

Date: 13th January, 2025

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 and please take note that the Company partners with “**Magicpin**” to redefine the Gifting Experience.

Please take the same on records.

Thanking you,

Yours Sincerely

For Archies Limited

Jagdish Moolchandani
(Executive Director and Chief Financial Officer)

Enclosure: As attached

ARCHIES LIMITED

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Archies Partners with Magicpin to Redefine the Gifting Experience

Users to enjoy exclusive discounts and savings on Archies' products via magicpin

New Delhi, 13th January 2025: Archies, a legacy brand in the social expression industry, has announced a strategic collaboration with Magicpin, India's largest discovery and savings hyperlocal. This partnership merges Archies' legacy of offering thoughtful and personalized gifts with Magicpin's robust digital ecosystem, creating a seamless and impactful gifting experience for consumers.

The collaboration stems from a shared goal of expanding their presence in the gifting market. Archies aims to strengthen its visibility and connect with a wider, digitally-savvy audience, while magicpin enriches its platform by adding Archies' trusted and iconic gifting solutions to its portfolio. With over 10 million users across top 20 cities, magicpin provides Archies an ideal opportunity to target high-intent shoppers seeking meaningful and personalized gifts.

Varun Moolchandani, Executive Director of Archies Limited, expressed his enthusiasm for the partnership, stating, *"We are thrilled to join hands with magicpin to further solidify our position in the gifting category. This collaboration allows us to engage with a dynamic, tech-savvy audience, enhancing their gifting journey with our innovative and timeless offerings."*

Naman Mawandia, CXO - Enterprise Brands at magicpin said, *"magicpin exists to create a marketplace that is more local, relevant and celebrates the thrill of shopping and savings for all. That's the magic of local. Our partnership with Archies reinforces our commitment to empowering businesses and customers alike, and we are excited to offer additional savings to all of our users on Archies through this collaboration. As the magicpin ecosystem expands, Archies can harness a broader customer base while delivering exceptional value and personalized services powered by us."*

Through this collaboration, both brands seek to drive growth and engagement by combining Archies' gifting expertise with magicpin's tech-driven marketing capabilities. Seasonal campaigns and promotional activities will amplify the partnership's impact, especially during high-demand periods. This initiative not only modernizes Archies' approach to customer engagement but also enhances magicpin's value proposition by associating with a brand synonymous with gifting excellence.

The success of this partnership will be measured through key performance indicators, including sales growth, customer engagement, and repeat purchases. Both brands anticipate significant growth, leveraging their collective strengths to redefine gifting experiences for a digital audience.

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. Archies Limited currently operates 325 exclusive outlets across 15 states and 66 cities.

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

About magicpin:

magicpin is India's first-largest Hyperlocal Start-up besides being the largest local savings super-app for offline and physical retail including local stores. magicpin's 10 million+ members earn rewards on \$3B + of the annual spending that let them access savings and discounts at more than 2,75,000 retailers and 3,000+ brands across categories - food, fashion, nightlife, entertainment and local merchants.

For media inquiries, please contact:

press@magicpin.in