

Date: 02nd March, 2026

1) Asst. President, Listing Department, National Stock Exchange of India Limited, Exchange Plaza, C-1, Block-G, Bandra Kurla Complex, Bandra (East), Mumbai-400051	2) The Listing Department, Corporate Relationship Department, BSE Limited, 1 st Floor, New Trading Wing, P.J. Towers, Dalal Street Fort, Mumbai-400001
Scrip ID - ARCHIES	Scrip Code - 532212

Sub: Press Release

Dear Sir/ Madam,

Please find enclosed the Press Release of Archies Limited. Please take note Archies Unveils 'Archies Express' Store Format, Targets 20 New Openings in FY26.

Please take the same on records.

Thanking you,

Yours Sincerely

For Archies Limited

Chiranjiv
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Chiranjivi ramuka
Date: 2026.03.02
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Chiranjivi Ramuka
(Company Secretary and Compliance Officer)

Enclosure: As attached

ARCHIES LIMITED



Archies Unveils 'Archies Express' Store Format, Targets 20 New Openings in FY26

To Redefine Youth-Centric Offline Retail

New Delhi, 2nd March 2026: Archies, a legacy brand in the social expression industry, has announced the launch of **Archies Express, a new-age retail format designed** to connect with today's fast-evolving, style-conscious consumers. **As part of this strategic expansion, the brand plans to open 20 Archies Express stores across India in the current financial year, marking a significant step in its retail transformation journey.**

For decades, Archies has been synonymous with emotions, memories, and thoughtful expressions. With Archies Express, the brand is reimagining its legacy for a younger audience while staying rooted in its core philosophy of connection and self-expression. The new format places a stronger focus on lifestyle accessories, trendy collectibles, stationery, and everyday expression-led products, reflecting changing consumer preferences that lean towards personalization, immediacy, and design-led purchases.

Commenting on the launch, **Varun Moolchandani and Hanisha Gandhi, Executive Directors, Archies**, said, *"Archies Express is our way of evolving with the times while remaining true to the emotional DNA of the brand. Today's consumers, especially millennials and Gen Z, seek products that blend style, function, and personal expression. With this format, we are creating a retail experience that is faster, more accessible, and deeply relevant, while still carrying forward the warmth and nostalgia that Archies is known for."*

The first Archies Express store is set to open at **Unity One Elegante Mall, Netaji Subhash Place**, a location chosen for its vibrant mix of young professionals, sRe.tudents, and families. The mall's high footfall and lifestyle-driven ecosystem make it an ideal launchpad for introducing the youthful and dynamic identity of Archies Express.

Distinct from traditional Archies outlets, the Archies Express store features a modern, minimalist, and vibrant design language. The curated product mix focuses on fast-moving, high-appeal categories such as contemporary gifting essentials, lifestyle accessories, stationery, soft toys, chocolates, fragrances, and seasonal collections. The format is designed to encourage discovery and impulse buying, while offering an engaging, feel-good in-store experience.

In an era increasingly dominated by e-commerce, Archies Express reinforces the brand's belief in the enduring power of offline retail. By creating compact, experience-led stores, the brand aims to revive the joy of browsing, discovery, and emotional connection that has always defined the Archies experience—now tailored for a faster, more dynamic retail environment.

Looking ahead, Archies' expansion strategy will focus on a balanced mix of metros and high-potential Tier 2 cities, with a strong emphasis on mall-based formats in high-footfall locations. Archies Express is designed to complement the brand's existing stores, strengthening its overall retail presence rather than replacing the traditional format.

The new retail identity follows a cost-efficient, scalable model with lower capex per store, enabling faster rollouts and quicker breakeven. This approach aligns with Archies' long-term growth strategy, focused on optimized operations, efficient inventory planning, and strong unit-level economics.



As Archies continues to bridge generations, Archies Express stands as a testament to the brand's ability to evolve with changing times, bringing together nostalgia and modern retail sensibilities, and connecting those who grew up with Archies and those discovering it anew.

About Archies

Archies Limited operates a chain of stores that sell greeting cards and gifts for the past 45 years. The company retails photo albums, baby books, jewellery and accessories, gift hampers, perfumes, stuffed toys, and other gifts. Archies has grown with the spread of modern culture, increasing urbanization, and improving standards of living. Adorability and sentiment drive its brand appeal across all age groups and demographics. The company has established exemplary mastery over its large network of distributors, retailers, and franchisees, with a conscious focus on targeting malls and other prime retail spaces for store openings. Network of 1000+ sales points including company owned stores, retailers, franchise and distributors.

Website Link: <https://archiesonline.com/>