

Date : 15th October, 2012

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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SUB : AMITABH BACHAN PROMOTES UNICEF CARDS

Dear Sir,

This is to bring to your kind notice that UNICEF (United Nations Children's Fund) a world renowned UN Agency working in the field of Child education & welfare has launched a new range of cards and stationery in collaboration with Archies Limited & has got Mr. Amitabh Bachchan to promote the same.

In a recent TV commercial, Mr. Amitabh Bachchan is promoting UNICEF cards, expressing his views

UNICEF has introduced 40 designs of cards. 2 designs each of Calendars, diaries & notebooks for Diwali, Christmas & New Year. These are being marketed through Archies and Hallmark stores.

UNICEF has also launched an everyday range of cards for wishing Happy Birthday, Anniversary, Missing you, Thank you, Good Luck, Congratulations etc.

This year, UNICEF has also introduced a novel concept for corporates to **THANK** their customers, Associates, to wish them & make them feel special through a special range of 26 cards, called Business Connections

These Greeting cards are being marketed through Archies and Hallmark stores.

Kindly acknowledge the receipt of the same.

Thanking You,

For **ARCHIES LIMITED**


Vikas Kumar Tak
(Company Secretary)

Encl : Press release enclosed

ARCHIES LIMITED

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

Press release

Amitabh Bachchan promotes UNICEF Cards

In today's world of SMS & Facebook, people have forgotten about how to make one feel special on their important dates.

UNICEF (United Nations Children's Fund) has launched a new range of cards and stationery in collaboration with Archies & has got Mr. Amitabh Bachchan to promote the same.

In a recent TV commercial, Mr. Amitabh Bachchan is promoting UNICEF cards, expressing his views, which are as follows:

“ How does it make you feel.. when you get a greeting card from a friend or a relative..... for me... it makes the occasion special. When you send a UNICEF card you not only make it special for your dear ones but also for our children. These cards.. are truly full of life. So go to your nearest store. Get your UNICEF cards. Your loved ones will be extremely happy to receive them.”

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