

Date : 27th January, 2011

1) The Manager , Listing Department, National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051 Scrip Code- ARCHIES	2) The Listing Department Corporate Relationship Department Bombay Stock Exchange limited 1 st Floor, New Trading Wing P.J. Towers Dalal Street Fort, Mumbai- 400 001 Scrip Code- 532212
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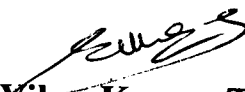
Dear Sir,

Please find enclosed herewith the unaudited financial results of the company for third quarter ended 31st December, 2010 as approved by the Board of Directors in their meeting held on 27th of January, 2011.

Kindly acknowledge the receipt of the same.

Thanking you

For ARCHIES LIMITED


Vikas Kumar Tak
(Company Secretary)

ARCHIES LIMITED

REGISTERED OFFICE : PLOT NO. 191-F, SECTOR-4, I.M.T. MANESAR, GURGAON -122050, HARYANA, (INDIA).
TEL.: 0124-4966666, FAX : 0124-4367179, E-mail: manesar@archiesonline.com Website : www.archiesonline.com

ARCHIES LIMITED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 31 DECEMBER, 2010

(₹ In Lakhs)

PARTICULARS	QUARTER ENDED		NINE MONTHS ENDED		YEAR ENDED
	31/12/2010	31/12/2009	31/12/2010	31/12/2009	31/03/2010
	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	AUDITED
1.(a) Net Sales	5653.31	4717.97	13491.78	11218.87	15621.05
(b) Other Operating Income	12.70	7.97	39.93	32.14	36.90
Total Income	5666.01	4725.94	13531.71	11251.01	15657.95
2. Expenditure					
(a) (Increase)/Decrease in stock- in-Trade and work in progress	(1074.86)	(386.78)	(1249.19)	(930.73)	(283.70)
(b) Consumption of Raw Material	512.35	357.64	1238.49	921.83	1191.01
(c) Purchase of Trading Items	2710.35	1939.60	5100.11	4495.20	5314.57
(d) Employees Cost	604.92	465.86	1692.00	1272.12	1706.71
(e) Depreciation	115.74	83.02	329.19	240.64	326.42
(f) Rent	569.91	422.08	1611.59	1165.02	1838.96
(g) Other Expenditure	1478.97	1236.58	3425.66	2899.07	4139.17
(h) Total	4917.38	4118.00	12147.85	10063.15	14233.14
3. Profit from Operations before other Income Interest and Exceptional Item	748.63	607.94	1383.86	1187.86	1424.81
4. Other Income	4.40	17.58	43.62	42.69	45.19
5. Profit Before interest & Exceptional Item	753.03	625.52	1427.48	1230.55	1470.00
6. Interest	61.19	37.54	133.17	96.28	132.37
7. Profit After Interest but before Exceptional Item	691.84	587.98	1294.31	1134.27	1337.63
8. Exceptional Items	0.00	0.00	0.00	0.00	0.00
9. Profit (+)/ Loss(-) from Ordinary Activities before tax	691.84	587.98	1294.31	1134.27	1337.63
10 Tax expense					
Current	236.22	194.73	402.34	393.03	433.00
Deferred	(1.53)	1.06	10.99	(15.64)	24.42
11. Net Profit (+)/ Loss (-) from Ordinary Activities after tax	457.15	392.19	880.98	756.88	880.21
12. Extraordinary Items (Net of Tax Expense)	0.00	0.00	0.00	0.00	0.00
13. Net Profit (+)/ Loss (-) for the period	457.15	392.19	880.98	756.88	880.21
14. Paid-Up Equity Share Capital (Face value of the share Rs. 2/-)	675.60	675.60	675.60	675.60	675.60
15. Reserve (excluding revaluation reserves) as per the balance sheet of previous accounting year					8014.04
16. Earning Per Shares (EPS) (in Rs.) Basic & Diluted (Face value of the share Rs. 2/-)	1.36*	1.15*	2.61*	2.24*	2.61
17.Public shareholding					
No. of shares	12920400	12717125	12920400	12717125	12725000
% of Shareholding	38.25	37.65	38.25	37.65	37.67
18. Promoter and Promoter group shareholding					
a) Pledged / encumbered					
Number of shares	nil	nil	nil	nil	nil
Percentage of Shares (as a % of total shareholding of promoter and promoter group)	nil	nil	nil	nil	nil
Percentage of Shares (as a % of total sharehcapital of the company)	nil	nil	nil	nil	nil
b) Non - encumbered					
Number of shares	20859600	21062875	20859600	21062875	21055000
Percentage of Shares (as a % of total shareholding of promoter and promoter group)	100	100	100	100	100
Percentage of Shares (as a % of total sharehcapital of the company)	61.75	62.35	61.75	62.35	62.33

*Not annualised

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SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED



PARTICULARS	© ARCHIES LTD				
	QUARTER ENDED		NINE MONTHS ENDED		YEAR ENDED
	31/12/2010	31/12/2009	31/12/2010	31/12/2009	31/03/2010
	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	AUDITED
1. Segment Revenue (Net Sales)					
a) Greeting Cards	1666.68	1496.96	3687.64	3271.48	4610.30
b) Stationery Items	820.00	690.30	1675.34	1402.63	1883.13
c) Gifts	3119.11	2498.28	8024.14	6433.37	9004.40
d) Others	47.52	32.43	104.66	111.39	123.22
Net Sales	5653.31	4717.97	13491.78	11218.87	15621.05
2. Segment Results (Profit/Loss) before Tax and interest					
a) Greeting Cards	440.53	439.18	907.84	872.20	1139.04
b) Stationery Items	165.93	145.32	297.08	266.35	281.51
c) Gifts	408.45	295.98	963.68	726.25	899.27
d) Others	1.44	2.52	8.60	8.15	9.45
Total	1016.35	883.00	2177.20	1872.95	2329.27
Less:					
i) interest	61.19	37.54	133.17	96.28	132.37
ii) Depreciation	115.74	83.02	329.19	240.64	326.42
iii) Other un-allocable expenditure (net of unallocable income)	147.58	174.46	420.53	401.76	532.85
Total Profit before Tax	691.84	587.98	1294.31	1134.27	1337.63
3. Capital Employed (Segment Assets less Segment Liabilities)	13105.44	11747.41	13105.44	11747.41	10803.13
Total	13105.44	11747.41	13105.44	11747.41	10803.13

NOTES:

- The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on 27th January 2011.
- Previous year's figures have been rearranged and regrouped, wherever necessary.
- Due to the nature of business & common manufacturing facilities for various segments, a reasonable allocation of Capital Employed to various segments is currently not practicable.
- The information on investors complaint pursuant to clause 41 of the Listing Agreement for the quarter ended 31st December, 2010: Opening Balance: NIL, Received during the quarter: NIL, Resolved during the quarter NIL: Closing Balance: NIL.
- The Statutory Auditors have carried a limited review of the above financial results..
- The Company has 197 Company owned retail outlets as on 27th January, 2011 PAN India.
- The Board of Directors in their meeting held on 27th January, 2011 has approved to raise funds upto Rs 40 Crores through various option including issue of share through QIP, Private Placement, Right Issue or Issue of preference shares.
- Each equity shares of Company of Face value Rs 10/- was subdivided into 5 equity shares of Face value of Rs 2/- each on 03.11.2010

Date: 27-01-2011
Place: Delhi

For and on behalf of the Board

Anil Modhanandani
(Chairman & Managing Director)

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