



The most special way to say you care

Come 'n'  
Join the Love 'n'  
Laughter



WE ARE WHAT  
WE ARE WHAT  
WE ARE WHAT  
WE REPEATEDLY DO  
WE REPEATEDLY DO  
WE REPEATEDLY DO  
WE REPEATEDLY DO



At **Archies**

we really don't  
like to brag,  
we tend to let  
the work speak  
for itself.

WE ARE WHAT WE REPEATEDLY DO  
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Our team has covered all the fundamentals-  
our skills perfectly complement  
each other to bring you a brand that will  
make you smile.

## Mission

Providing our customers  
'hundreds of ways' in which  
sentiments can be expressed.

## Vision

We never cease to explore ways  
to keep the brand young and desirable.  
Today, we are helping bring people together;  
tomorrow we will celebrate with  
them the romance of life and living.

## The Fairytale begins.

- Archies came into existence in 1979.
- The first of its kind concept-store opened its doors in Kamla Nagar, Delhi in 1987 and was an instant hit.
- In 1996, Archies had not only become a public limited company, it had also established itself as a market leader.

The resounding success of the company is apparent from the ever-expanding Franchise network. Archies began franchising in 1989 and currently has around 500 Stores in 100+ cities and 6 countries.

35 Years – 30 Million 😊 Customers

*We Make*

*WE CARE*

*WE  
PLAN*

*we Share*

*we create*

*You  
Smile*

Be a part of Archies

For more than three decades we have given millions of people means to express their joy and love and created days of celebration like Valentine's Day, Friendship Day, Mother's Day, Daughter's Day etc. and while doing so we have become a Superbrand in India.

More than 30 million people visit our stores in a year and we have always succeeded in bringing a smile on every face with our out-of-the-box greeting and gifting ideas.

## Our Brand Associations

These include American Greetings, Hallmark, Smiley, Garfield, Me to You and Snoopy. All these have increased footfall at every Archies store.



Hopefully these are enough reasons, though we have many more, for you to finally stop looking around to find the easiest way to retail success.

## Our Corporate Social Responsibility:

As part of its core belief in social responsibility, the company has also extended a helping hand to foster the cause of some of the best known and highly regarded social institutions across the country like HelpAge India, UNICEF & Child Relief and You (CRY) whereby, we design, produce and market social expression products for these brands.



We see for ourselves "A promising future because people will always have feelings."

## The Magical World of Archies

Soft Toys Home Décor Perfumes Fashion Jewellery Stationery

Posters Fashion Accessories Quotations Mugs & Sippers

Watches & Clocks Hand Bags Chocolates Figurines Key Chains

Greeting Cards and there's more...



# Our Global Connect

“A brand is worthless if it does not **CONNECT** with the right audience in a relevant way”

## Print and Television

We provide promotional support by  
**National Multimedia Campaigns**

## Social Media

We connect via Facebook, Twitter, Instagram, You Tube





# Sneak a Love Peek into Archies

Display window



Perfumes



Greeting Cards





Photo Frames And Quotations

Fashion Accessories



## Men's Accessories



## Mugs



## Our Production Unit @ MANESAR



- 300,000 sq ft area with latest Print Production Facilities.
- Latest technology Print Machinery and Equipments.
- Embossing, Folding, Pasting, Glittering, Shrink-Wrapping and other print jobs are conducted under one roof.
- 300+ dedicated employees working to meet the market requirement.

Card Insert Pasting Machine



Die Cutting Machine



Printing Unit (Offset Machine)



CTP Plate Making Machine



Laser Cutting Machine



Envelope Folding Machine



Glittering Machine



Fork Lift Machine



## Partners Talk



“Archies helped me in turning my dream into reality. The brand and its products speak for itself and has made doing business easy”

-Deepak Ghai  
(Year of Association 2002)



“As a woman I consider Archies as a viable business with a sophisticated clientele, and they support the franchisee throughout the journey”

-Nammita Chhabra  
(Year of Association 2009)

“We find ourselves growing with the brand and are moving forward focusing on providing the best product and service to our customers”

-Anuj Jhuraney  
(Year of Association 1990)



“We are running a hassle free business with instant ROI, High Margins and Satisfied Customers”

-Ashish Chaudhary  
(Year of Association 2011)

“Best brand in the gifting industry that I am happy to be associated with.”

-Sohayl  
(Year of Association 2009)





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## Why ARCHIES?

### "THE POWER OF GUARANTEES"

1. Renowned and Trusted Brand.
2. Market Leaders in Gifting Industry.
3. Low-Risk Investment That Offers High Returns.
4. Huge customer base of 30 million customers
5. Best Franchisee Opportunity For Women Entrepreneurs As Well
6. Year Round Excitement With High Sales On Occasions Like Valentine's Day, Friendship Day, Mother's Day Etc
7. Long Term and Recession Proof Business.

## Support from Archies

- Location Selection and Finalization
- Store Design And Layout
- Furniture Fixture And Equipments
- Inventory Management and Support
- I.T. Support & Software Training
- Store POP and Branding Material
- Staff Training and Uniform
- Dedicated Sales and Support Team
- Schemes and Offers Assistance
- Complete Knowledge Of The Trade
- Carry Bags, Transportation & Packaging \*

## What we want from you?

- Willingness to become your own boss.
- Ability to invest.
- Passion to be a part of something big.
- Willingness to connect emotionally.
- Willingness to be a part of biggest gifting network.

\*To be discussed in person



## Resource Requirements

Following are the resource requirements, in brief to be a part of this strong and fruitful franchise network.

### The Premises

- On best location in your City / Town/Colony / Mall
- Owned / Leased / Rented
- Required Carpet Area approx. 500 sq ft. and above
- On ground floor with a good frontage

### Investment

- An approximate investment of ₹ 20 lacs, for which the breakup is :-
- Miscellaneous and administrative expenses ₹1,00,000/- non refundable
- Security deposit ₹ 1,00,000/- interest free and refundable
- Cost of Interior Designing approx. ₹ 1500/- per sq ft. \*  
(Including Architect's Fee, Material and Labour cost, etc.)
- First consignment approx. ₹ 10 lacs \*



## Franchise Option-II

### The Premises

- On best location in your City/Town/Colony/Mall.
- Owned/Leased/Rented.
- Required Carpet Area approx. 300 sq. ft. and above.
- On ground floor with good frontage (12 ft.-15 ft.).

### Investment

- An approximate investment of 11-12 lacs, which includes.
- Miscellaneous and administrative expenses ₹ 75,000/- non-refundable.
- Security deposit ₹ 75,000/- interest free and refundable.
- Cost of Interior Designing approx. ₹ 1,500/- per sq. ft.  
(including Architect's Fee, Material and Labour cost, etc).
- Accessories like Air Conditioners, Computer, Music System and POS  
approx. ₹ 0.75 lac -1 lac.
- First consignment approx. ₹ 5 to 6 Lacs.



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## FRANCHISE INQUIRY INFORMATION

1. **a.** Name Mr. / Mrs / Ms \_\_\_\_\_  
**b.** Residential Address : \_\_\_\_\_  
**c.** Tel.: \_\_\_\_\_ Mobile \_\_\_\_\_  
**d.** E-mail: \_\_\_\_\_
2. **a.** Site offered in (City/Town): \_\_\_\_\_  
**b.** Site Address : \_\_\_\_\_  
**c.** Shop located in:  Established Market  New Market  Residential Area  Mall
3. Shop status (Owned/leased): If leased, the period \_\_\_\_\_ years, and rented ₹ \_\_\_\_\_ (P.M)
4. Shop dimensions: **a.** Carpet Area (L x W= sq.ft.) : \_\_\_\_\_  
**b.** Frontage (in ft.): \_\_\_\_\_  
**c.** Ceiling height (in ft.): \_\_\_\_\_
5. Please enclose 8-10 photographs of the proposed shop from various angles, the entrance, the road leading to the shop, adjoining shops and nearby Market/surrounding area.

Signature of Applicant \_\_\_\_\_

Remarks \_\_\_\_\_

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For More details do write or contact us: at

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### ARCHIES LIMITED

Franchise Division  
C-113, Naraina Industrial Area, Phase-I,  
New Delhi – 110028  
Ph.: 011- 41412222, 41410000. Fax: 011- 41410060  
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Manager (Franchise Development)



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