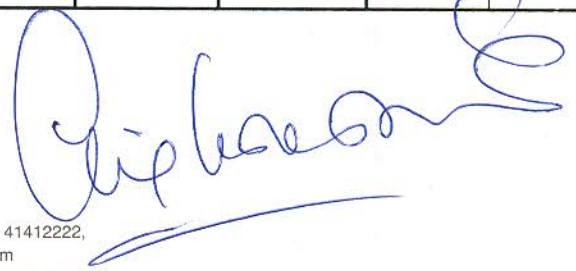


**ARCHIES LIMITED**  
**UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 31 DECEMBER, 2011**

(₹ In Lakhs)

PARTICULARS	THREE MONTHS ENDED			NINE MONTHS ENDED		YEAR ENDED
	31/12/2011	30/09/2011	31/12/2010	31/12/2011	31/12/2010	31/03/2011
	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	AUDITED
1.(a) Net Sales	5675.56	4861.80	5653.31	14688.73	13491.78	18807.18
(b) Other Operating Income	(5.74)	34.24	12.70	47.58	39.93	45.75
Total Income	5669.82	4896.04	5666.01	14736.31	13531.71	18852.93
2. Expenditure						
(a) (Increase)/Decrease in stock- in-Trade and work in progress	462.40	155.01	(1074.86)	438.48	(1249.19)	(724.30)
(b) Consumption of Raw Material	377.80	535.92	512.35	1252.64	1238.49	1636.64
(c) Purchase of Trading Items	1316.16	1158.94	2710.35	3812.72	5100.11	6188.18
(d) Employees Cost	728.00	695.63	604.92	2082.73	1692.00	2363.74
(e) Depreciation	123.87	120.44	115.74	357.10	329.19	453.26
(f) Rent	677.57	668.83	569.91	1969.83	1611.59	2323.60
(g) Other Expenditure	1405.41	1232.45	1478.97	3701.71	3425.66	4929.03
(h) Total	5091.21	4567.22	4917.38	13615.21	12147.85	17170.15
3. Profit from Operations before other Income, Interest and Exceptional Item	578.61	328.82	748.63	1121.10	1383.86	1682.78
4. Other Income	9.26	8.34	4.40	30.06	43.62	107.05
5. Profit Before interest & Exceptional Item	587.87	337.16	753.03	1151.16	1427.48	1789.83
6. Interest	78.61	89.43	61.19	226.05	133.17	188.41
7. Profit After Interest but before Exceptional Item	509.26	247.73	691.84	925.11	1294.31	1601.42
8. Exceptional Items	0.00	0.00	0.00	0.00	0.00	0.00
9. Profit (+)/ Loss(-) from Ordinary Activities before tax	509.26	247.73	691.84	925.11	1294.31	1601.42
10. Tax expense						
Current	152.23	67.53	236.22	269.90	402.34	495.20
Deferred	(5.57)	22.50	(1.53)	14.90	10.99	23.48
11. Net Profit (+)/ Loss (-) from Ordinary Activities after tax	362.60	157.70	457.15	640.31	880.98	1082.74
12. Extraordinary Items ( Net of Tax Expense)	0.00	0.00	0.00	0.00	0.00	0.00
13. Net Profit (+)/ Loss (-) for the period	362.60	157.70	457.15	640.31	880.98	1082.74
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 the balance sheet of previous accounting year	-	-	-	-	-	9069.64
16. Earning Per Shares (EPS) (in ₹) Basic & Diluted	1.07*	0.47*	1.36*	1.90*	2.61*	3.21
17. Public shareholding						
No. of shares	12925400	12925400	12920400	12925400	12920400	12925400
% of Shareholding	38.26	38.26	38.25	38.26	38.25	38.26
18. Promoter and Promoter group shareholding						
a) Pledged / encumbered						
Number of shares	nil	nil	nil	nil	nil	nil
Percentage of Shares (as a % of total shareholding of promoter and promoter group)	nil	nil	nil	nil	nil	nil
Percentage of Shares (as a % of total sharecapital of the company)	nil	nil	nil	nil	nil	nil
b) Non - encumbered						
Number of shares	20854600	20854600	20859600	20854600	20859600	20854600
Percentage of Shares (as a % of total shareholding of promoter and promoter group)	100	100	100	100	100	100
Percentage of Shares (as a % of total sharecapital of the company)	61.74	61.74	61.75	61.74	61.75	61.74

\*Not annualised



**ARCHIES LIMITED**

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

## SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED


(₹ In Lakhs)

PARTICULARS	THREE MONTHS ENDED			NINE MONTHS ENDED		YEAR ENDED
	31/12/2011	30/09/2011	31/12/2010	31/12/2011	31/12/2010	31/03/2011
	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	UNAUDITED	AUDITED
<b>1. Segment Revenue</b>						
(Net Sales)						
a) Greeting Cards	1683.13	1228.75	1666.68	3913.88	3687.64	5165.02
b) Stationery Items	782.42	541.10	820.00	1770.31	1675.34	2230.37
c) Gifts	3168.54	3066.63	3119.11	8921.15	8024.14	11276.12
d) Others	41.47	25.32	47.52	83.39	104.66	135.67
<b>Net Sales</b>	<b>5675.56</b>	<b>4861.80</b>	<b>5653.31</b>	<b>14688.73</b>	<b>13491.78</b>	<b>18807.18</b>
<b>2. Segment Results(Profit/Loss)</b>						
before Tax and interest						
a) Greeting Cards	340.25	213.63	440.53	741.58	907.84	1179.55
b) Stationery Items	95.55	73.19	165.93	210.11	297.08	303.03
c) Gifts	436.89	315.53	408.45	994.00	963.68	1304.26
d) Others	1.86	1.90	1.44	4.79	8.60	12.32
<b>Total</b>	<b>874.55</b>	<b>604.25</b>	<b>1016.35</b>	<b>1950.48</b>	<b>2177.20</b>	<b>2799.16</b>
Less:						
i) interest	78.61	89.43	61.19	226.05	133.17	188.41
ii) Depreciation	123.87	120.44	115.74	357.10	329.19	453.26
iii) Other un-allocable expenditure(net of unallocable income)	162.81	146.65	147.58	442.22	420.53	556.07
<b>Total Profit before Tax</b>	<b>509.26</b>	<b>247.73</b>	<b>691.84</b>	<b>925.11</b>	<b>1294.31</b>	<b>1601.42</b>
<b>3. Capital Employed</b>						
(Segment Assets less Segment Liabilities)	13305.04	11499.94	13105.44	13305.04	13105.44	12226.33
<b>Total</b>	<b>13305.04</b>	<b>11499.94</b>	<b>13105.44</b>	<b>13305.04</b>	<b>13105.44</b>	<b>12226.33</b>

### NOTES:

- The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on 30th January 2012.
- 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 31st December, 2011: Opening Balance: NIL, Received during the quarter: 2, Resolved during the quarter 2: Closing Balance: NIL.
- The Statutory Auditors have carried a limited review of the above financial results.
- The Company as on date has 228 Company owned and operated retail outlets which includes 217 Archies outlets & 11 Hallmark outlets.

For and on behalf of the Board

  
Aril Moolchandani  
(Chairman & Managing Director)

Date: 30-01-2012  
Place: Delhi

## ARCHIES LIMITED

**Limited Review Report**

To

**Board of Directors of  
ARCHIES LTD**

We have reviewed the accompanying statement of unaudited financial results of ARCHIES LIMITED, 191 F, Sector-4 IMT Manesar Gurgaon Haryana -122050 for the period ended 31st December 2011 incorporating the Branch Limited Review Report of Ahmedabad, Bangalore, Bhubaneshwar, Chennai, Chandigarh, Ernakulam, Hyderabad, Indore, Kolkatta, Ludhiana, Mumbai, Goa and Pune Branches except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' which have been traced from disclosures made by the management and have not been audited by us. This statement is the responsibility of the Company's Management and has been approved by the Board of Directors/ Committee of Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review in accordance with the Standard on Review Engagement (SRE) 2400, engagements to Review Financial Statements issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.

For and on behalf of  
**UBEROI SOOD & KAPOOR  
CHARTERED ACCOUNTANTS  
(Registration No. 001462N)**

*S D Sharma*  
**S D SHARMA  
PARTNER  
(Membership No.80399)**



Place : *New Delhi*  
Date : *30 Jan. 2012*