



The Voice Within

Annual Report
2014-2015



 **archies®**



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The Voice Within





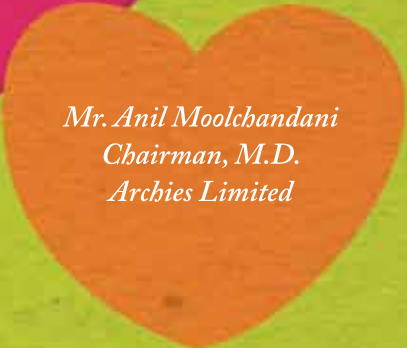
Dear Friends,

Relationships are built when people express themselves. And relationships that last are the ones in which the expressions are straight from the heart. Its only when one lays open their soul to someone that they really connect. Magic happens when one lets the voice within them talk. And that is what we help people do.

The theme for this year's Annual Report is the Voice Within. We are in the business of expressions. We help people express what they truly feel when they don't have the words to do it themselves. We give their inner voice an outlet through our products.

The sections that follow will give you an account of what went on at Archies this year. Reading through the sections will help you realize how we are following the voice within us to help our customers find theirs. I'm pleased to present to you this year's Annual Report.

I hope you enjoy reading it.



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

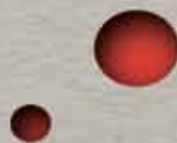
BECAUSE
SOMETIMES

—•••*the*•••—

voice

♥ **SAYS** ♥

**i love
you**





The purest of emotion is often the most difficult to express.

Love, in all its various manifestations, remains something that most have trouble expressing. Be it the relationship between a father and his son, the one between siblings or those of the romantic kind, only a few are blessed to know the right things to say. The majority has no clue. No clue as to how to put into words what their inner voice is saying. Luckily, they have our Greeting Cards to do the job for them.

The single most important objective our Creative Team follows is to remain true to emotions. The team puts in countless hours observing the way people think, behave and talk and yet more in coming up with creative concepts to express their thoughts. We keep introducing newer collections of Greeting Cards to help our customers find newer ways to express themselves. The newer collections also include innovations in designing, printing and fabricating.

Because
sometimes
it
says

i Adore
you





There are times when just a greeting card won't do. Maybe it's an occasion that demands something more or it's a relationship that deserves more. It's at times like these that a stuffed toy is the perfect solution. A stuffed toy isn't just any other gift. It's a personification of one's love. Gift it to a child and it becomes their best friend and confidante. Gift it to someone you love and it stands in for you when you can't be there.

Our Huggables collection includes stuffed toys in various forms. From the all-time favourite bear to lovable alligators, cute monkeys and a smiling lion. No matter what a customer's need is, we have a Huggable to take care of it.



And sometimes it sa

gifts for him / her

occasions

greeting cards

kids world

relationships

