

Date : 10th February, 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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SUB : OPENING OF 200 TH COMPANY OWNED STORE

Dear Sir,

We are pleased to inform that ARCHIES LIMITED is opening 200th Company owned & operated retail outlet in "Jodhpur" on 11th February, 2011. The Company is opening the Store on the occasion of Valentine Day to be celebrated on 14th February, 2011. As per the information given by Mr Vijayant Chhabra, Executive Director of ARCHIES LIMITED, the Company owned stores are spread in 59 major cities in 14 States across the country.

Kindly acknowledge the receipt of the same.

Thanking You,

For ARCHIES LIMITED


Vikas Kumar Tak
(Company Secretary)

ARCHIES LIMITED

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