

# TASHIR

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*External communications department*

Press-release

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## **Tashir's new retail project**

Tashir Group is starting a new project in grocery retail—Ферма.рф, a network of food stores to carry a broad selection of Russian-made farmer products. The project aims at supporting the country's meat and dairy manufacturers.

The concept of Ферма.рф stresses quality, eco-safety, reasonable price and popularizing healthy eating. Two stores are already open in Moscow at RIO malls on Sevastopolsky Avenue and Dmitrovskoye Highway. They carry an assortment of meat and fish delicacies, dairy, processed products, drinks—all of it Russian-made. Suppliers include the best farmers and Tashir Group's own manufacturers. During 2016 the holding intends to spread to other regions, ultimately establishing about 15 outlets.

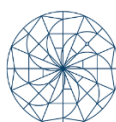
Ферма.рф project will consist of minimarkets and supermarkets. Minimarkets are self-service stores up to 50 sq m large, supermarkets up to 120 sq m, both stand-alone and in shopping centers. The network will have a unique feature—a restaurant working on the free flow system, combined with a store and offering ready dishes made with organic products. The entire range of Ферма.рф products will also be available for online orders.

Tashir Group is one of the oldest Russian developers. For many years the holding has been successfully putting to market in-house retail projects. Many are well-known: the network of household product supermarkets Nash Dom, the country's largest network of movie theaters Cinema Star, children's entertainment centers PlayLab, and more. Other projects are coming, including one in fashion retail.

### **Information:**

#### **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 45,000 people. The company's geography covers over 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. Tashir is a leader in development in Russia and has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

**Contacts:**

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