is coming.

This has resulted into roughly a 15% drop in volume. Whatever volume have been dropped, all dropped below the 15,000 category. So, below 15K phones were contributing very, very significantly in overall business. I think it would be always, and I think it is better because the volume have dropped by around 15%, but the ASP still increased more than 30%.

Overall, if we see, the industry size has increased compared to last year. This year, I think the industry will grow much more higher than the 10% story. In terms of the brand split, I think Apple and Android, we will have to differentiate in two parts basically. Up to H1, Apple demand was pretty strong. I think post Q3, Apple demand has a little muted up. But I think that Android demands have gone very, very high. Overall, the above 30K or above 50K category is growing very, very strongly. Overall premiumization is moving much more faster compared to the last year also. Not a very major shift in overall Apple and Android contribution.

Aman Saifee: Understood. Thank you. Thank you so much, Siddharth. All the best.

Siddharth Shah: Thank you.

Moderator: Thank you. In order to ensure that the management is able to address questions from all the participants in the queue, please limit your questions to two per participant. Thank you. The next question is from the line of Devanshu Bansal from Emkay Global. Please go ahead.

Devanshu Bansal: Hi, sir. Congratulations on a strong listing and superb execution in 1H. Sir, I just wanted to first confirm SSG for Q2, right? In the press release, it is 38%, but in your opening remarks, you indicated 46. Wanted to check what is the number for Q2 SSG?

Siddharth Shah: Devanshu, the Q2 SSG has been around 46%, and H1 overall has been around 38%.

Devanshu Bansal: Got it, sir. Got it. Siddharth, initial, if you could sort of start off with some comments around initial traction in non-Maharashtra states like Karnataka, Madhya Pradesh, and Gujarat. In the PPT, I guess you have also indicated potential entry into regions like Rajasthan, Uttar Pradesh going into the future. Wanted to check if you could share some thoughts on the potential for store expansion over next three to five years, as well as the initial read-through from markets like Karnataka, MP, and Gujarat.

Siddharth Shah: I think, Devanshu, as you are aware, we always have a cluster-based approach. I think the guidance would be for FY27 and FY28, the 250 stores that we would be opening, out of which 50% would be still in Maharashtra because still there is a penetration, less penetration in Vidarbha and Mumbai. We will be opening more stores in Vidarbha and Mumbai, and the balance 120, 125 will come out of Maharashtra. Going forward, post FY29 and FY30, I think 80%, 90% of so more 250 stores that will be coming in 2029 and 2030, I think 80%-90% of these stores will be coming out of Maharashtra.

Last one odd year, whatever operations we have started out of Maharashtra, which is Madhya Pradesh, Karnataka, Gujarat, even a few stores added up in Goa, have been doing very good and have been getting very good traction similar to what we have been getting in Maharashtra itself. In Q3, I think recently we have already started our Chhattisgarh operations also, which we will be announcing in next quarter.

The operations have been started in Q3. That is also underway. We will consistently try to be more penetrated out of Maharashtra also, but we will again focus on Maharashtra because that is where we get the operational leverage and efficiency also. Maharashtra, considering the largest state of the country, it contributes 16.5% in the entire country's business. Maharashtra is a very tricky state, very big state to penetrate entire Maharashtra.

It is a very long journey, and still we will at least require 600 + stores to completely penetrate Maharashtra. I think still we are sitting on 505 or 10, I think. Minimum 100 more stores are required to penetrate the complete Maharashtra journey.

Devanshu Bansal: Got it. Sir, just to dwell a little bit deeper from operational capabilities perspective.

Siddharth Shah: Yes

Devanshu Bansal: If you could throw some light, as in how are you preparing the organization to sort of keep on expanding into new regions, scouting properties, et cetera? If you could just throw some light there.

Siddharth Shah: We are already a decentralized organization, and every state-wise we have a separate leadership team. Already all the leadership team for the new states, whether it is Karnataka, Madhya Pradesh, Chhattisgarh, Gujarat, they all are in lines now, already in the system since last one year. More and the less entire team is already there. They are there since last one year, and this is how the momentum will keep on moving.

Devanshu Bansal: Got it. Sir, just last bit from my end. The gross margins have improved in H1, right? Almost 60 basis points- 70 basis points. Wanted to check, do we have more scope for gross margin gain, and what would be the key levers to drive this expansion over next two, three years?

Siddharth Shah: Devanshu, as mentioned in our strategy also, upcoming time our strategy would be moving directly with the OEMs in a direct purchase relationship. I think it is a 12- 24 months process. We are already in discussions, and I think within next 12- 18 months, we will start moving phase-by-phase manner. This could get in some another scope in expansion in the gross margins. We could expect in near coming 18- 24 months, there could be expansion in gross margins also.

Moderator: Thank you. The next question is from the line of Pritesh from Lucky. Please proceed.

Pritesh: Yes. Hello, sir. This is in the continuation of Devanshu's question on the margin movement. I think in your slide you guys have given aspirational doubling of revenue with a margin number of 6% only, as pegged in the presentation. With the margin levers that we have with respect to pre-owned business, the second is moving to direct OEM and interest cost.

Maybe you want to tell us on the next two, three years, this GP, , EBITDA, and the PAT percentage numbers should have what kind of an incremental scope? Because in your PPT, you have pegged it at 6% EBITDA margin on doubling of revenue, but maybe you want to call out a little bit slightly ahead of this number and the years.

Siddharth Shah: Yes. I think guidance on revenue is being clearly given from FY26. We want to double our revenue By FY28. In terms of the gross margin in FY26, we started at a 12.2% of gross margin. We have already increased the gross margin from 50-60 basis points in this year itself. Further, in two years down the line, we expect more headroom. Exact number very difficult to quote because margin keeps on changing price bracket-wise and a lot, but there is still scope of headroom.

We should expect it somewhere in line of 13% and above. In terms of EBITDA margin, our last year EBITDA margin was around 5.3%, which is, I think, expanded to around 5.6%. EBITDA margin, we will just have to understand. EBITDA margin will work very differently for a matured store versus new stores. If we see in last two to three years, we have opened more than 350 stores.

As the stores will keep on moving to maturity, there would be some operational leverage coming in, and once the operational leverage comes in, there would be expansion in the EBITDA margin

as well. Third, I move on to the PAT story. From last year, 2.5% of PAT, we have already moved to a 3% of PAT. Further, immediately in H2 only, we see some scope of improvement in PAT margin due to the IPO proceedings will hit our working capital in H2.

In H1, that has not hit our working capital. With the working capital coming through the IPO proceedings, you could see some reduction in the working capital and then the interest cost going down. So PAT, I think, at least we could see a roughly 20 basis points, 30 basis points of increase in PAT even in H2 itself.

Pritesh: Sir, you have a nil interest cost over the next six quarters?

Siddharth Shah: We have a?

Pritesh: Nil. As in, no interest cost considering the IPO fund raise.

Siddharth Shah: Not really, sir. Because if you see our IPO proceedings of INR360 crore, I think majority of that is towards the new expansion. So, INR200+ crores is being booked into now the escrow account for all the new expansion. So, next 18 months, all the expansions coming will be booked through the IPO proceedings, and the balance has moved into the working capital.

So, our interest costs were anywhere ranging at 0.6x-0.7x. We can expect it coming down by 50%, 0.3x, 0.4x in next H2 or maybe one year going forward. Because anyway, our debt is very, very low, so it would be hardly 0.10x. And if you have seen already, our debt-to-equity from a 0.9x has come down to 0.4x. So, we can continue to be at 0.3x, 0.4x in upcoming days.

Moderator: Sorry to interrupt you, Pritesh, but can you please rejoin the question queue? Thank you. The next question is from the line of Chetan from Systematix Group. Please proceed.

Chetan: Yes, hi. Thank you for the opportunity, and congratulations on a healthy set of numbers.

Siddharth Shah: Thank you.

Chetan: Firstly, sir, when entering a new state, what is the typical time required to establish a proper network, build a brand, and achieve a store-level profitability?

Siddharth Shah: Sir, the base, I think, getting it at least EBITDA positive takes roughly around four to six months of time. Typically, in any new state, first we open 10 odd stores only in the first year, and then we are settled down. The second year, we try to open more stores, and third year, even more ramp up. So, it is roughly around six months of time to get EBITDA positive.

Chetan: Okay. Sir, secondly, we have around 60% repeat customers, right?

Siddharth Shah: Yes.

Chetan: What is the period we are taking into consideration for computing this? Are these customers primarily coming back for accessories, upgrades? Asking this because 85% of our mix is mobiles, sir, if you can highlight this.

Siddharth Shah: Repeat customer ratio, the tracking mechanism is we track it only for stores who are matured because the life cycle in mobile is typically 36 months. We do not track it only with accessories. We are trying to take it with mobile, pre-owned, and all this. We track it for stores, all stores above three years. We have a concept called old to assess, new to assess how many customers are repeating back again. That is how we track the repeat ratio of our customers.

Chetan: Okay. Got it, sir. Yes. Thank you. And all the best.

Siddharth Shah: Yes.

Moderator: Thank you. The next question is from the line of Utkarsh from Anand Rathi. Please go ahead.

Utkarsh: Yes. Hi. Good morning, sir. My first question is related to your revenue geographical diversification.

Utkarsh: Sir, if we see in the Q1 earning press release, we mentioned that the revenue contribution from non-Maharashtra state was around 12%, and in the H1, it has gone down to, say, 6%, which indicates that possibly the revenue contribution from non-Maharashtra state has gone down to around 4.8% in Q2. Can you please explain what is the reason for the decline in the revenue share of non-Maharashtra? Apart from your existing five states, do we have any plan to enter into any new state over the next 12-18-month period?

Siddharth Shah: First of all, Utkarsh, I think you have read it wrong. Our last quarter one also, non-Maharashtra contribution was 8% only. Now also it is with the growth 8% only. Earlier to this, in H1 FY26, it was 6%, which is increased to 8%. This is there. Second, in terms of the new states, as I already mentioned, we have already entered into Chhattisgarh in quarter three. Maybe this year, no plans for new states, but again, next year, every year we will add on one new state. I think we have given the guidelines of Rajasthan, Uttar Pradesh, Haryana, I think states wherein with phase manner we will enter the states. Every year we will enter into one state.

Utkarsh: Okay.

Siddharth Shah: The penetration in the old states will keep on continuing to increase because majority of expansions will happen now into Madhya Pradesh, Karnataka, Chhattisgarh. I think these states, I think Gujarat, this is where majority of our new stores expansions are coming. 50% of stores are coming into non-Maharashtra now.

Utkarsh: Got it, sir. My next question is on your inventory side. We have seen a pretty sharp increase in our inventory level in H1 FY27. If you can help us understand that, whether we are likely to see any reduction in our inventory level by March 2027, or we are likely to see increase in our net debt level by March 2027, just to fund our store expansion.

Siddharth Shah: Yes. I think if we see our inventory last year was around INR341 crore, which is moved to around INR583 crores in H1 FY27, which is roughly an 80% rise in the inventory. Our revenues have also risen by 73%. In terms of days, we see from 46, 47 days, it has moved down to 54 days. This inventory rise is due to because October and November are the festival months. We are just lining up inventory for festivals. I think we can expect it to come down below 50 days by end of quarter three. We would be our strength is capital efficiency. We will continue to be very capital efficient in upcoming times also.

Utkarsh: So, over the next two quarters, do you see any absolute amount of reduction in the inventory amount?

Siddharth Shah: Not below this 46- 50 days, I think. This is the bare minimum that we require because we need to keep five weeks of inventory at the store level and roughly one and a half to two weeks at the hub level. So, we are not expecting anything below the last levels because we have been growing very fast as the new stores are also coming. So, it will range between 46 - 50 days.

Utkarsh: Okay. And sir, lastly, from my side, like we have seen a sharp increase in our revenue in the H1, but we have not seen any benefit of operating leverage playing out in the H1, as our other expenses has gone up at a faster pace compared to the revenue growth. So, what is the reason for the same? And do you see any operating leverage benefit playing out in the H2?

Siddharth Shah: Yes. So, I think we could see some operational leverage coming up into H2. There are primarily two reasons where the cost have increases. First is the rise of roughly around 20 basis points in the DBD charges. As you can see, compared to last year, our finance contribution from a 55%, 57% is moved to 70% in finance. So, there has been some price contribution rise in the DBD charges.

And the second cost that has moved up is from the commission charges to our partners. There are primarily two reasons for that. So, last year in our operations, we did not had the Olineo, which we have this year. So, Olineo is a FOFO module, so the entire expense there booked is around commission. And second is due to a heavy growth. So, as you all are aware, our partners are being incentivized for a higher growth and higher profitability.

H1 seeing a very high growth in profitability and revenue, more incentivization has happened towards partner program. I think with time it will stable down, so we could see some dip into our partner commission. DBD charges will continue, and I think with time there would be some operational leverage coming from other stores also. We could expect some operational leverage, which will eventually hit our EBITDA. Our EBITDA would slightly increase.

Moderator: Sorry to interrupt you, Mr. Utkarsh, but please rejoin the question queue. The next question is from the line of Naitik from NV Alpha Fund. Please proceed.

Naitik: Thanks for taking my question, and congratulations on a very good set of numbers. Sir, my first question is, you know, if you could give us a split of volume growth and price growth for the first half and for this quarter.

Siddharth Shah: Sir, if you can see, we have given a guidance that our average selling price has increased by around 35%. If our revenues have increased by around 70%, 73%, 35% is through a value, and the balance 35%, 36% is through a volume-led growth.

Naitik: Got it. Do you expect this to sort of continue as you are expanding stores? Because 35% is way above the industry growth, like you had mentioned in one of the earlier answers.

Siddharth Shah: I think it will come down little in H2, but still we can, see compared to the industry, we are doing very, very well. You are already seeing the industry volumes, but there the delta of volume and value, 30%-35%, will continue for the entire year. In H2, we can see a little drop in volume growth because this year, if you see in the H1, we have opened 71 new stores.

Of our guidance of 120, around more than 60%, 65% have already came. Last year also, we had opened much more stores, so they all are into maturing. That is one of the reason we have seen a very, very strong volume growth. Still, we will continue to grow very strongly in terms of volume in even H2, but maybe not to extent of what has happened in H1.

Naitik: Right. Got it, sir. Sir, my second question is, if you could give some sense on the top contributing brands would be Samsung, Apple, or they would majorly be Chinese brands only?

Siddharth Shah: Sir, typically, Samsung and Apple contribute to 50% of our overall revenue in mobile split. In H1, there is no as such change in that. It remains fairly 1%, 2% here and there. It remains same level only. Apple and Samsung is 50%, and balance 50% is the Chinese brand. Even in H2, we do not see more difference coming in, maybe 2%, 3% here and there. It will continue similarly only, 2%, 3% here and there.

We could see some 2%, 3% drop in Apple because the prices of Apple have increased, and the new launch is predominantly delayed. That is the key reason. In spite of the price, the key reason is the new launch delay. Apple contribution may go 2%, 3% lower, but then there is a very sharp rise in demand in Samsung, Google, all these brands. Not much of a change, 2%, 3% here and there.

Naitik: Got it, sir. Very helpful. Thank you. That is it from my side.

Siddharth Shah: Thank you.

Moderator: Thank you. The next question is from the line of Deepak from Unifi Capital. Please go ahead.

Deepak: Hello, sir. Thank you for the opportunity, and congrats on good numbers.

Siddharth Shah: Thank you.

Deepak: Yes, thanks. Sir, firstly, I wanted to understand the gross margin movement that has happened in this first half, right, by 70 basis points. Can you explain what is really driving this? You mentioned that we have scope to go to 13% going forward. So, what is really driving this, and is it sustainable, or is there any element of inventory gain or lower discounting because of the price hikes that has happened across all the OEM brands?

Siddharth Shah: Yes. I think the 70 basis points increase that has predominantly come, that is due to some increase in margins with the OEMs also. Definitely, sir, due to the price increase going around, the consumers are buying, and definitely, we have to offer a very less discount comparatively in H1. It is a combination of two. A way forward, as I already mentioned, we are expecting, as our scales are increasing, we are expecting some better partnerships and better margins from the brands, and which will eventually take our margin further from whatever it is currently, 12.7%. We are expecting it to further move down to 13% +.

Deepak: Okay. Sure. Sir, the next thing is, we hear from media that Apple iPhone had a very weak festive period in terms of volume growth. So, how is that business done for us in the festive times? Have we also suffered on the volume growth side? That is one. Next thing, a follow-up to that gross margin part that you mentioned. Can you help us understand how much of leverage are you getting from the OEM as you become bigger, and how much is from the lower discounting, this extra margin that you are earning today?

Siddharth Shah: Yes. I think first was your question regarding Apple. Sir, H1, there has been no decline in Apple demand. H2, there has been some decline. The decline is there in volume, not in value. Apple already increased their prices in September end. We do not see much of a drop in terms of value in Apple because the prices have already increased by 15%- 20%.

Volume, we will see some drop, but there is a sharp rise in premiumization in brands like Samsung, Google, Vivo. Overall, it does not affect us. Maybe Apple contribution may come down, as I already mentioned, by 2% - 3%. One thing is Apple has a very strong demand for the 18 Pro series that it has launched. 18 Pro series sales have almost going 1.5x, 1.8x compared to last year.

I think in the base model, there is a decline, but in the premium model, there is a very high demand in the Pro series that they have launched. Eventually, as I said, there would be a 2%, 3% dip in the overall share. Not much of a change. Your second question was in line of the increase in the gross margin, how from I think, sir, you can consider it to be 50%/50%, around 30 basis points, 40 basis points coming from some OEM increase in margin, and around a 20, 30 basis points coming due to lesser discounting. I think you can consider it to be 50%/50%.

Deepak: Got it, sir. Sir, one last question. Yes, sure. Continue.

Siddharth Shah: Yes, Yes. I think these were your two questions. You can ask.

Deepak: Sure. Sir, last question. Our aspiration of getting to a 6% EBITDA by next year, there are two things I wanted to check. One is this lower discounting that we benefited from this year, it probably won't repeat next year, so I just wanted your view on that. And sir, next year, we are going to have about 100 store addition in non-Maharashtra, which could be a lower margin territory for us in the interim one year, two year, as we enter that geography. Despite these two concerns, how do we aspire to get to that 6% EBITDA in FY28?

Siddharth Shah: Sir, the very important part in EBITDA is, EBITDA is divided into two parts. One is for the mature stores and one is for the emerging stores. If the average EBITDA is 5.6%, the EBITDA in newer stores is around 4%, 4.5%, 4% you can consider, and for the mature stores, it is above

5%. In last two years, we have opened more than 250 + stores. All these stores, as they start coming into the maturity phase, some operational leverage we expected to get from there.

Second, wherever new districts we are opening stores, new states we are opening stores, we have been performing very well and the break-even is coming pretty fast over there. We don't see a major challenge while expansion. Even once our stores are getting matured, that will get in some operating leverage definitely.

Second, I think going forwards with the better margins from OEMs, whatever advantage we have in terms of the lower discounting will get nullified because of that. We don't feel. Then again, we have our consumer programs of freebies and a better two-year warranty. I think that also helps us in getting our customer to us. I don't think there should be any problem regarding this.

Deepak: Got it, Siddharth-ji. Sir, just to follow up this…

Moderator: Sorry to interrupt, Deepak, but please rejoin the queue. Thank you. The next question is from the line of Anu Parakh from Anand Rathi. Please.

Anu Parakh: Hi, sir. Thank you for the opportunity. My first question is, I wanted to know how many stores we have added in non-Maharashtra states at the end of quarter one and at the end of quarter two.

Siddharth Shah: So ma'am, roughly it's I don't have the exact number, but roughly it's 50%/50%. So 50% of the expansion, 71 is what we have added entirely in H1. So roughly it should be 35- odd in Maharashtra and 36- odd in non-Maharashtra. I don't have the exact number, but it's in maybe one or two plus minus. So current next two years, the lines will go at 50%/50%. 50% of store coming in Maharashtra, 50% out of Maharashtra.

Anu Parakh: Understood. Sir, what was the revenue contribution and EBITDA margin of Olineo and Nexora separately for Q1 FY27 and Q2 FY27?

Siddharth Shah: In the INR940 crores of revenue that came in Q2, around INR900 crores is from SS Retail, and the balance INR40 crores came from Olineo and Nexora. Roughly it is contributing 6% in our overall revenue top line.

Anu Parakh: And sir, similarly, the EBITDA margin contribution?

Siddharth Shah: The EBITDA margin contribution there is less because they are new companies. Maybe I think in terms of EBITDA, it is neutral or maybe very less. As Olineo and Nexora also evolves, we will see better EBITDA margins there. Practically, the EBITDA margins are lower compared to SS Retail there. Because it is a new, it is hardly a six months old story. As it will mature, we will see some improvement over there.

Anu Parakh: Sir, the INR40 crores in Q2, what was the number in Q1 FY27 from Olineo and Nexora?

Siddharth Shah: I think it was even lesser. I think the 6%, 7% contribution was less than 5%, I think. It was, I think, in line somewhere close to around INR28 crores something. So similar 5%-6% contribution.

Anu Parakh: Understood. Sir, what was the advertisement cost in H1 FY27 versus H1 FY26, and what is the budgeted ad spend for FY27?

Siddharth Shah: I think, ma'am, in terms of percentage, if we see, the advertisement last year was around ranging at 0.25%. I think this year we are expecting it at 0.35% odd. We will be investing a little higher on advertisement and all those expense. It is in line in what was last year. Last year was 0.3%, this year we are expecting it to be at 0.35%.

Anu Parakh: Sir, lastly, any capex guidance for FY27 and FY28?

Siddharth Shah: I think we already given a guidance of 750 stores by FY28 and doubling our revenue by FY28. So guidance we already given. So FY26 versus '28, our revenue, what we are given a guidance is doubling the revenue.

Anu Parakh: Yes, sir, but on the capex front?

Siddharth Shah: From the?

Anu Parakh: Capex guidance.

Siddharth Shah: It will continue pretty similar because in a unit economics, our store, our now current investment that we require for a capex is around INR15 lakh. So whatever new stores we will open, you can consider it 15x120 is around INR20-odd crores of capex for FY27 and similar for FY28. So there won't be any big change in that, maybe INR2 crores ± .

Anu Parakh: Got it, sir. Thank you so much.

Moderator: Thank you. The next question is from the line of Ishan Modi from AMC Assets. Please proceed.

Ishan Modi: Yes, am I audible, sir?

Siddharth Shah: Yes, you are audible.

Ishan Modi: Yes, so congratulations on great set of numbers. My question was more about the competitive intensity. I just wanted to know that we have too much competition from the e-commerce as well as now quick commerce is also foraying into the mobile business, right? What's really there our business strategy? What's the thing that is giving us such a high growth confidence in the future as well?

Siddharth Shah: Sir, first of all, if you are reading the articles continuously, e-commerce is in a continuous decline in electronic business. As the average selling prices of products are increasing, people want to have a look and feel, and even the rising contribution of finance attracts the customer towards shops. There has been a sharp decline in e-commerce contribution this year. It has already been published by almost every article.

Second, quick commerce is not there into this because again, there is look and feel, and there are a lot of things which we need, a consumer requires, which is a data transfer, which is an

exchange. Then there are a lot of offering that we offer to our customers, like additional warranty of two years, then freebies, look and feel. Convenience is very, very important.

Any large ticket size product, trust is very important, how the consumers will get service post that. Globally also, quick commerce and e-commerce are not more than 25% in electronic retailers, and I think India is moving to a very similar contribution now. In near two, three years of future, we don't feel that is a competition. Rather, that is opportunity. The majority of the growth that has come in this year is due to the lower contribution of e-commerce. I think a lot of customers have moved from e-commerce to now stores in FY27.

Ishan Modi: Yes, very well explained. My next question is more about the next year's same store sales growth guidance. What is the volume growth and ASP, higher ASP contribution we have attributed to estimate our next year's SSG, FY28?

Siddharth Shah: Sir, FY27, if we see, there has been a premiumization and this rise of 35%. If we have grown at 73% in H1, 35% of that has came through rise in ASP, and the balance 35, 37 through volume. Next year, we expect the ASP settling down. Typically, as it used to rise at 8%-10%, I think it will stable down. From next year, again, we expect a double-digit SSG growth on our high base also.

I think from next year, it will stable down because whatever has to be increased is increased now. We don't expect now any price rise post January in mobile. I think whatever will increase will increase up to January. Post that, it will stable down now. This is what we expect. Next year, we are not expecting very high average selling price growth. Maybe 10 odd percent, between 10%-15%, 10%, 12%.

Ishan Modi: Yes, so most will come from the volume growth only next year, right?

Siddharth Shah: Yes. Sir, even this year, majority has came through volume growth only. We have grown at 37% in volume and 35% in price. That is why how the 73% story has came through. Next year also similar. The volume growth will still continue next year also, and we will have some average selling price growth also.

Siddharth Shah: Thank you everybody for joining the first earning conference call. I hope we were able to give maximum of your questions answers, and I think we will connect soon in our next earning call. I think any more questions you have, you can send it to our IR agency. We will definitely revert you on those also. We will be happy to revert you on those. I think thank you all for taking up time today. We stay committed to deliver better results in quarter three also and quarter four also. Thank you.

Moderator: Thank you. On behalf of Go India Advisors, that concludes this conference. Thank you for joining us, and you may now disconnect your lines. Thank you.