archies

Date: 27th August, 2016

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

SUB: "Desi Archies"

Dear Sirs,

We are pleased to inform that the Archies Limited ("Company") is all set to show its funky side with a "Desi Twist", following the launch of its new sub brand **"Desi Archies".**

"Desi Archies" is a fun concept store that curates the essence of Handicrafts from across India along with the everyday utility products with a fun desi-Indian palette, to experience under one roof the diverse and exotic Indian art forms with its unique designs, ethnic look and sophisticated style.

We aim to cater the taste of the modern consumers looking for everyday products designed in an extraordinary way with dash of Indian-ness.

This is for your information and records please.

Thanking you

Yours faithfully
For **Archies Limited**

GAUTAM
(Company Secretary)

ARCHIES LIMITED New Delhi

ARCHIES LIMITED
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