



## **Tashir revamps its shopping centers**

The Tashir Group Commercial Real Estate Department is conducting a scheduled rotation in the group's shopping centers.

The RIO center on Dmitrovskoye Shosse had 15 new openings in Q1 of 2019, which means the center now has 187 operators and is being used at 86 percent of its full capacity.

Leading Russian and international retailers have moved in to occupy over 14,500 square meters. These include four hypermarkets with a new conceptual design and an expanded range of products: SportMaster (4,000 sq.m.), Hoff (5,954 sq.m.), DNS (1,000 sq.m.) and Leonardo (600 sq.m.). Other tenants include Funday, Swarovski, Legorod, TrialSport, Anex Tour, MIX FUR, Kari and others.

Along with adding new tenants, the main emphasis is on creating more comfortable conditions for visitors. The center has been refurbished, with new recreational areas and decorative lighting added. The food court has been expanded to increase the number of seats. Also, in line with the marketing strategy, the Dmitrovka RIO center regularly hosts special events that attract thousands of visitors.

“We keep developing the RIO chain, creating comfortable conditions for recreation and shopping. This was the most dynamic upgrade in the history of the RIO center on Dmitrovskoye Shosse. By adding new tenants and improving conditions at the center, we were able to increase the number of visitors by more than 12 percent in just three months. Our department plans to complete the brokerage process for the Dmitrovskoye Shosse center before the end of this year and bring up the usage rate to 100 percent of its full capacity,” said Victoria Shakhnazaryan, head of the Tashir Group Commercial Real Estate Department.

### **About Tashir Group**

Tashir is a diverse nationwide group of companies, established in 1999 and bringing together over 200 companies in various sectors, including construction, manufacturing, finance, energy, development, retail and entertainment. Tashir has over 45,000 employees in 51 cities in Russia and neighboring countries. Samvel Karapetyan is the founder and President of Tashir. The company's headquarters are in Moscow.

The core of Tashir Group's business is commercial real estate development and management, with an emphasis on retail space. Tashir is a leader on the Russian development market, creating modern, state-of-the-art facilities in commercial and residential real estate with a total area of approximately 2.5 million sq.m.

### **About the RIO chain**

RIO is a nationwide chain of shopping and entertainment centers. It is one of the most successful development projects in Russia and has received a number of industry accolades over the years. Overall, RIO centers have won seven prestigious awards. The first RIO opened in Moscow in 2005. Today, the chain consists of 18 active centers.

### **Contact Us**

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