

September 1, 2008

**National Stock Exchange of India Ltd**  
“Exchange Plaza”  
Bandra-Kurla Complex  
Bandra (E)  
Mumbai-400051

**CODE : ARCHIES EQ**

**SUB : CORPORATE ANNOUCEMENT**

Dear Sir,

We would like to make following announcement to the Exchange.

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**ARCHIES**   
The most special way to say you care

**brings UK's No 1 Cute Bear “Me to You” to India**

Archies Limited, India's leading gifting & greeting Brand, has secured an exclusive tie up with UK's leading brand 'Carte Blanche' to distribute and sell its renowned brand 'Me to you' in India. The 'Me to You' brand has Tatty teddy, a grey teddy with a blue nose, as its mascot and has been licensed for a number of products including calendars, jewellery, cross-stitch kits, confectionery, apparel and personalized items in more than 70 countries.

Me to You is the most successful non-media based character brand in the world with retail sales which will exceed \$800 million in fiscal 2008. Explains Mr. Richard Edmondson, commercial director, Carte Blanche Greetings, “It is important for the future growth of the brand that we work with partners who can help us achieve our strategic objective of making **Me to You** a truly global brand. Our focus has been to increase the dominance of the brand in international markets. Working closely with our distributors and licensees to develop a tailored product offering, designed to maximise sales opportunities within these specific markets, has been hugely successful. Through our Tie-up with Archies Limited in India, we hope to create a mark with our brand.

Me to You was initially launched as a collection of greeting cards and has since grown to encompass proprietary and licensed products; gift dressings and accessories, jewellery, plush toys, collectible figurines, lifestyle products, car and phone accessories, toiletries, confectionery and cakes, crafting, partyware, posters and fashion stationery.

**ARCHIES LIMITED**

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REGISTERED OFFICE : A-17, NARAINA INDUSTRIAL AREA, PHASE-II, NEW DELHI - 110 028



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The brand's website [www.metoyou.co.uk](http://www.metoyou.co.uk) - boasts 150 million website hits per year. Users have the opportunity to download screensavers and mobile phone games, leave messages and keep up to date with new products. Cuteness and sentiment drive the brand's appeal to all age groups and demographics

Explains Mr. Edmondson "The popularity of Me to You has not only generated a multi million dollar brand, but has also produced a hugely collectable character with a registered fan base of 360,000 people and a dedicated website which receives over 350,000 hits each day. Indeed, the character that began life on a greeting card has become a medium, allowing millions of people worldwide to communicate and express their feelings, and created a fan base of all ages that see Me to You as part of their life.

### **About Carte Blanche Greetings**

Founded in 1987, Carte Blanche Greetings Ltd specializes in the development of branded concepts within the card & gift sector, with an ever growing portfolio of high profile brands, the best known being the Me to You range of greeting cards, stationery, and plush bears available worldwide to more than 70 countries.

### **About Archies:**

Archies Limited is India's top market leader in the social expression industry with over 50% market share in the organized sector. Having pioneered the concept of branded retailing in India over the last three decades Archies has grown with the spread of modern culture, increasing urbanization and improving standard of living. With the retail boom happening in the country, Archies is consciously targeting malls and other prime retail space for opening its own stores. Archies currently operates 117 exclusive outlets in 14 states in 34 cities and 350+ franchise outlets across India and 6 other countries. With an increased focus of gifting, Archies has signed with many global majors.

**For further information please contact:**

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Kindly take it into account

Thanking You,

Yours Faithfully,  
For **ARCHIES LIMITED**

  
**Vikas Kumar Tak**  
(Company Secretary)

## **ARCHIES LIMITED**

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