



The Love Affair Continues.

~ ANNUAL REPORT 2012 - 13 ~



The most special way to say you care

Board of Directors

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



Pg: 2 *The most special way to say you
care gets even more special*

Pg: 4 *Congrats!
You have come a long way!*

Pg: 6 *Hard work pays!*

Pg: 8 *Welcome to the family!*

Pg: 10 *Thanks for being there.*

24x7.

Pg: 12 *From the Chairman's Desk*

Pg: 14 *Notice*

Pg: 16 *Director's Report*

Pg: 21 *Report on Corporate Governance*

Pg: 29 *Independent Auditors' Report*

Pg: 33 *Balance Sheet*



THE MOST

*Special
way
to say*

YOU CARE

gets

**EVEN MORE
SPECIAL**

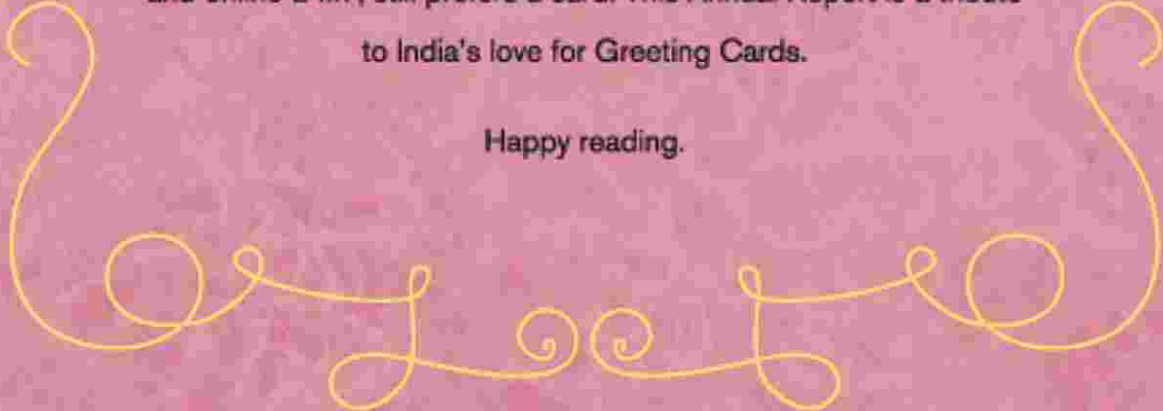


It was in 1980

that Archies introduced India to Greeting Cards. Starting with cards for festivals like Holi, Diwali and Rakhi and occasions like Birthdays, Anniversaries and New Years, Archies struck a chord with the people almost instantly. Within no time, an Archies card became an integral part of all celebrations. No birthday was complete without a bunch of cards from loved ones. Generations of young boys and girls expressed their first love with an Archies card. The simple yet beautifully crafted messages gave voice to the emotions of millions. Gradually, with time, our range of cards expanded to cover every occasion, emotion and relation.

Over the years, as the world has changed, so have our cards. Technological advancements and specialisations in printing techniques have lead to greeting cards evolving from simple printed sheets of cardboard to intricate pieces of art. But what hasn't changed is India's love for greeting cards. When it comes to relationships that really matter, the generation that stays connected and online 24x7, still prefers a card. This Annual Report is a tribute to India's love for Greeting Cards.

Happy reading.





CONGRATULATIONS
You come long

Once upon a time, a card used to be a simple affair. A heart warming visual embellished with beautiful words printed on a simple sheet of thick paper board. Now, no more. Making Greeting cards today is a science in itself. Right from the stage of conceptualization to the packing of the end product, every step involves a degree of specialization. Today, the journey of a card is a long one.

Being responsible for getting across the feelings of tongue-tied teenagers, people at a loss of words to express their emotions or a Son who doesn't know how to tell his Father how much he loves him is no easy task. That is why the creative team puts in countless hours in the conceptualization stage. The nitty-gritties of



RAIS!

*have
a
way!*

relationships and emotions are discussed to arrive at just the right words and designs to express them in. The artworks then make their way to the state of the art printing & finishing facilities where experts with decades of experience deliberate upon the kind of paper to be used, the size of the cards, the glittering and foiling, laser cuts and special fabrications like pop-ups. Only after this long and laborious process is over does a card reach the shelves.

No wonder then, that in this time crunched world, people still take out time to go over hundreds of cards to choose just the right one for their loved ones. It is the hard work that goes in that makes cards relevant even today.



Hard work Pays!



For millions in India, an Archies Store has always been a happy place. Even today, it brings back childhood memories of birthday parties, festivals and friends. At Archies, we are always trying to touch the lives of more and more people, to spread our reach far and wide and make the world a better place through our products. And to achieve that we do all we can to be as close and accessible to the people as possible.

With an expanding retail sector, we have also been increasing our presence across the country. After being largely present in Tier I cities, we are now opening more stores in Tier II & Tier III cities. Cards being more of an impulsive buy, stores are being opened in malls, newer markets and places that have higher footfalls. Along with Archies Stores, Hallmark Stores (as an extension of our Hallmark Licence) are also being opened where the demographics demand. Due to continued efforts and an aggressive approach, a total of 22 Archies stores and 13 Hallmark stores were opened across the country last year.



