

Date: 19<sup>th</sup> September, 2024

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

**Sub: Press Release**

Dear Sir/ Madam,

Please find enclosed the Press Release of Archies Limited and please take note that the Company Celebrates Daughter's Day with Heartwarming Digital Ad Campaign "Show Her That You Know Her".

Please take the same on records.

Thanking you,

Yours Sincerely

For Archies Limited

**Jagdish Moolchandani  
(Executive Director and Chief Financial Officer)**

**Enclosure: As attached**

**ARCHIES LIMITED**

CIN : L36999HR1990PLC041175

REGISTERED OFFICE: PLOT NO. 191-F, SECTOR-4, I.M.T. MANESAR, GURUGRAM-122050, HARYANA (INDIA)

TEL. : +91-124-4966666, E-mail: archies@archiesonline.com, Website: www.archiesonline.com & www.archiesinvestors.in

DELHI-OFFICE: C-113, NARAINA INDUSTRIAL AREA, PHASE-1, NEW DELHI-110028 (INDIA), TEL. : +91-11-41410000, 41412222

## **Archies Celebrates Daughter's Day with Heartwarming Digital Ad Campaign “Show Her That You Know Her”**

Because a daughter’s love is the truest reflection of a father’s heart

**National, 18th September 2024:** Archies, a legacy brand in the gifting industry, renowned for nurturing heartfelt relationships, is thrilled to launch its latest digital ad campaign to celebrate Daughter’s Day this year, titled “**Show Her That You Know Her**”. The campaign aesthetically captures the essence of the relationship between fathers and daughters, emphasizing how they shape each other’s lives emotionally.

The campaign highlights how daughters bring warmth, understanding, and connection into their fathers’ lives as it creatively explores the scenario wherein fathers are seen as ‘alpha’ figures in the Indian household, taught to be strong and unemotional, this campaign addresses the silent but real struggles many Indian fathers face. It beautifully portrays a daughter's journey in helping her father express his feelings, share his hardships, and rewrite their relationship with love, compassion, and acknowledgment.

***“Daughters are the emotional pillars, studious and courageous, who not only support but also inspire family members to be more expressive”, says Varun Moolchandani, Executive Director of Archies.*** The campaign, through its vivacious story of a single father and his daughter, draws inspiration from the poetry and emotional sensitivity that girls carry within them.

Mr. Moolchandani further states ***“With this campaign, we want to showcase the transformative power of a daughter's love and care in a father’s life. It’s about acknowledging her strength and presence in every moment, big or small. On this Daughter’s Day, Archies invites everyone to recognize and celebrate the irreplaceable bond between fathers and daughters.”***

Archies is honoring the special and powerful relationship that exists between fathers and daughters with this campaign. "Show Her That You Know Her" is a heartfelt reminder to cherish the little things that add up to these relationships being genuinely meaningful.

**YouTube Link** - <https://youtu.be/nlqKydEQU00?si=u6en-re4Jm-zYkvz>

**Instagram Link** - [https://www.instagram.com/reel/DABC1\\_PNv9l/?igsh=MWJwNHFnZDUyNnI5Zw==](https://www.instagram.com/reel/DABC1_PNv9l/?igsh=MWJwNHFnZDUyNnI5Zw==)

### **About Archies-**

Archies Limited has operated a chain of stores that sell greeting cards and gifts for the last 45 years. The Company retails photo albums, baby books, jewelry and accessories, gift hampers, perfume, stuffed

toys, and other gifts. With a robust presence across 15 states and 66 cities, encompassing 325 exclusive outlets, Archies continues to be the epitome of heartfelt gifting in India and neighboring countries.