

# ANNUAL REPORT 2015 - 2016





## **Board of Directors**

**Mr. Anil Moolchandani**  
Chairman and Managing Director

**Mr. Dilip Seth**  
Director (Finance) and CFO

**Mr. Sunil Behl**  
Director

**Mr. Arun Singhal**  
Director

**Mr. Prem Kumar Chadha**  
Director

**Dr. Bhavna Chadha**  
Director

**Mr. Deepak Thakkar**  
Director

**Company Secretary**  
Mr. Gautam

**Auditors**  
M/s Uberoi Sood & Kapoor  
Chartered Accountants  
New Delhi

**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

# CONTENT



PAGE 3-4	DESI ARCHIES
PAGE 5-6	GLIMPSES OF DESI ARCHIES
PAGE 7-8	FROM THE CHAIRMAN'S DESK
PAGE 9-10	WHEN IT COMES TO FRIENDS LIKE YOU
PAGE 11-12	EXHIBIT YOUR LOVE FOR YOUR FAVOURITE DISNEY CHARACTERS
PAGE 13	YEAR AT A GLANCE
PAGE 14-28	NOTICE
PAGE 29-55	DIRECTOR'S REPORT
PAGE 56-65	REPORT ON CORPORATE GOVERNANCE
PAGE 66-71	INDEPENDENT AUDITORS' REPORT
PAGE 72-92	BALANCE SHEET



# Desi आर्चीज

Archies is all set to show its funky side with a **"Desi twist"** following the launch of its new sub brand.

**Desi Archies** is a fun concept store that curates the essence of Handicrafts from across India along with everyday utility products with a fun **desi-Indian** palette.

Experience under one roof the diverse & exotic Indian art forms with its unique designs, ethnic look and sophisticated style.

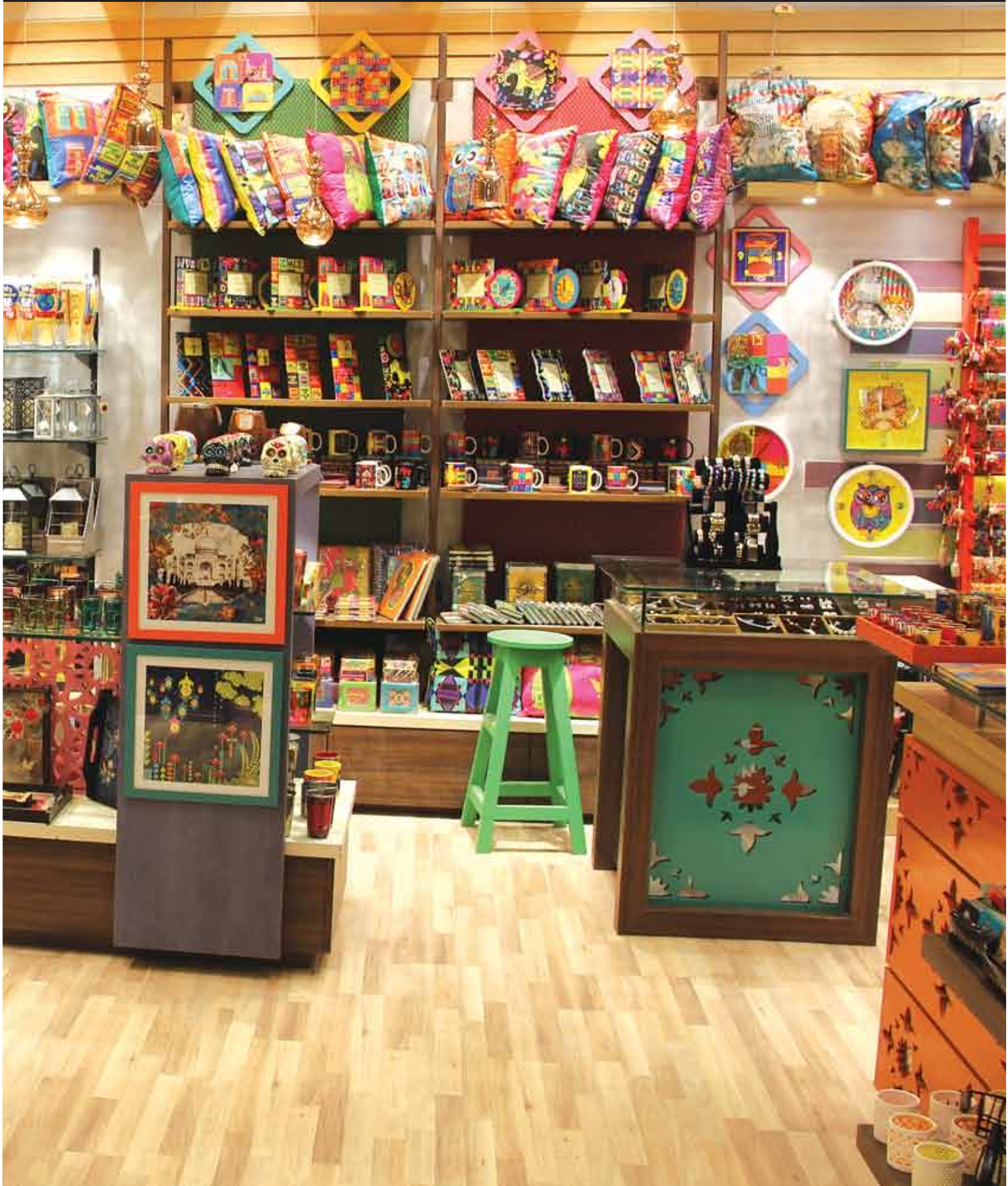
We aim to cater to the taste of the modern consumers looking for everyday products designed in an extraordinary way with a dash of **Indian-ness!**













## FROM THE CHAIRMAN'S DESK

Dear Friends,

'The most special way to say you care,' Archies has been diligent and true to its promise to care for your emotions, and of those you love. As I pen down my thoughts, I look back to the eventful year gone by, and feel proud. Indeed, it gives me immense pleasure to see Archies being recognized as a social expressions brand, but more than that I feel happy with the fact that we continue to live in the hearts of our customers.

Whilst we continue to find newer ways to foster relationships, we have also worked ardently to cater to the needs of our customers promptly. With our online portfolio [www.archiesonline.com](http://www.archiesonline.com), we are reaching to millions of hearts not only across India, but also worldwide. The ever-expanding online portal and its tie up with other leading marketing places has made choosing and sending gifts simpler for people.

'Desi Archies' is yet another feather in Archies' cap. This fun yet affordable concept with desi Indian essence offers an exceptional collection for various corners of life. Fabricated keeping the contemporary themes in mind, our recently launched 'Desi' range is already a talk of the town. The youth oriented products infusing desiness to both gifting and home needs have tried to represent India in the most distinct way.

By continuing to be associated with brands like Hallmark, Smiley World, Garfield, Snoopy, Disney etc., Archies has also spread its wings globally. Collaborating with these renowned brands is just another step to help people express adorably through us. This year's annual report is another milestone for us, and I hope we continue to churn our beautiful reasons for people to smile.

Mr. Anil Moolchandani  
Chairman and Managing Director  
Archies Limited

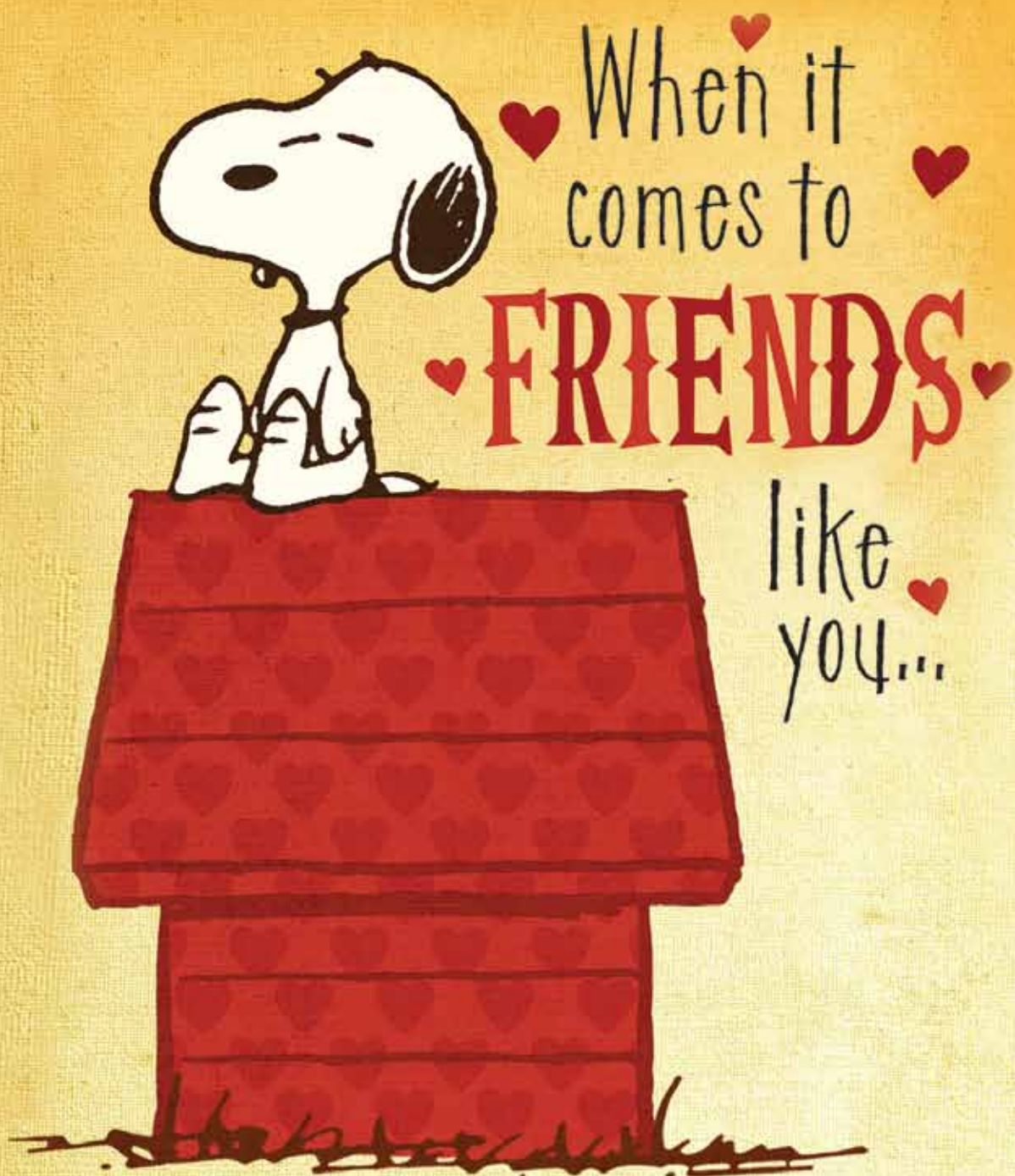


YOU  
ONLY  
LIVE  
ONCE



*SmileyWorld*





When it  
comes to  
**FRIENDS**  
like  
you...