

TASHIR

External Communications Department

Press Release

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Grand Opening of RIO in Kolomna

Tashir Group opened a RIO Mall in Kolomna, Moscow region. The new RIO with 45K sq m GBA became the town's largest mall combining shopping and entertainment, a fresh idea for Kolomna's retail market.

The construction of RIO mall took 1.5 years. Tashir Group was the single executor of all project realization stages. The investments totaled over USD 50 million.

The new RIO is located at the crossing of two central and thickly trafficked streets, Oktyabrskoy Revolutsii Street and Oksky Avenue, opposite to the railway station and the central bus station.

The concept merging shopping and entertainment includes leading federal and international retail chains as well as entertainment operators, many of them have never been present in Kolomna before.

RIO's anchors include Sedmoy Kontinent supermarket, Nash Dom DIY hypermarket, Eldorado store of home electronic appliances, Shatura furniture shop, the town's first Cinema Star 4-hall multiplex, billiards and bowling centre, kids' entertainment centre, and a spacey food court. Shopping gallery tenants include some famous fashion retailers.

The mall's marketing policy is well-planned. RIO has its own kids' school of arts, hosts regular concerts, master classes, themed parties, BTL promotions and other events making locals' leisure time meaningful and making the guests' time in the mall still more satisfying.

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