

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 “Elevates festive gifting with premium collaborations”.

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

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## **Archies elevates festive gifting with premium collaborations**

*Partnering with Ajmal & Sons, Cadbury, Ferrero Rocher, and more, Archies brings an exclusive festive collection*

**New Delhi, 19th September 2024:** Archies, India's iconic gifting brand, announces strategic partnerships with a host of premium brands for the upcoming festive season. Teaming up with renowned names such as Ajmal & Sons, Cadbury, Ferrero Rocher, and Casa Decor, Archies is set to unveil a curated collection of gifting options, perfectly timed to cater to the festive demand.

The collaboration aims to provide customers with a seamless and diverse gifting experience, featuring an exclusive range of products from luxury fragrances, premium chocolates, stylish home décor, and unique stationery items. This premium collection highlights Archies' dedication to elevating the gifting experience while offering choices that meet a variety of tastes and budgets.

“By partnering with some of the best brands in the market, we are positioning Archies as the ultimate destination for festive gifting this season. Our collection is designed to bring joy to every occasion, offering customers premium options that align with the celebratory spirit,” said **Varun Moolchandani, Executive Director of Archies Limited.**

Through collaborations with Ajmal & Sons, Bel Avenir, Mcaffeine, Pierre Cardin, and others, Archies will feature an extensive lineup, including luxurious perfumes, gourmet chocolates from Cadbury, Ferrero Rocher, and Hershey's, and home decor items from Casa Decor. This curated collection reflects the current trends in gifting, offering customers high-quality, thoughtful gifts for friends and family.

### **About Archies**

Archies has been a leader in the gifting industry for decades, known for its innovative and heartfelt gifting solutions. With a commitment to spreading love and joy, Archies continues to be the preferred destination for those seeking meaningful and unique gifts.