

Date : 15th September, 2014

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
---	--

SUB : REVAMP OF E-COMMERCE PLATFORM (archiesonline.com)

Dear Sir,

This is to inform that Archies Limited (Archies) has revamped its, E-commerce platform, "archiesonline.com" recently, making it more user friendly and in line with the existing Indian ecommerce websites to attract customers.. Archies Limited has appointed Mr. Deepak Thakkar as Non Executive Director, who is an expert in the IT and E-commerce. Apart from this Archies has also tied up with various e-retailers who have vast presence in the virtual space like Flipkart, Snapdeal, E-India Store, Groupon India, Saffron Art Pvt. Ltd., Gift A love.com, Phoolwala.com, My flower tree, Shopclues, Indian Gifts Portal, Fern N Petals & Bookaflower.com.

In July 2014 Archies received 2531 orders against 960 orders last year. Similarly in August 2014 Archies received 5281 orders against 3058 orders last year. Company is expecting "Archies Online.com" to be growth engine for the company in the times to come.

In addition to the rejuvenated www.archiesonline.com (website), Archies Limited as on date is having 243 Company Owned Retail Stores PAN India including 19 Hallmark Stores.

Kindly acknowledge the receipt of the same.

Thanking You,

For **ARCHIES LIMITED**


Vikas Kumar Tak
(Company Secretary)

ARCHIES LIMITED

C-113, NARAINA INDUSTRIAL AREA, PHASE-1, NEW DELHI-110028 (INDIA), CIN : L36999HR1990PLC041175
TEL.: 91-11- 41410000, 41412222, Fax : 91-11- 41410060, Email : archies@archiesonline.com, Website : www.archiesonline.com
REGISTERED OFFICE : PLOT NO. 191-F, SECTOR-4, I.M.T. MANESAR, GURGAON-122050, HARYANA (INDIA)