

A person is holding a large, plush yellow smiley face pillow in front of their face. The pillow has two black circular eyes and a wide, black, upward-curving smile. The text "YOUNGER BY ANOTHER YEAR" is printed in a bold, black, sans-serif font across the center of the smile. The person holding the pillow is wearing a black t-shirt and has their hands visible, adorned with rings and bracelets. The background is a solid, bright yellow.

**YOUNGER  
BY  
ANOTHER  
YEAR**

**ANNUAL REPORT  
2013-14**



*The most special way to say you care*

# Board of Directors

## **Anil Moolchandani**

Chairman-cum-Managing Director

## **Pramod Arora**

Joint Managing Director

## **Dilip Seth**

Director (Finance) and CFO

## **Sunil Behl**

Director

## **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.

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.

# CONTENT

.....

PAGE 3-4

THE ART OF  
GROWING YOUNG

PAGE 5-6

SPEAKING THE LANGUAGE  
OF THE YOUNG

PAGE 7-8

FRIENDLY LIKE  
THE YOUNG

PAGE 9-10

BECAUSE THE YOUNG  
ARE IMPATIENT

PAGE 11-12

BEING YOUNG IS  
BEING AMBITIOUS

PAGE 13-14

YOUNG CELEBRATE LIFE

PAGE 15

YEAR AT A GLANCE

PAGE 16-24

NOTICE

PAGE 25-29

DIRECTOR'S REPORT

PAGE 30-38

REPORT ON CORPORATE  
GOVERNANCE

PAGE 39-42

INDEPENDENT AUDITORS'  
REPORT

PAGE 43-64

BALANCE SHEET

A person is wearing a large, plush yellow mask shaped like a smiley face. The mask has a single black eye and a wide, curved black smile. A hand with a ring on the ring finger is touching the left side of the mask's face. The background is a solid yellow color.

theart of grow

A large, soft yellow smiley face plush toy is the central focus. A hand with several rings is visible at the bottom, holding the bottom edge of the smiley face. The background is a solid bright yellow.

# growing young

Dear Friends,

Welcome to this annual recapturing of the year gone by. The annual report that we bring out every year isn't just any other document. It is something much more than that. It is an opportunity to express our vision, our achievements, our highlights and pretty much everything worth sharing that happens at Archies. So let's begin.

This year, our Annual Report is about Growing Young. Ours is a business that caters to the young. Not only the young in age but also the young at heart. The emotions that we appeal to—love and friendship, are what keep people young. And to remain relevant to these people we cater to, it becomes imperative that we keep reinventing ourselves and remain young.

The following sections of this Annual Report are an account of all that we did this year to keep ourselves young, and in sync with the young. We hope you enjoy reading it as much as we enjoyed creating it.

Mr. Anil Moolchandani  
Chairman, M.D.  
Archies Limited




...speaking...

THE  
LANGUAGE

.....OF THE.....

YOUNG

.....



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.

A person wearing a blue and teal striped polo shirt is holding a white ceramic mug. The mug features a logo with the text "FRIENDLY", "LIKE THE", and "young" in a stylized font. The background is a solid light blue.

FRIENDLY  
.....  
LIKE THE  
.....  
young





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 CUSTOMERS 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.



**BECAUSE**

**...THE...**

**young**

**...are...**

**impatient**