we



a brand new STORY.

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

— ANNUAL REPORT —
2011-2012

archies®

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

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WE
a
change.

Conventional wisdom says, "Why fix it if it ain't broke?" The Archies logo has been the symbol of love, friendship and self expression to generations who have grown up between the aisles of Archies Galleries around the country. Although simple, the logo is still one of the most recognisable amongst the home-grown brands. It evokes trust, respect and a sense of nostalgia in a great many people. Then why did we decide to let go of it? Because it was time to let go of the past. Because it was time to forge new relationships. Because it was time to change.

In our various interactions with people who have sworn by Archies for years, the one unanimous thing that stood out was that Archies meant love. So logically, the ubiquitous symbol of love, the heart, found its way into the new logo. The colour combination of red and white was chosen for red denotes love and passion and in contrast with white has great visibility.

The heart with the 'a' now has the potential to become a mnemonic for Archies that can be carried forward everywhere.

With the new logo, Archies is once again set to revolutionise the market that we created from scratch years ago. We are set to offer more to the people who have loved us all these years. We are set to write yet another chapter of our great success story.



We

'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 suggests, is a mechanised flower that 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.





a little extra.


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