

Date : 12th October, 2010

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: ARCHIES LIMITED TIE UP WITH SMILEY COMPANY

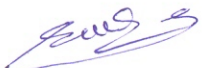
Dear Sir/Madam,

This is bring into your kind notice that the company has joined hands with the Smiley Company which is world renowned brand

This is for your information and records.

Thanks and regards

For **ARCHIES LIMITED**



Vikas Kumar Tak
(Company Secretary)

ARCHIES LIMITED

Reg off : 191 F, Sector-4 IMT Manesar Gurgaon Haryana -122050 Tel: 91-124-4966666
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‘The Smiley Company’ shares a smile with India

The Smiley Company signs with Archies and inspires two new ranges of gifts, accessories, plush and stationery

Archies, India’s leading gift and greetings retail chain, has been awarded a license by **The Smiley Company** to produce a new range of gifts, accessories, plush and stationery for its **SmileyWorld-Express Yourself** brand.

The range will have its own distinct style and will be based on the cool looks and fun design philosophy of **SmileyWorld-Express Yourself**. The range will include gifts and accessories including clocks, mugs, flasks, umbrellas, picture frames and keyrings, plush including cushions, hangers and toys and finally paper products including notebooks, diaries and greeting cards.

Nicolas Loufrani (CEO of The Smiley Company) says:

“We are very happy to start this new collaboration with Archies. This will enable to enter the promising Indian market for the first time and reach millions of customers through the number one gift and card retail chain in the country. We cannot dream of a better partner to promote our social expression brand, SmileyWorld-Express yourself”.

Anil Moolchandani (CMD of Archies Ltd) says :

“We at Archies are happy with our latest collaboration. The Smiley range will enhance the product offering we have for the Tween and Young Adult Market. The Smiley tie up is in keeping with our brand philosophy of offering our customers the very best in class in terms of gifting and greeting solutions”

Aimed at the tween market, the range will be available from May 1st 2011 in all Archies retail and franchise stores in India, Bangladesh, Nepal and Sri Lanka as on-line at www.archiesonline.com