

Date : 30th October, 2013

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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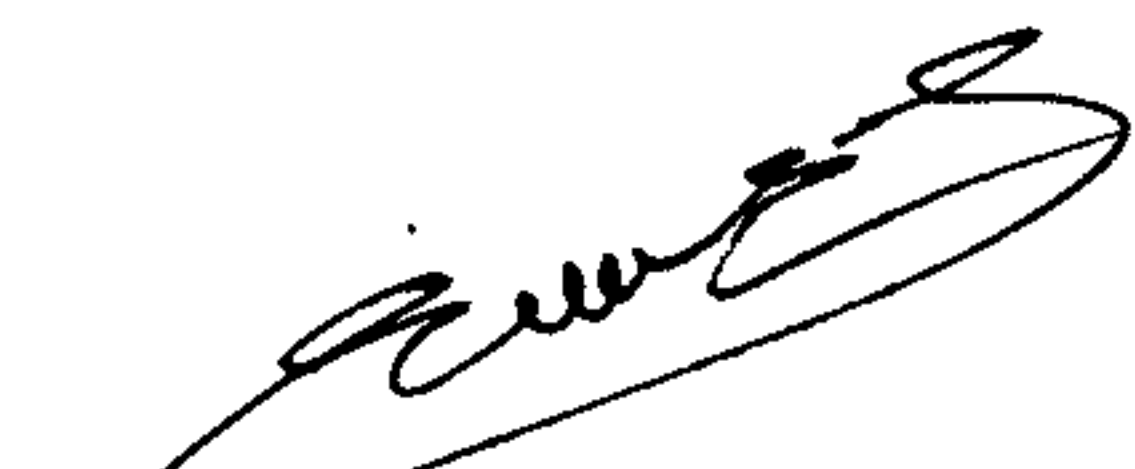
Dear Sir,

Please find enclosed herewith the unaudited financial results of the company for first quarter ended 30th September, 2013 as approved by the Board of Directors in their meeting held on 30th of October, 2013.

Kindly acknowledge the receipt of the same.

Thanking you

For ARCHIES LIMITED



Vikas Kumar Tak
(Company Secretary)

ARCHIES LIMITED

C-113, NARAINA INDUSTRIAL AREA, PHASE - I, NEW DELHI - 110 028 (INDIA)
TEL. : 91-11- 41410000, 41412222, FAX : 91-11- 41410070, 41410060 Website: www.archiesonline.com
REGISTERED OFFICE : PLOT NO. 191-F, SECTOR-4, I.M.T. MANESAR, GURGAON-122050, HARYANA (INDIA)

ARCHIES LIMITED

PART I

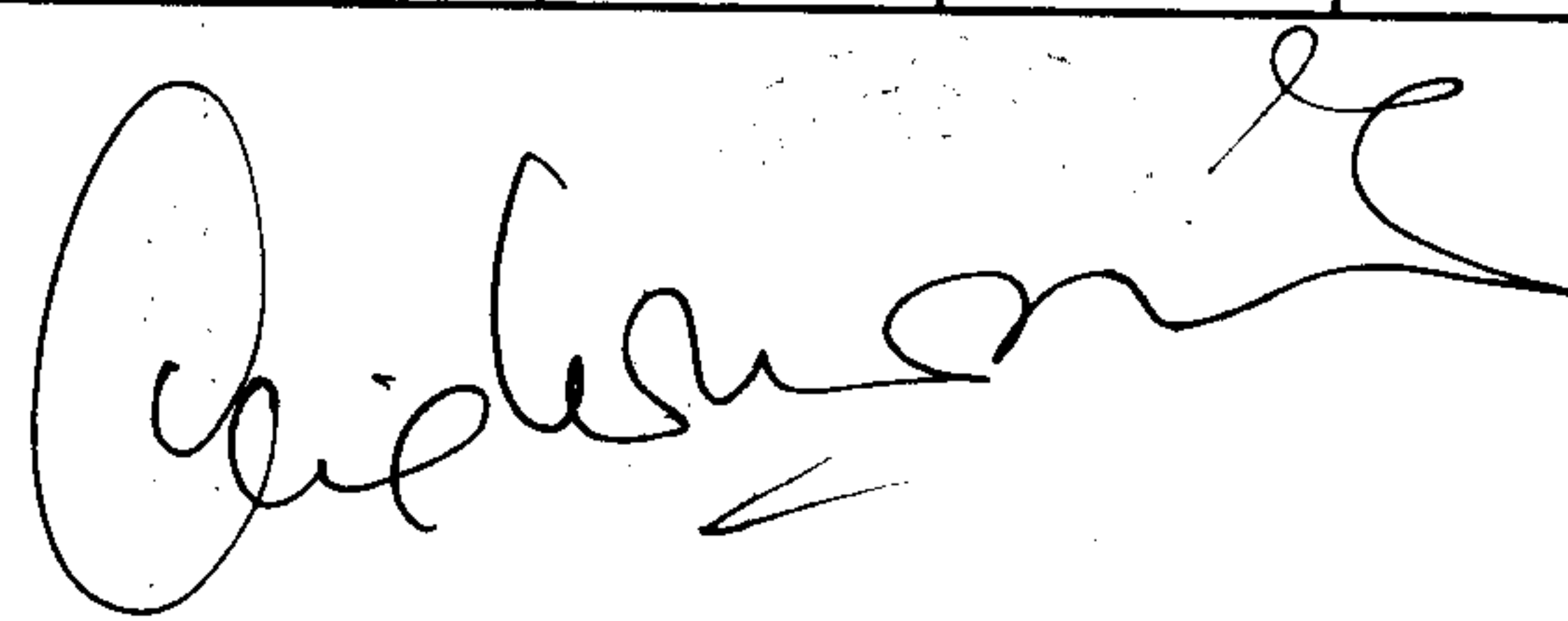
STATEMENT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30 SEPTEMBER 2013

(₹ in Lacs)

	PARTICULARS	3 MONTHS ENDED			6 MONTHS ENDED		YEAR ENDED
		30/09/2013	30/06/2013	30/09/2012	30/09/2013	30/09/2012	31/03/2013
		UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	AUDITED
1	Income from operations						
	(a) Net Sales from Operations (Net of excise duty)	4785.38	3926.30	4799.50	8711.68	8948.34	20086.35
	(b) Other Operating Income	3.34	8.11	4.10	11.45	9.30	41.37
	Total Income from operations (net)	4788.72	3934.41	4803.60	8723.13	8957.64	20127.72
2	Expenses						
	(a) Cost of Materials Consumed	402.19	422.62	440.03	824.81	770.71	1567.77
	(b) Purchase of Traded Goods	1693.04	897.50	1952.31	2590.54	2855.96	6087.51
	(c) Change in inventories of finished goods, work-in-progress and Traded Goods	(317.52)	22.60	(632.97)	(294.92)	(353.82)	(142.39)
	(d) Employee Benefits Expense	727.55	705.94	676.83	1433.49	1341.27	2818.74
	(e) Depreciation	130.00	123.41	120.72	253.41	237.80	487.49
	(f) Rent	724.39	699.26	679.97	1423.65	1359.09	2819.35
	(g) Other Expenses	1292.74	1062.07	1303.74	2354.81	2356.21	5250.52
	Total Expense	4652.39	3933.40	4540.63	8585.79	8567.22	18888.99
	Profit from Operations before other Income, finance costs & interest and Exceptional Item (1-2)	136.33	1.01	262.97	137.34	390.42	1238.73
3	Other Income	51.43	53.67	(14.24)	105.10	22.96	36.95
4	Profit from ordinary activities before finance costs and interest and exceptional items (3+4)	187.76	54.68	248.73	242.44	413.38	1275.68
5	Finance costs & Interest	69.01	48.36	51.13	117.37	95.01	224.80
6	Profit from ordinary activities after finance costs & interest but before exceptional items (5-6)	118.75	6.32	197.60	125.07	318.37	1050.88
7	Exceptional Items	0.00	0.00	0.00	0.00	0.00	0.00
8	Profit from ordinary activities before tax (7 +/- 8)	118.75	6.32	197.60	125.07	318.37	1050.88
9	Tax expense						
	Current	37.05	0.00	73.69	37.05	108.74	350.39
	Deferred	2.61	0.85	4.55	3.46	3.19	(0.26)
10	Net Profit from Ordinary activities after tax (9-10)	79.09	5.47	119.36	84.56	206.44	700.75
11	Extraordinary Items (Net of Tax Expense)	0.00	0.00	0.00	0.00	0.00	0.00
12	Net Profit for the period (11 +/- 12)	79.09	5.47	119.36	84.56	206.44	700.75
13							
14	Paid-Up Equity Share Capital (Face value of the share ₹. 2/-)	675.60	675.60	675.60	675.60	675.60	675.60
15	Reserve excluding revaluation reserves as per Balance Sheet of Previous accounting year	-	-	-	-	-	10395.34
16.i	Earning Per Shares (before extraordinary items) (of ₹ 2/- each)						
	(a) Basic	0.23*	0.02*	0.35*	0.25*	0.61*	2.07**
	(b) Diluted	0.23*	0.02*	0.35*	0.25*	0.61*	2.07**
16.ii	Earning Per Shares (after extraordinary items) (of ₹ 2/- each)						
	(a) Basic	0.23*	0.02*	0.35*	0.25*	0.61*	2.07**
	(b) Diluted	0.23*	0.02*	0.35*	0.25*	0.61*	2.07**

*not annualised & Figures in ₹

** Figures in ₹



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PART II
SELECT INFORMATION FOR THE QUARTER AND HALF YEAR ENDED 30 SEPTEMBER 2013

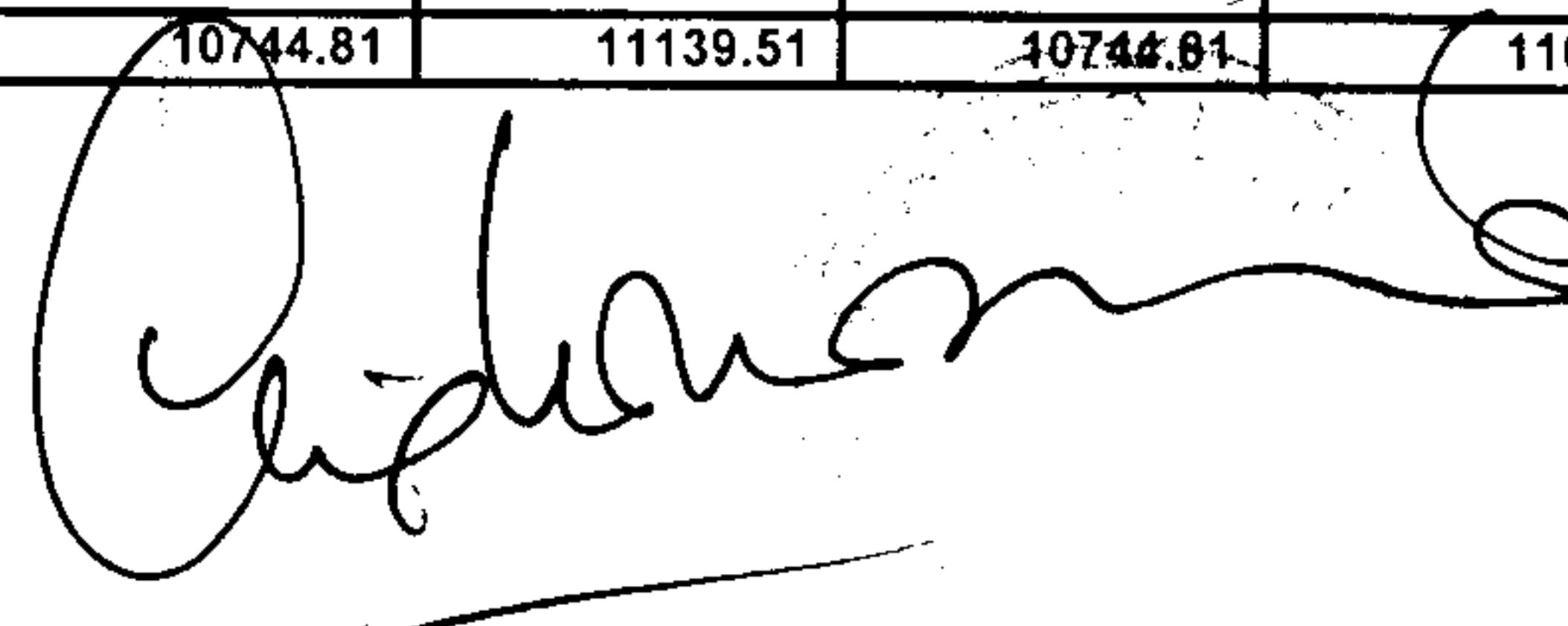
	PARTICULARS	3 MONTHS ENDED			6 MONTHS ENDED		YEAR ENDED
		30/09/2013	30/06/2013	30/09/2012	30/09/2013	30/09/2012	31/03/2013
A	PARTICULARS OF SHAREHOLDING						
1	Public Shareholding						
	- Number of Shares	12925400	12925400	12925400	12925400	12925400	12925400
	- Percentage of Shareholding	38.26	38.26	38.26	38.26	38.26	38.26
2	Promoter and Promoter Group Shareholding						
	a) Pledged / Encumbered						
	- Number of shares	nil	nil	nil	nil	nil	nil
	- Percentage of Shares (as a % of the total shareholding of promoter and promoter group)	nil	nil	nil	nil	nil	nil
	- Percentage of Shares (as a % of the total share capital of the company)	nil	nil	nil	nil	nil	nil
	b) Non - Encumbered						
	- Number of shares	20854600	20854600	20854600	20854600	20854600	20854600
	- Percentage of Shares (as a % of the total shareholding of promoter and promoter group)	100	100	100	100	100	100
	- Percentage of Shares (as a % of the total share capital of the company)	61.74	61.74	61.74	61.74	61.74	61.74

PARTICULARS	3 MONTHS ENDED 30/09/2013
B	INVESTOR COMPLAINTS
Pending at the beginning of the quarter	0
Received during the quarter	0
Disposed of during the quarter	0
Remaining unresolved at the end of the quarter	0

SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED

(₹ in Lacs)

PARTICULARS	3 MONTHS ENDED			6 MONTHS ENDED		YEAR ENDED
	30/09/2013	30/06/2013	30/09/2012	30/09/2013	30/09/2012	31/03/2013
	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	AUDITED
1. Segment Revenue (Net Sales)						
a) Greeting Cards	1106.86	848.66	1069.01	1955.52	2078.84	4854.56
b) Stationery Items	558.58	476.40	618.00	1034.98	1150.35	2613.29
c) Gifts	3096.80	2586.07	3086.23	5682.87	5674.99	12486.48
d) Others	23.14	15.17	26.26	38.31	44.16	132.02
Net Sales	4785.38	3926.30	4799.50	8711.68	8948.34	20086.35
2. Segment Results (Profit/Loss) before depreciation, Interest, Finance Charges & Tax						
a) Greeting Cards	198.58	104.74	185.56	303.32	345.79	851.11
b) Stationery	35.85	22.34	59.47	58.19	91.92	244.93
c) Gifts	274.37	195.64	300.71	470.01	523.81	1267.20
d) Others	1.72	1.17	2.36	2.89	3.54	10.30
Total	510.52	323.89	548.10	834.41	965.06	2373.54
Less:						
i) Interest & Finance Charges	69.01	48.36	51.13	117.37	95.01	224.80
ii) Depreciation	130.00	123.41	120.72	253.41	237.80	487.49
iii) Other un-allocable expenditure (net of unallocable income)	192.76	145.80	178.65	338.56	313.88	610.37
Total Profit before Tax	118.75	6.32	197.60	125.07	318.37	1050.88
3. Capital Employed (Segment Assets less Segment Liabilities)	11139.51	11076.43	10744.81	11139.51	10744.81	11070.96
Total	11139.51	11076.43	10744.81	11139.51	10744.81	11070.96


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STATEMENT OF ASSETS & LIABILITIES AS AT 30 SEPTEMBER, 2013

(₹ in Lacs)

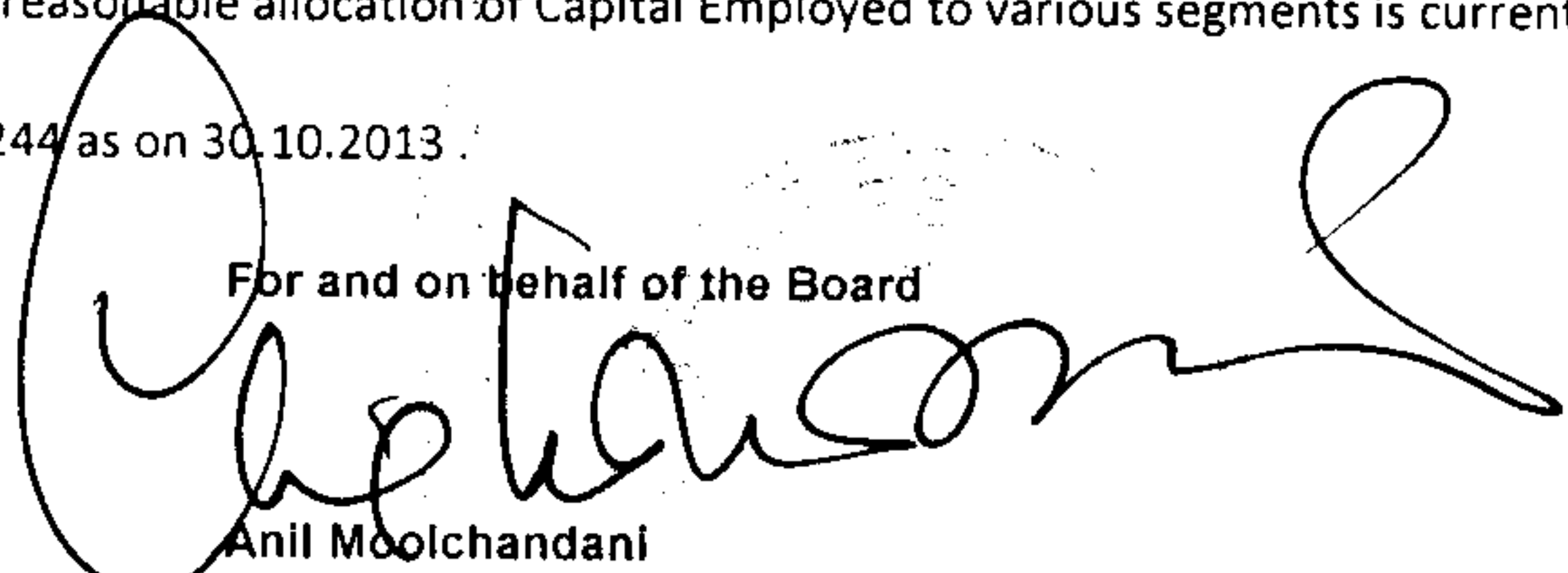
PARTICULARS		UNAUDITED	AUDITED
		As At	As At
		30/09/2013	31/03/2013
A	EQUITY AND LIABILITIES		
1	Shareholders' Funds		
	(a) Share Capital	675.62	675.62
	(b) Reserves and Surplus	10463.89	10395.34
	Sub-total - Shareholders' funds	11139.51	11070.96
2	Non-Current Liabilities		
	(a) Long-Term borrowings	41.39	50.86
	(b) Deferred Tax Liabilities (net)	730.11	710.64
	(c) Other Long Term Liabilities	614.53	622.53
	(d) Long Term Provisions	59.21	59.21
	Sub-total - Non-Current Liabilities	1445.24	1443.24
	Current Liabilities		
	(a) Short-Term Borrowings	1990.89	352.39
	(b) Trade Payables	786.15	584.17
	(c) Other Current Liabilities	1145.55	1132.31
	(d) Short-Term Provisions	25.32	228.44
	Sub-total - Current Liabilities	3947.91	2297.31
	TOTAL - EQUITY AND LIABILITIES	16532.66	14811.51
B	ASSETS		
	Non-Current Assets		
	(a) Fixed Assets	7095.49	6585.27
	(b) Long-Term Loans and Advances	1421.52	1345.99
	Sub-total - Non-Current Assets	8517.01	7931.26
	Current Assets		
	(a) Inventories	4894.89	4412.15
	(b) Trade Receivables	2231.85	1856.46
	(c) Cash and Bank Balances	216.00	300.64
	(d) Short-Term Loans and Advances	672.91	311.00
	Sub-total - Current Assets	8015.65	6880.25
	TOTAL - ASSETS	16532.66	14811.51

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 2013.
- 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 total no of company operated retail outlets including both Archies & Hallmark stores is 244 as on 30.10.2013.

Date: 30-10-2013
Place: Delhi

For and on behalf of the Board


Anil Moolchandani
(Chairman Cum Managing Director)