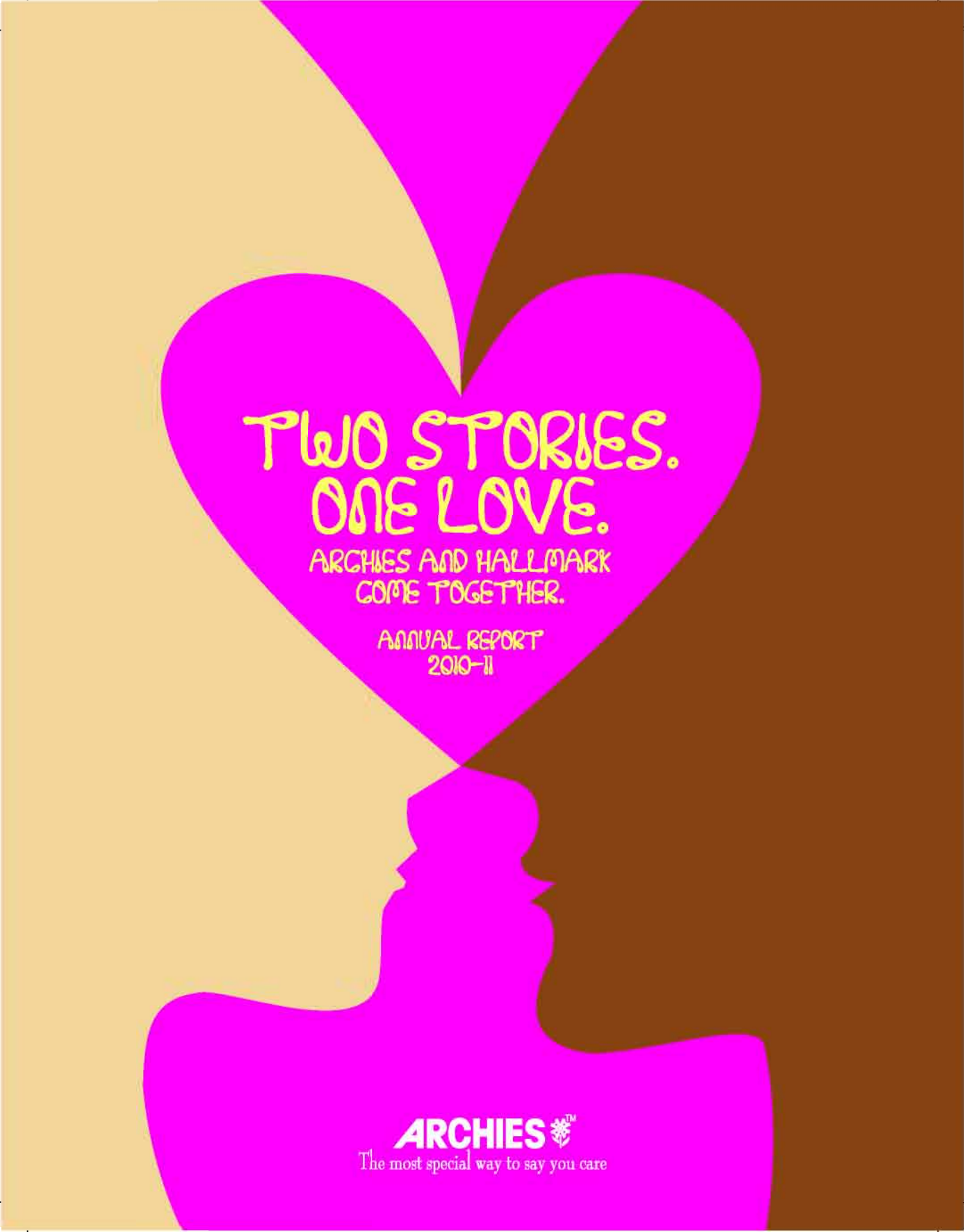




TWO STORIES. ONE LOVE.

ARCHIES AND HALLMARK
COME TOGETHER.

ANNUAL REPORT
2010-11

ARCHIES TM
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

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-I, New Delhi-110 028.

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**HALLMARK
MEETS ARCHIES,
THE WORLD'S
LEADER JOINS
HANDS WITH
INDIA'S LEADER.**





It's the time-honoured tradition of bringing people together that has always inspired us to walk new paths and cross new frontiers. We share the same passion. We love being known for meaningful little moments. We understand what it takes to bond millions of people in love. That's why we see it as a sustainable partnership of great opportunities, and intend to take the time and resources to really commit to it for a long term. While our diverse backgrounds will bring forward many points of view, the variety should lead to new challenges in everything we do. Hallmark is looking at India as a great opportunity to grow and with Archies as a partner, will bring the very best and innovative products to India. This will give more ideas and choices to the consumers every day. To maximize the expected target audience of mature consumers, there will be a separate distribution and retail channel for Hallmark. By next year we have plans to open over 25 Hallmark stores in the major cities of the country. As the world celebrates the momentous occasion of Hallmark's 100th birthday, we will strive to bring the timeless values of Hallmark to the Indian consumer. Along with that we will continue to add strength to the Archies brand with the opening of 40 odd new stores in the the current financial year and add new and innovative products to our portfolio. In a world that is constantly changing, our aim is to be relevant to our consumers and their lives and help them cherish the memories they create.



TWO
STORIES.
ONE
LOVE.



ARCHIES AND HALLMARK COME TOGETHER, IN INDIA.

Archies and Hallmark started with a common belief that giving can make a difference and change the world for better. Perhaps it's not surprising, that our paths had to merge sooner or later. That's why we have joined hands, in India, to help hundreds and thousands of people express their feelings through the evocative words of our greeting cards and heart-warming gifts. The fact that last year was Hallmark's centennial year makes our new partnership even more memorable.

Archies has a nationwide network of specialty retail stores where consumers can find just the right cards, gifts, wrapping papers and more to celebrate milestones as well as everyday moments. Hallmark makes the world a more caring place by helping people express what's in their hearts - a privilege few other companies in the world enjoy. Hallmark greeting cards and other products are found in more than 40,000 retail outlets in the U.S., including the network of flagship Hallmark Gold Crown stores.

Hallmark Cards, Inc. today has worldwide consolidated net revenue of \$41 billion for 2010. While retailing through over 500 outlets and franchisees in over 100 cities across India, Archies is the only company of its kind in the country to be listed on the BSE and NSE.





TWO STORIES.

A century ago in 1910, when very few people exchanged cards, the three Hall brothers decided to get into the greeting card business. Today, the greeting cards business has become big with Hallmark Cards, Inc. leading the pack. Contributing to sales is the fact that the company came out with dozens of holidays, from Secretary's Day and Boss' Day to Grandmother's Day and Mother's Day, with a line of cards especially designed for each event.

Globally, an emotional moment in one's life is often referred to as a "Hallmark Moment", while in India, Archies is synonymous with the joy of people giving and connecting. We have helped people communicate, celebrate life events, and commemorate important occasions because an Archies card is, "the most special way to say you care." Now, with our new partnership, our shared dream of bringing people together has just come a step closer.

Together we believe life is a special occasion. Our common goal will be to provide the inspiration, ideas and solutions to help people pause, recognize, linger and capture the meaningful moments they share with others. Listen to our customers' emotional needs so we can help provide the solutions to meet those needs. This research is the inspiration for new products and services. No wonder, the new Hallmark stores we will set up will also offer products for decorating and entertaining – along with ideas for how to use them.

ONE DREAM.

