

The most special way to say you care



ARCHIES

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Annual Report 2007-2008
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City Services



Report Junction

Chairman's Message

Dear Shareholders,

Another year of success story has been added to our existence. I would like to thank you for all your support. In the year gone by we have made a broad and a significant progress in the world of retail with our interesting range of cards, gifts and soft toys.

Our recorded turnover of Rs. 117.89 crores in the financial year 2007-2008 shows our steady growth and we strive to maintain our momentum and truly transform our company for another round of success in the coming year.

Over the years we have provided people an expression to their wonderful emotions. So whenever the journey of love begins, we get going. As retailers of emotions we have always made sure that every special moment in your life is a celebration.

We continue to build upon our precious relationship with our customers, franchisees, employees, suppliers, and all of you. We reach you through 117 company-owned stores in India. And we intend to take this count to 230 by 2010. This is all in addition to our 350+ franchisees across India and 5 countries.

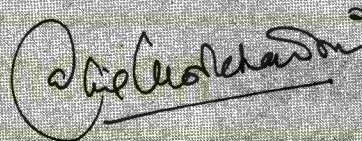
The Past year has been a year filled with achievements. Our venture into the Corporate Gifting category has shown us a lot of promise. With innovation being an ongoing process for us, we came up with Hand crafted cards and Trendy Gift Bags. We pioneered the concept of celebrating daughters as Daughter's Day on the 4th

Sunday of September last year. Coming together of Helpage and CRU on a single platform with special cards, for the first time, targeting the top end of the corporate sector, was a milestone for us.

Our large and life like range of soft toys has caught the attention of children, parents and young adults alike.

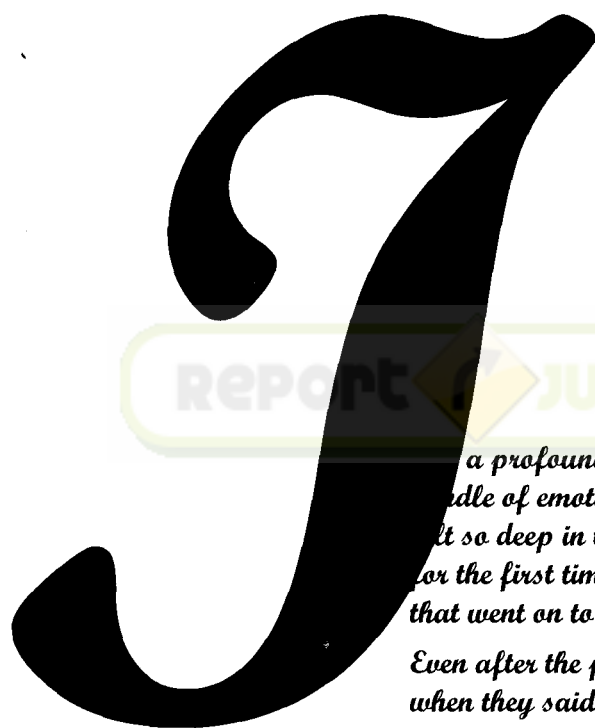
Our performance in 2007 prepares us well for the year ahead and confirms our ability to deliver results to shareholders.

With best wishes,



Anil Moolchandani

Chairman cum Managing Director



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a profound saying that, "Man is nothing but a bundle of emotions". And it is this magical emotion that sits so deep in the hearts of Adam and Eve when they met for the first time. That moment when it all began, a spark that went on to become a flame.

Even after the pillow fight between a brother and a sister when they said sorry to each other.

A mothers' first glance at her new born baby which brought joy in her eyes. A feeling that's everlasting.

These little moments of expressions make life beautiful. Giving people an expression to their wonderful emotions is something Archies has been delightfully doing over a period of 29 years. So whenever the journey of love begins, Archies gets going.

We travel around the world to source the best of expressions for you. Bringing best quality toys, cards and a whole range of gifting ideas from across the globe. With our presence in all the major cities and even in the nook and corners of the country, we give every Indian an opportunity to express. As retailers of emotions we have always made sure that every special moment in your life is a celebration.

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Board of Directors

Anil Moolchandani

Chairman cum Managing Director

Pramod Arora

Joint Managing Director

Jagdish Moolchandani

Executive Director

Vijayant Chhabra

Executive Director

Rohinton H. Kanga

Director

Sunil Behl

Director

Arun Singhal

Director

Ajit Ganpatlal Shah

Director

Company Secretary

P.C. Joshi

Auditors

M/s Uberoi Sood & Kapoor

Bankers

Citibank N.A.

Registered Office

A-17, Naraina Industrial Area

Phase II, New Delhi 110028

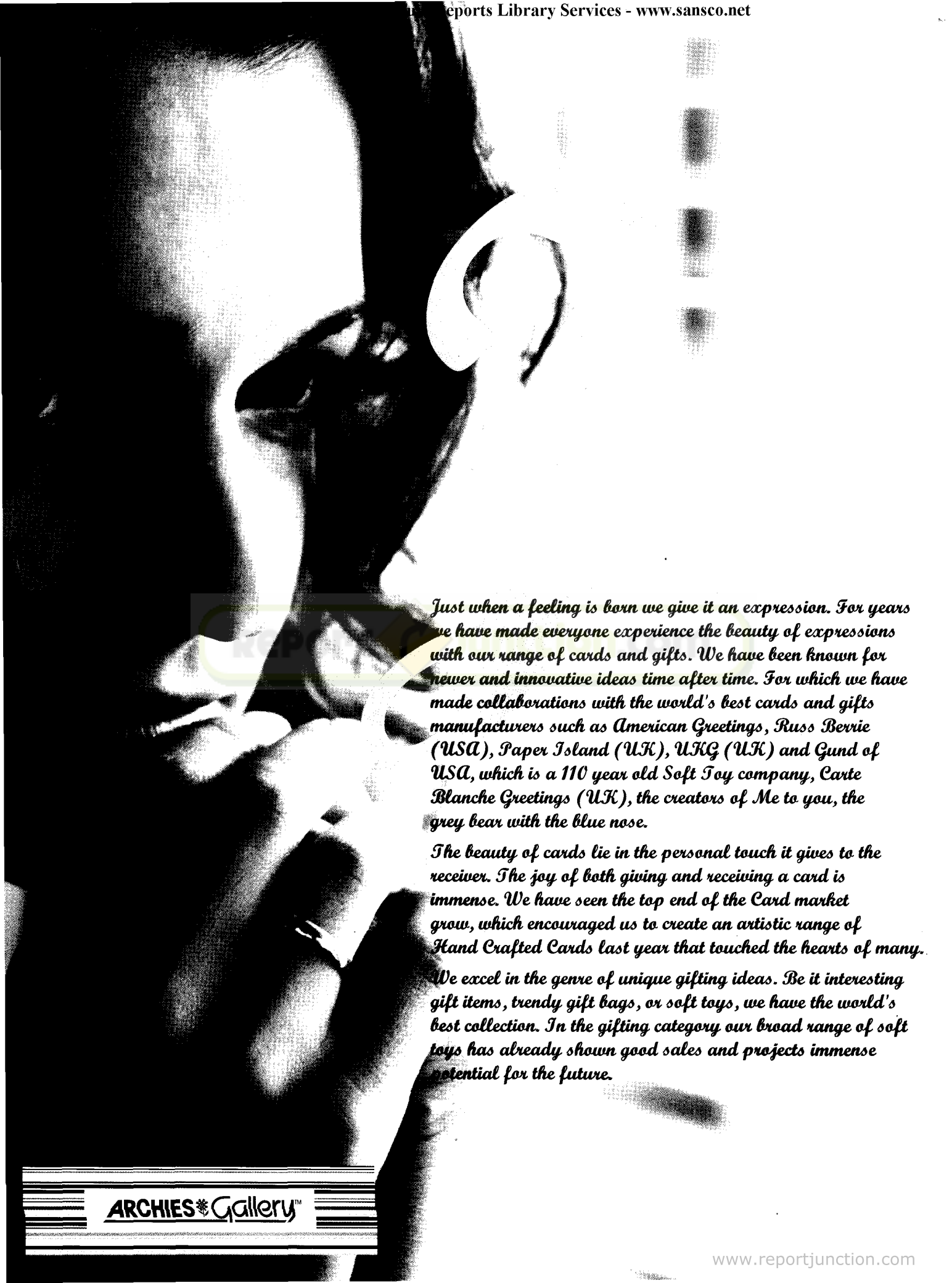
Corporate Office

C-113, Naraina Industrial Area

Phase I, New Delhi - 110028







Just when a feeling is born we give it an expression. For years we have made everyone experience the beauty of expressions with our range of cards and gifts. We have been known for newer and innovative ideas time after time. For which we have made collaborations with the world's best cards and gifts manufacturers such as American Greetings, Russ Berrie (USA), Paper Island (UK), UKG (UK) and Gund of USA, which is a 110 year old Soft Toy company, Carte Blanche Greetings (UK), the creators of Me to you, the grey bear with the blue nose.

The beauty of cards lie in the personal touch it gives to the receiver. The joy of both giving and receiving a card is immense. We have seen the top end of the Card market grow, which encouraged us to create an artistic range of Hand Crafted Cards last year that touched the hearts of many.

We excel in the genre of unique gifting ideas. Be it interesting gift items, trendy gift bags, or soft toys, we have the world's best collection. In the gifting category our broad range of soft toys has already shown good sales and projects immense potential for the future.



Here history is never history