

Date : 30th October, 2010

1) The Manager , Listing Department, National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051	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- ARCHIES	Scrip Code- 532212

Dear Sir,

Please find enclosed herewith the unaudited financial results of the company for second quarter ended 30th September, 2010 as approved by the Board of Directors in their meeting held on 30th of October, 2010.

Kindly acknowledge the receipt of the same.

Thanking you

For **ARCHIES LIMITED**



Vikas Kumar Tak
(Company Secretary)

ARCHIES LIMITED

ARCHIES LIMITED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 30 SEPTEMBER, 2010

(₹ In Lakhs)

PARTICULARS	QUARTER ENDED		SIX MONTHS ENDED		YEAR ENDED
	30/09/2010	30/09/2009	30/09/2010	30/09/2009	31/03/2010
	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	AUDITED
1. (a) Net Sales	4387.87	3684.64	7838.47	6500.90	15621.05
(b) Other Operating Income	6.80	11.04	27.23	24.17	36.90
Total Income	4394.67	3695.68	7865.70	6525.07	15657.95
2. Expenditure					
(a) (Increase)/Decrease in stock- in-Trade and work in progress	(337.13)	(402.28)	(174.33)	(543.95)	(283.70)
(b) Consumption of Raw Material	389.22	350.48	726.14	564.19	1191.01
(c) Purchase of Trading Items	1596.70	1496.82	2389.76	2555.60	5314.57
(d) Employees Cost	581.33	408.72	1087.08	806.26	1706.71
(e) Depreciation	111.58	80.27	213.45	157.62	326.42
(f) Rent	536.62	388.56	1041.68	742.94	1838.96
(g) Other Expenditure	1043.01	932.76	1946.69	1662.49	4139.17
(h) Total	3921.33	3255.33	7230.47	5945.15	14233.14
3. Profit from Operations before other Income Interest and Exceptional Item	473.34	440.35	635.23	579.92	1424.81
4. Other Income	36.86	13.46	39.22	25.11	45.19
5. Profit Before interest & Exceptional Item	510.20	453.81	674.45	605.03	1470.00
6. Interest	49.78	34.29	71.98	58.74	132.37
7. Profit After Interest but before Exceptional Item	460.42	419.52	602.47	546.29	1337.63
8. Exceptional Items	0.00	0.00	0.00	0.00	0.00
9. Profit (+)/ Loss(-) from Ordinary Activities before tax	460.42	419.52	602.47	546.29	1337.63
10 Tax expense					
Current	121.53	140.51	166.12	198.30	433.00
Deferred	11.66	1.95	12.52	-16.70	24.42
11. Net Profit (+)/ Loss (-) from Ordinary Activities after tax	327.23	277.06	423.83	364.69	880.21
12. Extraordinary Items (Net of Tax Expense)	0.00	0.00	0.00	0.00	0.00
13. Net Profit (+)/ Loss (-) for the period	327.23	277.06	423.83	364.69	880.21
14. Paid-Up Equity Share Capital (Face value of the share Rs. 10/-)	675.60	675.60	675.60	675.60	675.60
15. Reserve (excluding revaluation reserves) as per the balance sheet of previous accounting year					8014.04
16. Earning Per Shares (EPS) (in Rs.) Basic & Diluted	4.84*	4.10*	6.27*	5.40*	13.03
17. Public shareholding					
No. of shares	2572580	2543425	2572580	2543425	2545000
% of Shareholding	38.08	37.65	38.08	37.65	37.67
18. Promoter and Promoter group shareholding					
a) Pledged / encumbered					
Number of shares	nil	nil	nil	nil	nil
Percentage of Shares (as a % of total shareholding of promoter and promoter group)	nil	nil	nil	nil	nil
Percentage of Shares (as a % of total sharecapital of the company)	nil	nil	nil	nil	nil
b) Non - encumbered					
Number of shares	4183420	4212575	4183420	4212575	4211000
Percentage of Shares (as a % of total shareholding of promoter and promoter group)	100	100	100	100	100
Percentage of Shares (as a % of total sharecapital of the company)	61.92	62.35	61.92	62.35	62.33

*Not annualised

ARCHIES LIMITED

REGISTERED OFFICE : PLOT NO. 191-F, SECTOR-4, I.M.T. MANESAR, GURGAON-122050, HARYANA, (INDIA).
TEL.: 0124-4966666, FAX : 0124-4367179, E-mail: manesar@archiesonline.com Website : www.archiesonline.com

SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED



PARTICULARS	QUARTER ENDED		SIX MONTHS ENDED		AUDITED
	30/09/2010	30/09/2009	30/09/2010	30/09/2009	
	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	
1. Segment Revenue (Net Sales)					
a) Greeting Cards	1141.46	1009.67	2020.96	1774.52	4610.30
b) Stationery Items	465.70	374.56	855.34	712.33	1883.13
c) Gifts	2745.57	2261.46	4905.03	3935.09	9004.40
d) Others	35.14	38.95	57.14	78.96	123.22
Net Sales	4387.87	3684.64	7838.47	6500.90	15621.05
2. Segment Results(Profit/Loss) before Tax and interest					
a) Greeting Cards	291.81	274.69	467.31	433.02	1139.04
b) Stationery Items	90.86	71.37	131.15	121.03	281.51
c) Gifts	375.58	308.21	555.23	430.27	899.27
d) Others	6.12	4.52	7.16	5.63	9.45
Total	764.37	658.79	1160.85	989.95	2329.27
Less:					
i) interest	49.78	34.29	71.98	58.74	132.37
ii) Depreciation	111.58	80.27	213.45	157.62	326.42
iii) Other un-allocable expenditure(net of unallocable in	142.59	124.71	272.95	227.30	532.85
Total Profit before Tax	460.42	419.52	602.47	546.29	1337.63
3. Capital Employed (Segment Assets less Segment Liabilities)	12491.35	11611.19	12491.35	11611.19	10803.13
Total	12491.35	11611.19	12491.35	11611.19	10803.13

NOTES:

- The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on 30th October 2010.
- Previous year's figures have been rearranged and regrouped, wherever necessary.
- Due to the nature of business & common manufacturing facilities for various segments, a reasonable allocation of Capital Employed to various segments is currently not practicable.
- The information on investors complaint pursuant to clause 41 of the Listing Agreement for the quarter ended 30th September, 2010: Opening Balance: NIL, Received during the quarter: NIL, Resolved during the quarter: NIL, Closing Balance: NIL.
- The Statutory Auditors have carried a limited review of the above financial results..
- The Company has fixed 3rd November, 2010 as record date for subdivision of each equity shares of Rs 10/- into 5 equity shares of Rs 2/-.
- Statement of Assets & Liabilities

(₹ In Lakhs)

Particulars	As at 30.09.2010	As at 30.09.2009
	UNAUDITED	UNAUDITED
SHAREHOLDERS FUNDS :		
(a) Capital	675.62	675.62
(b) Reserves & Surplus	8438.39	7656.60
LOAN FUNDS	2747.09	2702.36
Deferred Tax Liability	630.25	576.61
Total	12491.35	11611.19
FIXED ASSETS	5779.47	4853.79
INVESTMENTS	0.00	0.00
CURRENT ASSETS, LOANS & ADVANCES		
(a) Inventories	5116.20	4952.92
(b) Sundry Debtors	1753.26	1546.97
(c) Cash & Bank balances	295.72	466.89
(d) Other Current Assets	1005.71	947.35
(e) Loans & Advances	1345.71	809.18
Less : Current Liabilities & provisions		
(a) Liabilities	2558.43	1878.90
(b) Provisions	246.29	87.01
Miscellaneous Expenditure (Not Written off)	0.00	0.00
Total	12491.35	11611.19

For and on behalf of the Board

Anil Mohchandani
(Chairman & Managing Director)

Date: 30-10-2010
Place: Delhi

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