



Halal supermarket chain
with an Uzbek soul

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3RD AUDIT ROUND (10 EXPERTS)
CONFIDENTIAL · MOSCOW · RUSSIA

PROJECT IDEA

Halal customers come back for *taste* — not just for the certificate

3.5–5.6 M practicing Muslims (core) + 6–8 M cultural (secondary). Market P1 Tn+ (≈\$10.5 Bn), growth 9–11% (ready food +20%). Perekrestok Halal Corner captures the mass segment — Chapan targets **premium practicing**. Specialist-in-halal window: **30–36 months**.



SOLUTION · THREE USP PILLARS

<p>STANDARD</p> <p>100% halal on the shelf</p> <p>Not a "halal aisle". Premium dual-certification standard: SMR + Tatarstan DUM. Halal Compliance Officer in the org chart + QR traceability from farm to shelf.</p>	<p>TRAFFIC ANCHOR</p> <p>In-store deli & bakery</p> <p>Lepyoshka flatbread, plov, samsa, manty — made on site. Smell of fresh bread as a magnet. Margin 35–45%.</p>	<p>EXCLUSIVITY</p> <p>Central Asian assortment</p> <p>Spices, dried fruit, tea, ceramics. Direct import — products you won't find at mass chains. Margin 35–45%.</p>
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MARKET

<p>3.5–5.6 M</p> <p>practicing Muslims — CORE TARGET (deliberately seek halal certification)</p>	<p>9–11%</p> <p>overall growth, +20% in ready food and online (28% of CA shoppers already online)</p>	<p>30–36 mo</p> <p>specialist-in-halal window — no spec format with dual cert exists</p>	<p>₽1 400</p> <p>avg basket compact (flagship P1 700) · vs Perekrestok Halal P950–1 100</p>
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PRODUCT

Hybrid retail format

- ◆ **Flagship 300 m²:** Tekstilshchiki (plan B: Altufyevo), P51M CapEx, 32 staff, P9.7M/mo peak
- ◆ **Compact 200 m²:** P27M CapEx, 17 staff, P6.7M/mo peak
- ◆ **Y2:** central production kitchen (P75M CapEx)
- ◆ **Time to flagship opening:** 9–15 months (80 kW grid 11–16 mo)

DIFFERENTIATION VS PEREKRESTOK HALAL CORNER

Premium for practicing (not mass cultural)

- ◆ Premium dual-certification standard (SMR + Tatarstan DUM; rare practice)
- ◆ Halal Compliance Officer in the org chart + QR traceability
- ◆ In-store deli & bakery (tandoor, plov, samsa) — not replicable in "aisle" format
- ◆ Direct-import Uzbek exclusivity (no mass chain has it)
- ◆ Target audience — practicing 3.5–5.6 M (not mass-market cultural)

UNIT ECONOMICS

<p>₽6.7 M</p> <p>COMPACT REVENUE · MONTH 24</p>	<p>31%</p> <p>GROSS MARGIN (Y3+)</p>	<p>4.2%</p> <p>Y5 EBITDA · HONEST AFTER BIG-4 QOE</p>	<p>36–42 mo</p> <p>COMPACT PAYBACK (V4)</p>
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SCALING ROADMAP

<p>Y1 · 2027</p> <p>4</p> <p>Tekstilshchiki flagship (plan B Altufyevo) + 3 compact</p>	<p>Y2 · 2028</p> <p>15</p> <p>+ central kitchen, SPb flagship prep, +10 compact</p>	<p>Y3 · 2029</p> <p>34</p> <p>+ Kazan flagship, franchising</p>	<p>Y4 · 2030</p> <p>50</p> <p>+ private label, online ≥18%</p>	<p>Y5 · 2031</p> <p>65</p> <p>3 flagships + 62 compact · EBITDA P230M (4.2%)</p>
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INVESTMENT ASK

Series A · P400

M equity-only (≈\$4.2M)

Tekstilshchiki flagship + 5 compact + central kitchen (Y2) · Stand-by P80M · Series B P1.2 Bn (\$12.6M) in 24 months · bank joins Q4 Y1

Use of funds: flagship P51M · 5 compact P135M · central kitchen P75M · team+ops 18 mo P75M · marketing P28M · certification P10M · deposits P10M · working capital P16M. **Y5 EBITDA P230M (4.2%) · IRR 11–13% base, 15–17% Ramadan uplift.** Verified by 3 independent audit rounds (10 experts in total) + Big-4 QoE simulation. 1 RUB ≈ 0.0105 USD as of May 2026.