

TASHIR

External communications department

Press release

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Tashir opens a new mall in the South-West of the capital

Tashir Group has opened a new, 32nd shopping center in Moscow—Avenue South-West in the corresponding part of the city. Tashir carried out the entire project, investments amounted to USD 300 million.

Avenue South-West stands on the intersection of Vernadsky Avenue with Pokryshkina Street. About 85 thousand sq m vast, the mall has six floors above the ground and three levels of parkade below it, for up to 1000 vehicles. Convenient layouts, intelligent engineering, modern design and technical execution of the shopping center are sure to make a visit pleasant.

Avenue South-West is located in the densely populated Western Administrative District of Moscow with its well-developed infrastructure, next to Yugo-Zapadnaya subway station handling 120 thousand passengers daily. The mall's catchment area also encompasses tall residential complexes, some of the cities' biggest transportation routes such as Leninsky, Vernadsky, Michurinsky Avenues, and Profsoyuznaya Street.

Conceptually Avenue South-West is a mix of leading and popular brands—some 250 foreign and federal-level tenants in the mass market and middle+ price range are present here. As is usual for Tashir's malls, the Group's own restaurants and entertainment centers are aboard: Avenue South-West has the 24th Cinema Star multiplex and a children's entertainment center PlayLab. The mall features a gallery of restaurants with panoramic views and summer terraces; the first such restaurant to open was Seasons by Tashir.

About

About Tashir Group

Tashir is a diversified federation-wide group of companies founded in 1999 and uniting over 200 companies in various sectors of Russia's economy, including



construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45 people. The company's geography covers 25 cities of Russia and the former USSR. Tashir's founder and President is Samvel Karapetyan; the company is headquartered in Moscow.

The Group's primary business is development and managing of commercial real estate, with a focus on retail estate. Being a Russia's leader in development, Tashir has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

Cinema Star

Cinema Star network was founded in 2005 and now includes 24 movie theaters in 15 cities of Russia and the CIS. Cinema Star theaters offer next generation entertainment experience for every viewer, equipped with state-of-the-art projectors and sound devices. Cinema Star offers visitors a cozy experience that goes beyond films (some of them in the 5D format) to play areas and stylish cinema bars.

Play Lab

PlayLab is a network of children's entertainment centers at Tashir malls. Currently there are 19 such centers in 14 cities in and out of Russia. PlayLabs bring to visitors, children and their parents, the latest attractions, games, arcades and other edutainment novelties.

Seasons

Seasons is a network of restaurants in Moscow with an original culinary concept that involves seasonal menus. The first Seasons restaurant opened in 2013 at the RIO mall in Leninsky Avenue, the second will serve guests at Avenue South-West.

Contacts:

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