

Date: 13<sup>th</sup> February, 2025

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

**Sub: Press Release**

Dear Sir/ Madam,

Please find enclosed the Press Release of Archies Limited and please take note that the Company partners with *"GYFTR, Twenty Dresses by Nykaa Fashion, Color Essence, Orion India, and Big Tree Cafe"* to redefine the Valentine 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 Elevates Valentine's Day Celebrations with Exciting Brand Collaborations**

*Archies partners with GYFTR, Twenty Dresses by Nykaa Fashion, Color Essence, Orion India, and Big Tree Cafe for a memorable Valentine's experience*

**National, 13th February 2025:** Archies, a legacy brand in the social expression industry, has partnered with multiple renowned brands to create a memorable Valentine's Day experience for its customers. Under the campaign PyaarKaOGSolution, Archies has joined hands with GYFTR, Twenty Dresses by Nykaa Fashion, Color Essence, Orion India, and Big Tree Cafe to offer a seamless blend of digital engagement and thoughtful gifting experiences.

Archies and Color Essence has hosted a Valentine's giveaway, where two winners has received a curated selection of products worth ₹1,000 from each brand. Through a social media collaboration with Orion India, we're currently engaging our audiences through a musical giveaway. Lucky winners with the wittiest answers will be taking away exclusive gifts from Archies & Orion Choco-Pies worth ₹1,500 each. We've garnered 300+ entries already.

Twenty Dresses by Nykaa Fashion has teamed up with Archies to celebrate love and friendship through a special offer. Customers who shop for ₹2,999 or more at Twenty Dresses will receive a 15% voucher from Archies, creating an opportunity to extend their celebrations with meaningful gifts.

Big Tree Cafe collaborated with Archies for a unique Valentine's Week experience from February 7th to 14th. The partnership brought an interactive element to the cafe, where guests could express their emotions by writing heartfelt messages on 1,000 mini Archies cards and hanging them at designated spots within the venue. Additionally, guests who tagged both brands in their Instagram stories while calling their loved ones received a 20% discount coupon for shopping at Archies-owned stores across India. A special video compilation featuring guests engaging in these activities was shared on social media, further strengthening the collaboration's impact.

GYFTR and Archies introduced engaging content centered around Valentine's Day gifting. A specially curated reel titled "One-Stop Shop for Valentine's" highlighted Gen Z shoppers selecting the perfect Archies gifts for their unique relationships. Additionally, a Teddy Day giveaway was held, where two winners received a teddy bear from Archies as part of the celebration.

Speaking about the collaborations, **Varun Moolchandani, Executive Director of Archies**, said, *"At Archies, we have always been at the heart of meaningful gifting and heartfelt expressions. Valentine's Day is a time when people look for special ways to connect with their loved ones, and our collaborations with these esteemed brands allow us to enhance that experience. Through #PyaarKaOGSolution, we are not only offering exclusive giveaways and promotions but also fostering emotional connections in a way that is both innovative and engaging."*



With these partnerships, Archies continues to redefine the way people celebrate love, ensuring that this Valentine's Day is filled with thoughtful gestures and lasting memories.

### **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/>