

Date : 2nd July, 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 : ARCHIES LIMITED « NEW LOGO »

Dear Sir,

This is to bring to your kind notice that ARCHIES LIMITED has adopted new logo as given below to strengthen its relationship and communicate better with its customers.



The most special way to say you care

The new look Archies will reflect in the stores, which will have a brighter, fresher look. Which, will sport the new logo and exude warmth, with the liberal use of the new house colours, in décor and internal signages. Communicating to the customers, that their favourite Archies store is the fresh, new, rejuvenated kid in town

Kindly acknowledge the receipt of the same.

Thanking You,

For ARCHIES LIMITED


Vikas Kumar Tak
(Company Secretary)

Encl : Press release enclosed

ARCHIES LIMITED

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

Press release



The most special way to say you care

Archies 2012 and beyond - A New Look

Ever since the beginning in 1979, Archies has been an integral part of its customers lives. Helping them emote, helping them express themselves, in being the ***“most special way to say they care”***

In the last decade and a half, as Archies has morphed from being a pure play greeting card player to a comprehensive “greeting & gifting “ company, the core target audience has vastly expanded, today covering early teens to mid 40s.

People love the experience of an Archies store and have huge expectations from us and our products. They look for that “new” greeting or gifting concept and are rarely disappointed.

In today’s world, in order to stay relevant in our customers minds, in order to show that we are not the Archies their parents grew up with, we felt the need to change our logo and look and feel. Yet we strongly feel the need to retain ownership of our tag line of being ***“the most special way to say you care”***, because that is who we were, who we are and who we will always be.

We decided to play around the colour that people recall the most and associate most strongly with our brand. The colour that is most associated with our tag line and our ethos. The colour red and the eternal symbol of love – the heart.

A new humble, friendly, young welcoming, exhilarating and exciting Archies.

By incorporating both the colour red and the heart into our logo, we feel we would communicate better with our consumers, who today fall into various categories like the family focused group, the new traditionalist customer, the socialite customers, the young rebels and the trendsetters, encompassing the core target audience of early teens to mid 40s.

For any change to be effective, one needs to walk the talk as well. The new look Archies will reflect in the stores, which will have a brighter, fresher look. Which, will sport the new logo and exude warmth, with the liberal use of the new house colours, in décor and internal signages. Communicating to the customers, that their favourite Archies store is the fresh, new, rejuvenated kid in town.