

Date: 23rd August, 2023

1) The Manager, Listing Department, National Stock Exchange of India Limited, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai-400051	2) The Manager, 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: Intimation about launching of Mascot 'AMA'

Dear Sir/Madam,

Archies has launched its Mascot 'AMA' on 23rd August 2023 at an event organized at Mandala Hall, Jaypee Siddharth Hotel, 3, Rajendra Place, New Delhi-110008 at 11:30 A.M. to 03:00 P.M. We hope that the Mascot 'AMA' shall not only increase its sales into kids segment, but also lead to life-long loyal customers.

We hereby attach the snap of Mascot 'AMA'.

Please take the above into your records.

Thanking you.

Yours faithfully,

For Archies Limited



Hitesh Kumar
(Company Secretary)

Encl: A/a

ARCHIES LIMITED

CIN : L36999HR1990PLC041175

REGISTERED OFFICE: PLOT NO. 191-F, SECTOR-4, I.M.T. MANESAR, GURUGRAM-122050, HARYANA (INDIA)

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