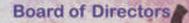


New identity becomes the starting point of a new love story.

- ANNUAL REPORT --2011-2012



The most special way to say you care



Anil Moolchandani Chairman-cum-Managing Director

Jagdish Moolchandani Executive Director

Pramod Arora Joint Managing Director

Vijayant Chhabra Executive Director

> Sunil Behl Director

Arun Singhal Director

Ajit Ganpatlal Shah Director

Prem Kumar Chadha Director

Company Secretary
Vikas Kumar Tak

Auditors M/s Uberoi Sood & Kapoor

Bankers

Citibank N.A. ICICI Bank Ltd. Indusind Bank Ltd.

Registered Office

191F, Sector-4, IMT Manesar, Gurgaon, Haryana-122050

**Corporate Office** 

C-113, Naraina Industrial Area Phase-1, New Delhi-110028

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WE LOVE

RCHANGE.

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A LITTLE ENTRA.

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A CONVENIENT LIFE.

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WE LOVE

A SPECIAL SOMETHINGS.

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The more the merrier' goes the saying and we couldn't agree more. It's human nature to never be satisfied and always demand more. Be it the extra piece of chocolate from your sibling, the extra day off from the boss, the extra discount from the shopkeeper or from life in general. At Archies, we know this, and are therefore always striving to give you everything we possibly can. Case in point being our relationship with Hallmark, which began

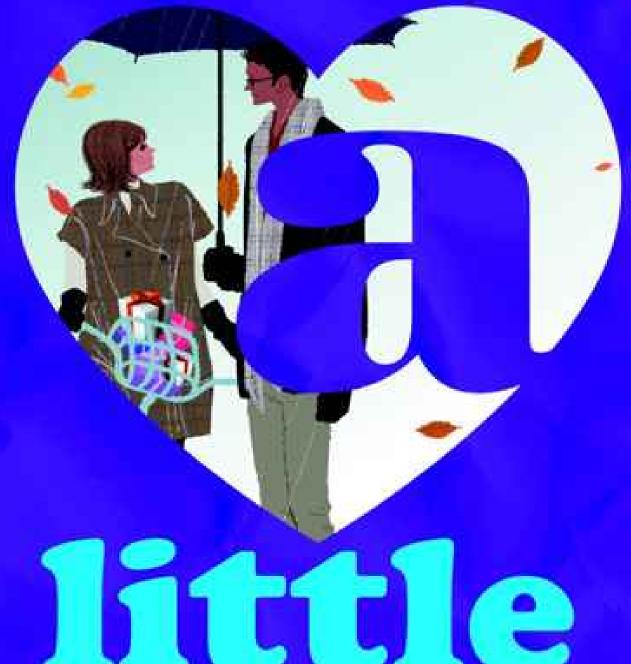
last year. After bringing in the \$4bn global behemoth to India, we have been working hard to improve the distribution and availability of the products. In addition to that, we are also working on bringing into India the unique and innovative products that make Hallmark the global leader. The current tally of exclusive Hallmark stores stands at 14 with a presence in

Delhi/NCR, Mumbai, Bangalore and Pune. Apart from the flagship stores, Hallmark products are also available at over 500 locations including exclusive Archies Stores and franchise outlets. Looking forward, we are excited to bring into India more products from the Hallmark range. The more exciting ones include Blooming Expressions and Story Buddies.

Blooming Expressions, as the name

blooms at the press of a button to reveal a special message for a special person. The Story Buddies range is a unique offering for kids that include a storybook and an interactive character soft toy from the story that responds when key words are read aloud. Along with these, special Snoopy and Garfield merchandise will also be introduced.

suggests, is a mechanised flower that



65

extra.



