

Consent Letter

Date: March 29, 2025

To
The Board of Directors,
Jay Ambe Supermarkets Limited,
A001, Shubh Vivid,
Por Kudasán, Village- Kudasán,
Gandhinagar 382421,
Gujarat, India.

Dear Sir,

Sub: Proposed initial public offering of equity shares of face value of ₹ 10 each (the “Equity Shares” and such offering, the “Issue”) of Jay Ambe Supermarkets Limited (the “Company”)

We, Beeline Capital Advisors Private Limited, hereby give our consent to act as the Book Running Lead Manager to the Proposed Public issue of “Jay Ambe Supermarkets Limited” pursuant to the provisions of section 26 and 32 of the Companies Act, 2013 and have no objection in our name being inserted as the Book Running Lead Manager to the Issue in the Draft Red Herring Prospectus/Red Herring Prospectus/Prospectus which the company intends to issue in respect thereof. We authorize “Jay Ambe Supermarkets Limited” to deliver a copy of this consent letter to SEBI/ Stock Exchanges / Registrar of Companies, pursuant to the provisions of section 26 and 32 of the Companies Act, 2013 and SEBI (ICDR) Regulations 2018, as amended time to time.

We confirm that, we are authorized to Act as **Book Running Lead Manager** to the Issue in accordance to the Section 12 of SEBI Act, 1992. Our Permanent Registration number is INM000012917.

Name:	BEELINE CAPITAL ADVISORS PRIVATE LIMITED
CIN:	U67190GJ2020PTC114322
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Tel No.:	079 4918 5784
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Investors Grievance Id:	ig@beelinemb.com
Website:	www.beelinemb.com
Contact Person	Mr. Nikhil Shah
SEBI Registration No.	INM000012917

Yours Faithfully,
FOR, BEELINE CAPITAL ADVISORS PRIVATE LIMITED

NIKHIL SHAH
DIRECTOR
DIN: 02507020
Place: Ahmedabad

**Beeline Capital Advisors Pvt. Ltd.**

SEBI REG. CAT-I MERCHANT BANKER

(Formerly known as Beeline Merchant Banking Pvt. Ltd)

Registered Office : 807, Phoenix Tower, Opp. New Girish Cold Drinks, Near Vijay Cross Roads, Navrangpura, Ahmedabad - 380009

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