



*New village:
the example of
agrotourism*

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Project location

- **Arzamas** – one of the largest city in Nizhny Novgorod Oblast, located on the Tyosha River
- **Krasnoye** – the village in Arzamasskaya district



- Krasnoye has an enormous hidden touristic potential because:
- it has a pure continental climate with mild winter and summer
 - It is a periphery that locates between such major cities as Kazan and Moscow
 - ecological situation allows realize project without any injuries for vacationers

Why should we choose Krasnoye?

Developed transport and engineering infrastructure



Situated on the intersection of rail lines that connect:

- Moscow and Kazan
- Nizhny Novgorod and Penza



There is also highways that connect:

- Nizhny Novgorod and Saransk
- Arzamas and Murom



Engineering communications provide Krasnoye with regular supply of:

- pure water from southwest of Arzamas district
- natural gas from north to south (from Saratov to Cherepovets)
- electricity from power plant «Arzamasskaya» that located to the north

Why should we choose Krasnoye?

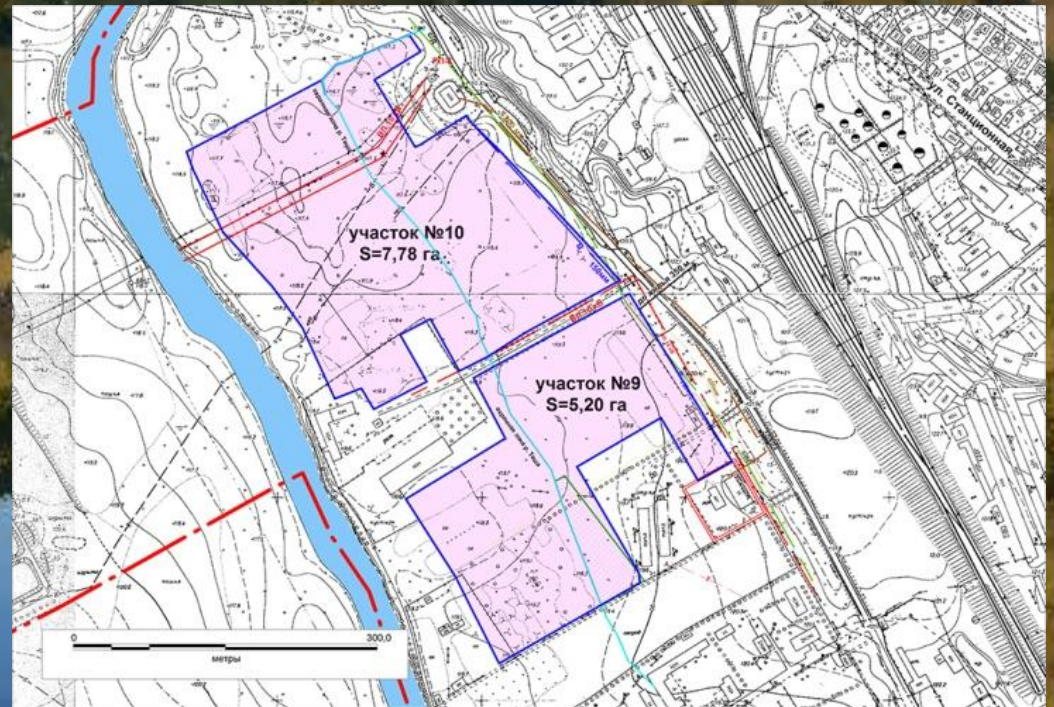
Existence of green investment platform

↓

This type of area has benefits and preferences. Local government and Ministry of Regional Development of Russia

↓

There is 7 platform in all for «green» business



Investment area 9 and 10

Why should we choose these areas?

- The largest investment area in Krasnoye (almost 14 hectare)
- Railways station locates within 2 km from area
- Domestic buildings locate within 2 km
- Access to the infrastructure allow developer decrease costs for its construction

Preferences

- Government of Nizhny Novgorod region provides entrepreneur with subsidies



- They are directed for compensation 2/3 of refinancing rate
- OR**
- Compensate 50% of credit issued in foreign currencies

The subsidies provide in case of:

- Project value for tourist industry in the region
- Optimal efficiency indexes (Investment volume)
- Creation hotel-tourist complexes
- Development the sphere of additional service

The preferences provide for the 5 years term

A vibrant sunset over a golden wheat field. The sun is low on the horizon, casting a warm, golden glow across the sky and the field. The sky is filled with soft, wispy clouds, some of which are illuminated by the setting sun. The wheat in the foreground is in sharp focus, showing the texture of the stalks and the golden color of the grain. In the background, a line of trees is visible against the horizon. The word "Summer" is written in a large, elegant, cursive font, centered in the image. The text is overlaid on a semi-transparent white rectangular box with rounded corners.

Summer

Entertainment



*Cossacks and
Robbers*



Gorodki

For adults also...



Klassiki

Rope pulling



Gorelki (Burners Game)



If a “burner” catches a pair of players, the boy has to take his place, while he plants himself with the girl at the head of the line



Enjoying the river



“Animators”

Domovoi



Kikimora



Baba-Yaga



“Animators”

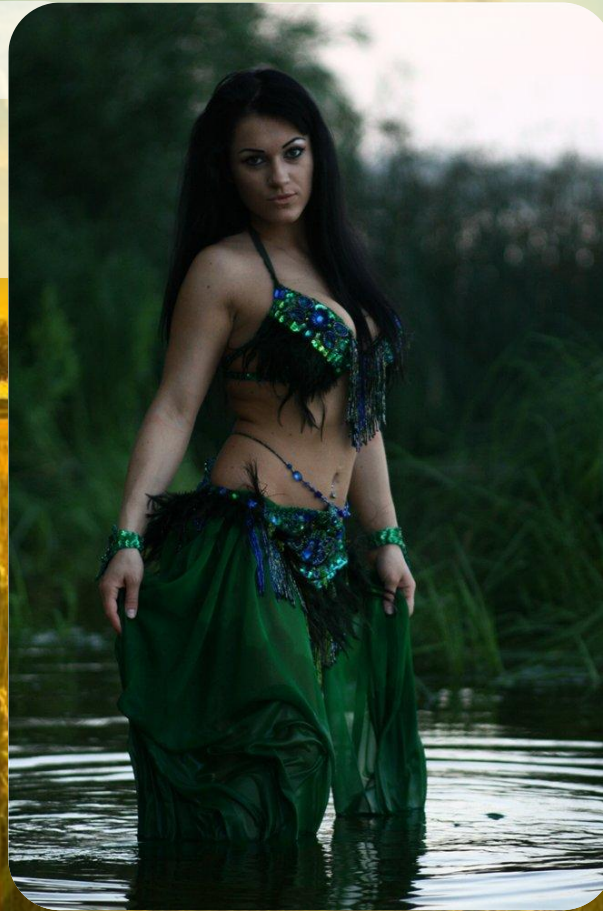
Leshy



Koschei the Immortal



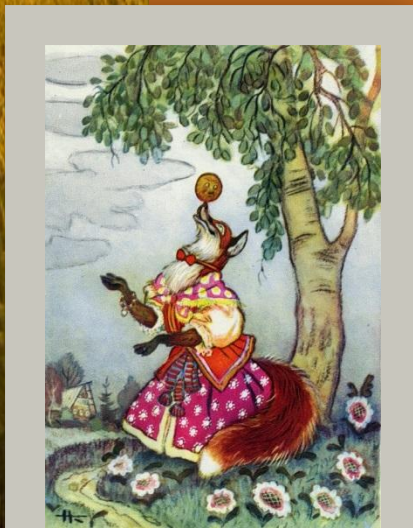
Rusalka



In the evening...

Fairy tales for kids

- *The Death of Koschei the Immortal*
- *Vasilissa the Beautiful*
- *Sister Alenushka, Brother Ivanushka*
- *The Frog Princess*
- *The Princess Who Never Smiled*
- *etc*



Watching the stars while having a picnic

Romantic evenings for couples



Additional price for food and drinks for the picnic



Russian cuisine

Breakfast



*Buckwheat porridge
with milk*

Dinner



Okroshka (cold soup)

Supper



Shashlik

Berries



Strawberries
Currants
Blackberries
Bilberries
Gooseberries
Raspberries

Additional price

Drinks

Kvass



Flavor additives may include fruit and berry juices (cherry, raspberry, lemon, etc.), as well as ginger and mint.

It consists of sweetened juice, thickened with arrowroot, cornstarch or potato starch, and sometimes red wine or fresh or dried fruits are added.



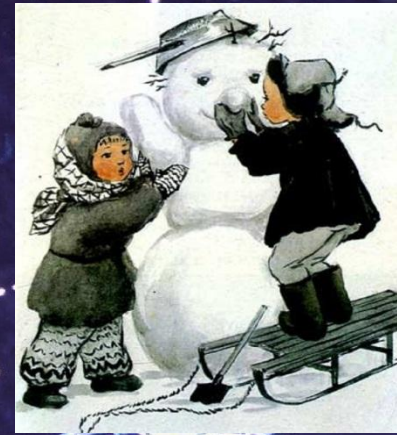
Kissel

And then the winter comes...



Winter entertainment

Building snowmen.



*So much
snow – so
much fun*



*There is a
competition – the
winner gets a
prize*

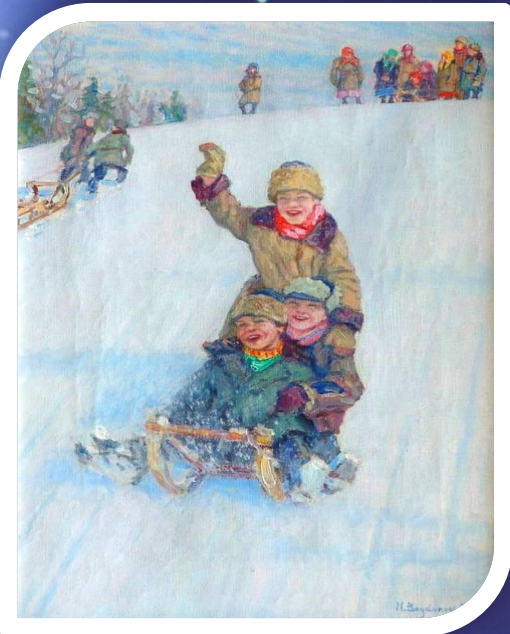
Playing snowballs



*Win the battle for
your team*



Cheerful hills



Riding sledge and ice-boats

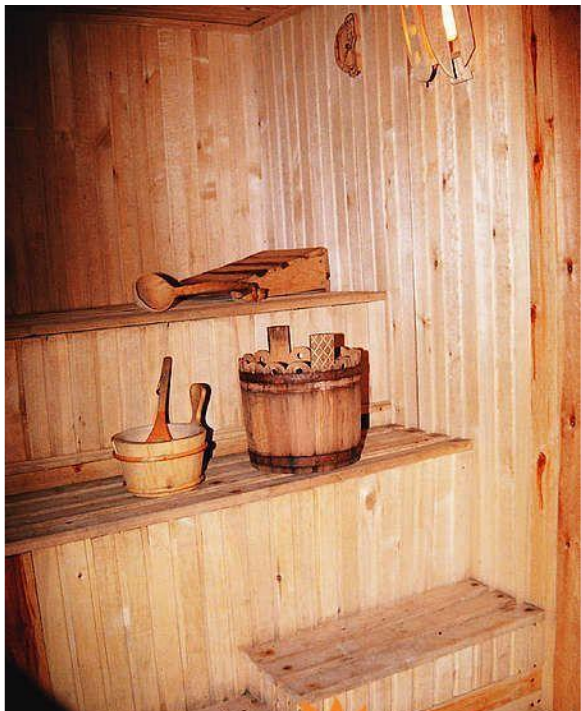
Skating and bathing in an ice-hole

Great fun



There is a sound mind in a sound body

Banya



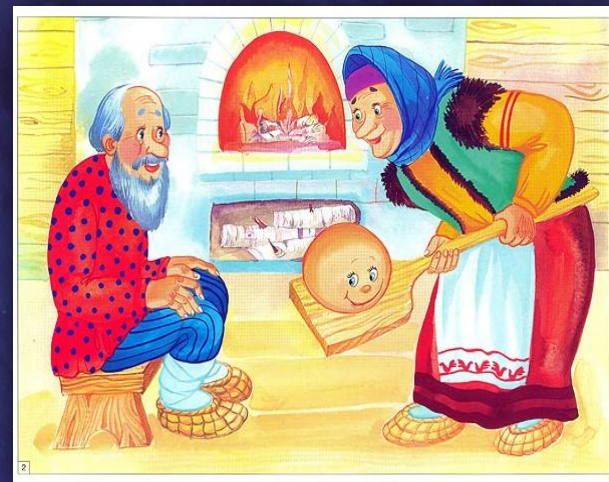
*There is no russian
winter without warm
russian sauna*



Delicacies



*Amazing taste
& quality +
reasonable
price*



*Pancakes, Pelmeni and
Kasabok*

Evening entertainment

Fairytales



Bonfires



Salute



Emelya
Snow Queen
Morozko
12 months
Christmas tree

Profit

For adults – 10000 rub

For kids under 7 years = FREE

For teenagers under 18 years = 40% discount

**Monthly profit (10 families
with 1 kid = 20 adults + 5 kids
+5 teenagers) = 230000 rub**

Costs

Initial costs = 3000000 rub/ for 5 years
Initial costs for 1 month = 50000 rub

Expenses on food = 50000 rub
Expenses on salary (5 workers, 15000 rub. per month) = 75000 rub

Total costs = 175000 rub

Profitability

Costs

Total monthly costs = 175000 rub

Profitability (monthly)
= Profit/Costs =
230000/175000 =
1,314 (131,4%)

Profit

Total monthly profit = 230000 rub



*Thank you for your
attention!*