



Kazan, Russia

INGKA Centres



# Fashion as a way of Life

MEGA Kazan is the largest shopping mall in Tatarstan. It is located in the middle of one of the most developed regions of Russia that has the high population density and excellent transportation infrastructure. Today MEGA Kazan impress its guests with the

renovated facades, eye-catching design of the galleries, and the extensive variety of world-known brands in all categories. In addition to that, guests can enjoy relaxing in the square with fountain and atmospheric illumination.





# The region with the huge potential

## Republic of Tatarstan

Tatarstan is one of the most developed industrial regions in the country. It is located in the European part of the Russian Federation, at the intersection of the Volga and Kama rivers. The republic stretches for the 290 from North to South and 460 km from East to West. There are several important highways crossing Tatarstan that connect the region with the rest of Russia. Tatarstan is an economically active republic and maintains trade relations with 120 countries of the world. The capital city of Tatarstan is Kazan.

## Kazan

MEGA Kazan is located in the administrative center of the Republic of Tatarstan, within walking distance from up-to-date residential areas with a developed infrastructure and which have large development plans for the next several years. Evolving as an attractive tourist destination, today Kazan occupies the 4th place in the rating of the most popular cities among foreign travelers. Moreover, Kazan is a home for many sports movements and federations, where the new sports grounds, skating rinks, parks, bicycle paths emerge almost every day. The city regularly attracts numerous investments to support educational, transportation and technological projects.

# Our guests

MEGA Kazan is located in the administrative center of the Tatarstan republic attracting visitors from all over the city and its surroundings. The name of MEGA has already become must-visit destination for shopping for family visitors, youth and adult people. We regularly update our fashion brands offer and put a lot of effort into bringing to MEGA more young guests who are searching for of new products and trends.



GUESTS VISIT MEGA  
**2,3 TIMES PER MONTHS**



**94 MIN**  
AVERAGE  
DWELL TIME



**28%**  
HAVE KIDS UNDER 16



**46%**  
OF CUSTOMERS  
ARE MARRIED



**849 EUR**  
AVERAGE  
MONTHLY INCOME FOR  
A FAMILY OF THREE



**77%**  
REGULAR  
CUSTOMERS



**30 YEARS OLD**  
AVERAGE  
CUSTOMER



**59%**  
WOMEN



## The Republic of Tatarstan:



**817 BILLION EUR**  
RETAIL TURNOVER



**67.900 km²**  
CITY AREA



**5.117.131**  
POPULATION IN REGION  
INCLUDING CITY

● Kazan

## Industries:



AVIATION  
INDUSTRY



MACHINE  
ENGINEERING



TEXTILE  
INDUSTRY



CHEMICAL  
INDUSTRY

## City of Kazan:



**452 km²**  
CITY AREA



# Let's meet on Taste Boulevard

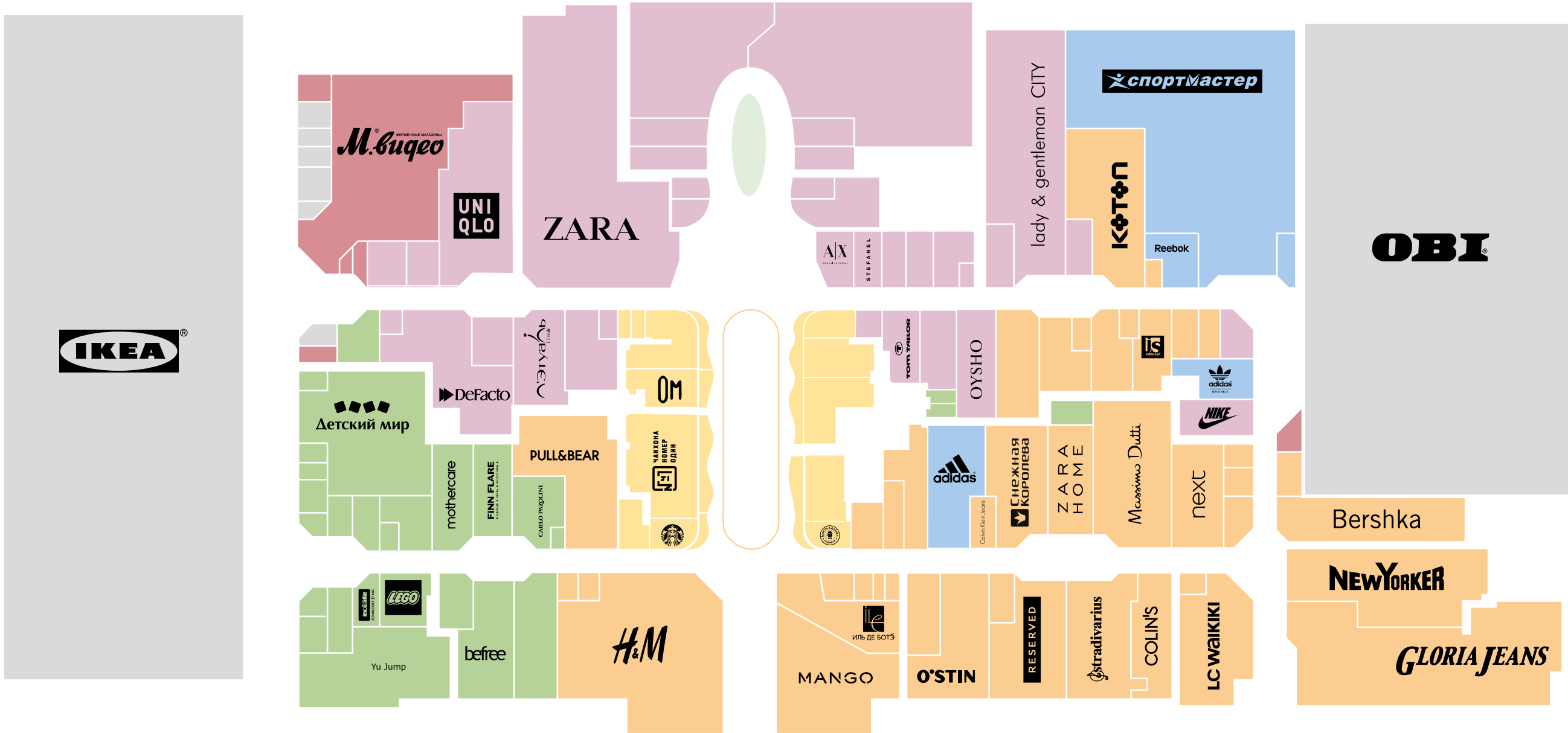
Taste Boulevard is a unique cultural and gastronomic cluster in the heart of MEGA. Taste Boulevard has established itself as a center of attraction in Moscow and Yekaterinburg, and we believe that it will also become the must-visit place for Kazan residents and tourists.

Taste Boulevard is distinguished by its wide choice of gastronomic concepts, an atmosphere of comfort, modern design and entertainment.

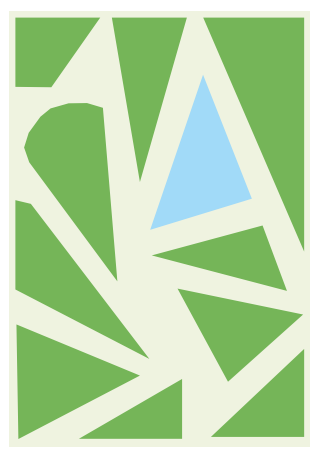
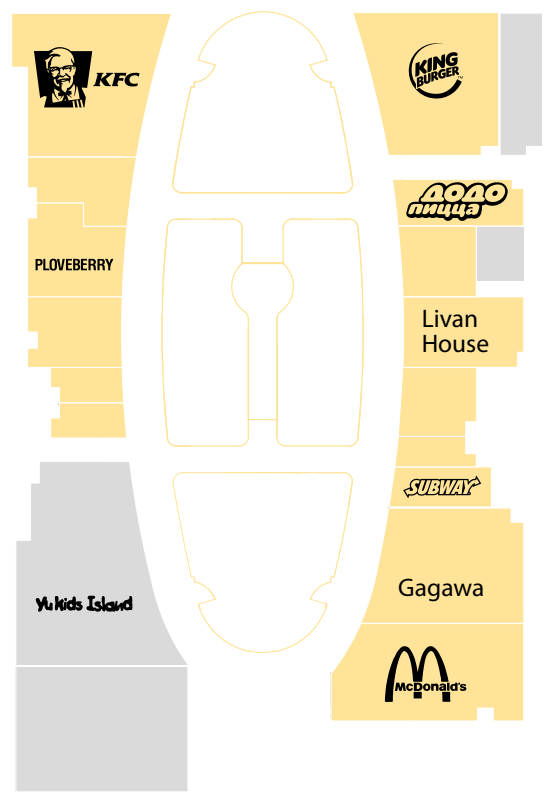
Visiting of the Taste Boulevard is an outstanding experience that combines the pleasure of an impressive variety of food and beverages, impeccable service and an exquisite interior. On the territory of the Taste Boulevard in MEGA, you will find 25 cafes and restaurants, including Osteria Mario, Sablon, Chaykhona №1, Mama Deli, ZEST Café and Starbucks. The national cuisine is represented by such restaurants as Gus, Duzhina, Shokoladnitsa, while Japanese food lovers will enjoy spending time in restaurant Mushu.



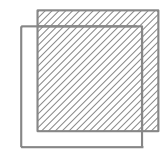




Level 1



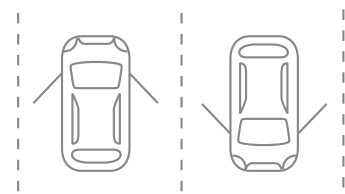
- Family fashion
- Sport
- Young fashion
- Electronics
- Classic fashion
- Service
- Food
- Garden and fountain area, kids playground



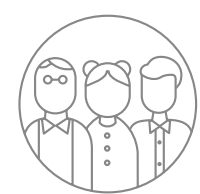
92.000 SQM  
GLA



138  
STORES



4.500  
PARKING SPACES



77%  
REGULAR  
CUSTOMERS



24%  
TOP  
OF MIND



# Design with the taste

The renovated MEGA Kazan dramatically changes the concept to shopping and leisure. As soon as the guests get inside the mall, they feel that something very special is waiting for them here. Spectacular facades and lobby areas, cozy recreation space, impeccably designed square with fountain and the two-level Taste Boulevard with 25 cafes

and restaurants open up the whole world of impressions for all family members. All these factors allow MEGA Kazan to take unconditional leadership in the market and become an ultimate place of attraction in Kazan and the favourite space for meetings for many people of Tatarstan region.





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