

Board of Directors

Anil Moolchandani

Chairman-cum-Managing Director

Pramod Arora

Joint Managing Director

Dilip Seth

Director (Finance) and CFO

Sunil Behl

Directo

Arun Singhal

Director

Prem Kumar Chadha

Director

Dr. Bhavna Chadha

Director

Deepak Thakkar

Director

Company Secretary

Vikas Kumar Tak

Auditors

M/s Uberoi Sood & Kapoor

Bankers

Citibank N.A.
ICICI 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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THE ART OF GROWING YOUNG

SPEAKING THE LANGUAGE OF THE YOUNG

FRIENDLY LIKE
THE YOUNG

BECAUSE THE YOUNG ARE IMPATIENT

BEING YOUNG IS
BEING AMBITIOUS

YOUNG CELEBRATE LIFE

YEAR AT A GLANCE

NOTICE

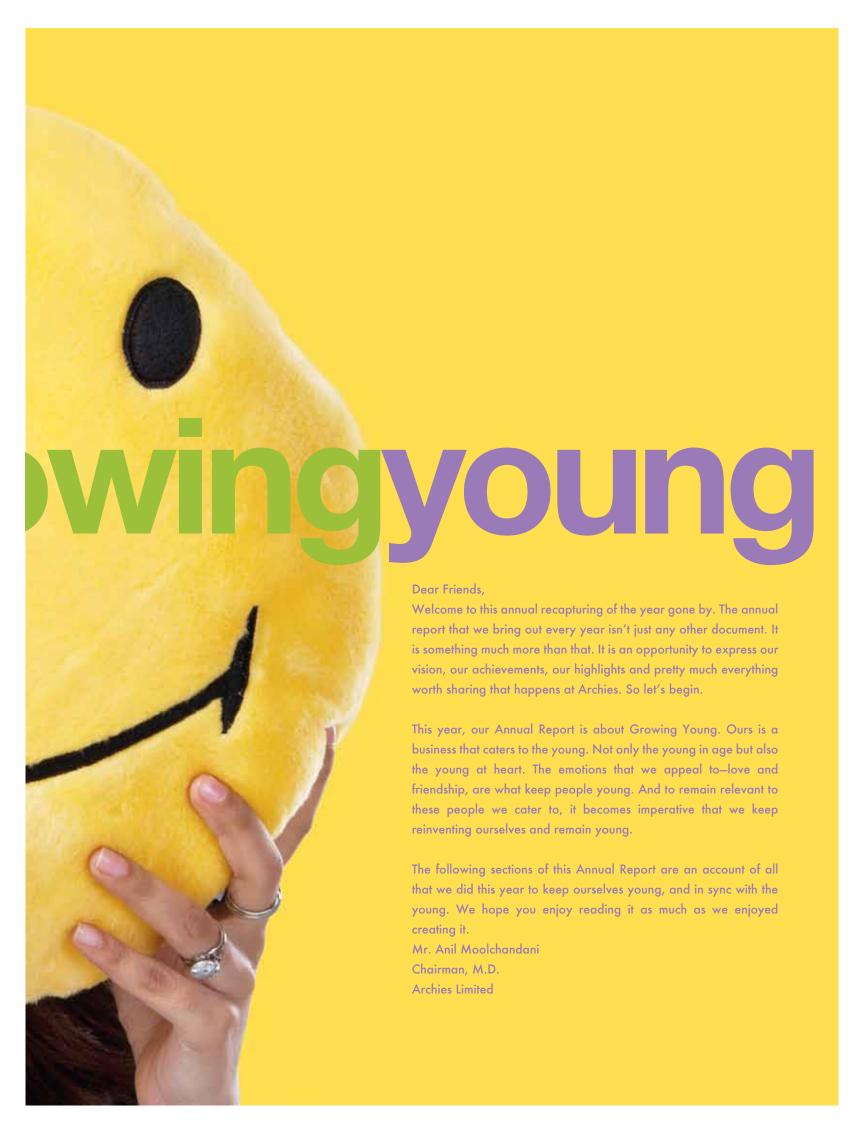
DIRECTOR'S REPORT

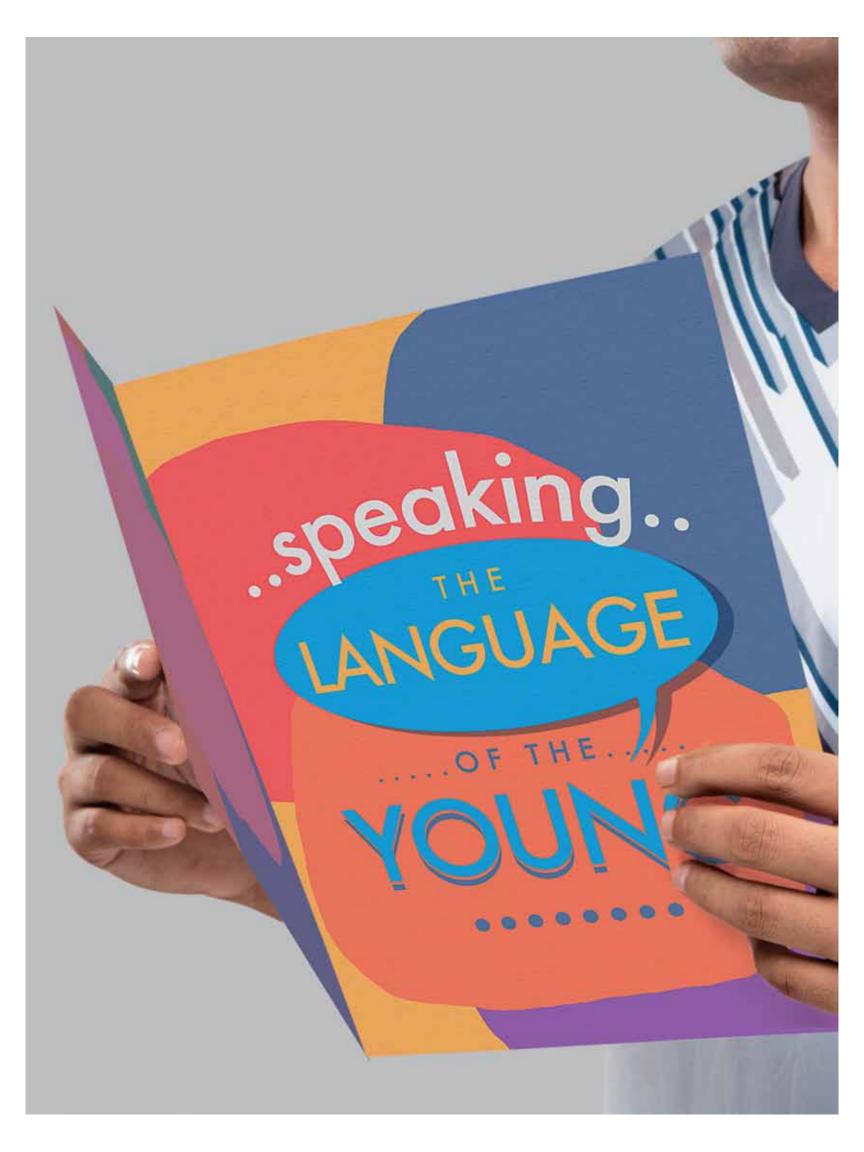
REPORT ON CORPORATE GOVERNANCE

INDEPENDENT AUDITORS' REPORT

BALANCE SHEET







THE YOUNG EVOLVE ON A DAILY BASIS. WHAT'S TRENDING ONE DAY IS FORGOTTEN THE NEXT. WHAT'S COOL TODAY IS UNCOOL TOMORROW. NEW WORDS TAKE BIRTH AND THE OLD ONES DIE. BUT WHAT REMAINS CONSTANT IS THE NEED TO EXPRESS ONE'S FEELINGS, TO TELL THAT SPECIAL SOMEONE THAT THEY ARE SPECIAL. AND THAT IS WHERE WE ARE IRREPLACEABLE BECAUSE NOTHING SAYS YOU CARE, LIKE A GREETING CARD DOES. A GREETING CARD SHOWS THAT ONE PUT IN THE EFFORT OF WALKING UP TO AN ARCHIES STORE AND SORTED THROUGH HUNDREDS OF GREETING CARDS TO FIND JUST THE RIGHT ONE.

TO HELP THE YOUTH EXPRESS THEMSELVES, THE MOST IMPORTANT PREREQUISITE IS TO UNDERSTAND THEM. THAT IS WHERE OUR CREATIVE TEAM COMES IN. BY CONSTANTLY INTERACTING WITH THE YOUTH, OBSERVING THE WAY THEY THINK AND SPEAK AND BY BECOMING THEM, OUR TEAM IS ABLE TO USE JUST THE RIGHT WORDS THAT RESONATE. NOT ONLY THAT, WE CONTINUOUSLY EXPERIMENT WITH NEWER TECHNIQUES AND TECHNOLOGIES IN DESIGNING, PRINTING AND FABRICATING TO KEEP OUR GREETING CARDS COLLECTION IN SYNC WITH THE TIMES.

THE YEAR GONE BY SAW US RUNNING A ONE-OF-ITS-KIND OFFER FOR OUR CONSUMERS. THE MONEY FOR LOVE CHALLENGE, AN OFFER WHOSE SUCCESS LAY IN IT BEING A FAILURE. WE OFFERED PEOPLE RS.1000 IN ARCHIES GIFT VOUCHERS IF THEY GAVE US THEIR OLD PERSONAL ARCHIES GREETING CARDS. DESPITE A VERY VISIBLE CAMPAIGN IN DELHI AND JAIPUR, AMPLIFIED THROUGH SOCIAL MEDIA AND RADIO, WE ONLY GOT 73 CARDS IN THE FOUR DAYS THE OFFER RAN. WHAT WAS HEARTENING WAS THE FACT THAT LURED BY THE MONEY, A LOT OF PEOPLE WALKED UP TO THE COUNTER, BUT CHOSE TO WITHDRAW WHEN THEY REALIZED THEY WOULD HAVE TO GIVE UP THE CARDS FOREVER. THE SUCCESS REINFORCED OUR BELIEF THAT GREETING CARDS ARE IRREPLACEABLE.



BEING YOUNG IS ALL ABOUT BEING EASY TO GET ALONG WITH. IT'S ABOUT BEING UNINHIBITED. ABOUT MAKING CONNECTIONS AND FRIENDSHIPS BASED ON MUTUAL LIKES AND MINDSETS. ABOUT GOING OUT INTO THE WORLD AND HAVING FUN. TRUE TO IT, WE AT ARCHIES ARE CONSTANTLY ON THE LOOKOUT FOR BRANDS THAT SHARE OUR ETHOS AND VALUES TO BECOME FRIENDS WITH, AND BRING THEM TO INDIA.

OVER THE PAST FEW YEARS, WE HAVE PROVIDED OUR CUSTOMERS WITH QUALITY MERCHANDISE BY ENTERING INTO STRATEGIC PARTNERSHIPS WITH INTERNATIONAL ICONS LIKE GARFIELD, SMILEY, SNOOPY, COW PARADE AND ME TO YOU AMONG OTHERS. THEIR OFFERINGS HAVE RANGED FROM MUGS TO SOFT TOYS TO CUSHIONS AND CERAMIC COW FIGURINES THAT ARE REPLICAS OF PIECES OF ART. ALL THESE PRODUCTS HAVE BEEN WELL RECEIVED AND LOVED BY THE PEOPLE.

IN THE BUILD-UP TO THE FOOTBALL FEVER PITCH, THE PAST YEAR SAW US INTRODUCE FOOTBALL MERCHANDISE TO PROVIDE OUR CUSTOM-ERS A CHANCE TO LITERALLY WEAR THEIR HEARTS ON THEIR SLEEVES WHEN THEY SUPPORT THEIR TEAMS. THE COLLECTION INCLUDES THINGS LIKE SIPPERS, T-SHIRTS, MUGS, KEY CHAINS AND SCHOOL BAGS AMONGST OTHERS. THE COLLECTION HAS BEEN A HUGE HIT.

