

Date: 10th September, 2024

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| 1) Asst. President, Listing Department, National Stock Exchange of India Limited, Exchange Plaza, C-1, Block-G, Bandra Kurla Complex, Bandra (East), Mumbai-400051 | 2) The Listing Department, Corporate Relationship Department, BSE Limited, 1st Floor, New Trading Wing, P.J. Towers, Dalal Street Fort, Mumbai-400001 |
| Scrip ID - ARCHIES | Scrip Code - 532212 |

Sub: Press Release

Dear Sir/ Madam,

Please find enclosed the Press Release of Archies Limited and please take note that the Company has planning for the future growth.

Please take the above on records.

Thanking you,

Yours Sincerely

For Archies Limited

Jagdish Moolchandani
(Executive Director and Chief Financial Officer)

Enclosure: As attached

ARCHIES LIMITED

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Archies Sets Sights on Global Expansion While Achieving 150% Growth in India's Quick Commerce Market

National, September 10, 2024: Archies, A legacy brand in a social expression industry for decades, is entering a new phase of its journey. Known for bringing emotion to life through its extensive range of greeting cards, gift wraps, and more, the brand is now embracing the rapid evolution of retail with its foray into the quick commerce sector. Last year, Archies saw a remarkable ₹6 crore in sales through platforms like Blinkit, Zepto, and Swiggy Instamart, and the brand has set an ambitious target of ₹15 - ₹18 crore for FY 2025, a phenomenal 150% to 200% growth. This marks a significant shift for a brand steeped in tradition, as it adapts to a fast-paced, technology-driven consumer landscape.

With ongoing talks to partner with BigBasket now and Flipkart's 10-minute delivery service, Archies is positioning itself as a frontrunner in the quick commerce space. The goal is to meet the demands of today's consumers, who expect products in the blink of an eye, without sacrificing the sentimental value attached to each purchase.

Speaking on the brand's direction, **Varun Moolchandani, Executive Director of Archies Limited**, says, *"We're not just responding to trends, we're shaping them. The way people shop is changing rapidly, and we're ensuring that our products, which have always been a symbol of thoughtfulness, are readily available for their convenience. Our quick commerce partnerships are just the beginning as we look to combine speed with the emotional connection that Archies has always represented."*

Moving Forward, the brand is also setting its sights on global expansion, aiming to enter countries where the Indian diaspora is heavily represented. Markets like the Middle East, UK, Canada, and Southeast Asia are on the radar. Archies plans to tap into these regions through channel partners, bringing its beloved brand of social expression to international shores. The strategy is simple, where there are Indians, there is an opportunity for Archies to thrive, creating a bridge between cultures and emotions.

Moolchandani elaborates, *"We are making a concerted push into international markets, targeting regions where the Indian community has a strong presence. There's a deep, emotional resonance with our brand, and we're excited to bring that connection to a new audience globally. Our expansion will reinforce Archies as not just an Indian legacy, but a global one."*

Even as the brand ventures into international territories, it remains deeply committed to its domestic roots. Archies plans to open 15-20 new company-owned stores by the end of FY 2025, focusing on prime locations in malls and high-end streets across North India. This expansion, coupled with a growing presence in modern trade formats, ensures that Archies stays close to its loyal customer base while tapping into new avenues for growth.

Archies is also driving significant growth in its online and marketplace operations. With established partnerships with major e-commerce platforms like Flipkart, Myntra, and Amazon, Archies is aiming for



around 150% growth in FY 2025. The brand is currently in talks with Open Network for Digital Commerce (ONDC) and First Cry to further expand its online presence. This strategic focus on digital channels aligns with the brand's overall vision of making its products accessible to a wider audience, anytime, anywhere.

Beyond the realm of retail and quick commerce, Archies' Print and Pack division, a lesser-known but vital part of the company, continues to flourish. The division saw revenues of ₹22 crore from both domestic and exports in FY 2024, with an expected increase to ₹30 crore i.e 36% growth by the end of FY 2025.

As Archies moves forward, its vision remains rooted in the idea of connection, whether it's through a thoughtfully selected greeting card, a gift wrapped in vibrant paper, or the growing presence of the brand across both domestic and international markets.

About Archies Limited India

[Archies Limited](#) operates a chain of stores that sell greeting cards and gifts from the last 45 years. The Company retails photo albums, baby books, jewellery and accessories, gift hampers, perfume, stuffed toys, and other gifts. This Company has grown with the spread of modern culture, increasing urbanization and improving standard of living. Adorability and sentiment drive its brand appeal to all age groups and demographics. Archies has enormous ranges which have established exemplary mastery over its large network of distributors, retailers, and franchisees. This Company is consciously targeting malls and other prime retail space for opening its own stores. Archies Limited currently operates **325 exclusive outlets (in 15 states & 66 cities)** including company owned and franchise stores across India and neighboring countries.