



Press-release
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Kalashnikov has named the winner of the tender for the brand development

The group Kalashnikov, a part of Rostec State Corporation, announced the results of the tender for a development of the brand and created a system of naming products.

The winner has been the Centre of Strategic Communications Apostle, whose application meets the requirements from the competitive commission of the group. The campaign on rebranding will be realized at the expense of the own funds of the group. It has held thanks to the additional emission in favor of private investors. The new brand will be introduced in autumn 2014.

The maximum starting price of the lot amounted to RUB 20 million. The proposals for a participation in the tender have been submitted by the Center for Strategic Communications Apostle, LLC EVO Inter, LLC Artvell and LLC Plenum-DEFA. The applications were accepted until the 30th April 2014.

Creating a global brand is the fundamental way of any company's strategy aimed at international success

Aleksey Krivoruchko, Director General of Kalashnikov

The application of the Center of Strategic Communications Apostle is in maximal keeping with the tender documents and specifications. The company offered the lowest price: RUB 15 million.

The winner also confirmed the experience with organizations controlled by State-owned companies and corporations.

The company also confirmed the experience in the brand creation and employed at least five specialists with a minimum of five years' experience in the field of branding.

The project involves the creation of a single brand concept, which includes the study of the establishment for the platform of the brand, design solutions, the formation of the brand and the production of the entire corporate templates.

Moreover, under the terms of the State contract, the contractor will be required to develop a system of naming all products manufactured by the group.

As Aleksey Krivoruchko stated it, Director General of Kalashnikov, that creating a global brand is the fundamental basis of any company's strategy aimed at international success and aggressive expansion into international markets. For the group Kalashnikov, one of the leading small arms holdings in the world, the need to update the brand and creating a platform for global positioning today is more topical than ever.

Aleksey Krivoruchko said, "We intend to return to the Kalashnikov brand a former glory, strengthen the prestige of the company and amplify the legendary gunsmith's name in Russia and abroad". He also emphasized that the company Apostle proposal, won the tender, without any doubt, because of the best combination of price and quality.

"The company has brilliant experience on the rebranding of the State Corporation Rostec and a number of its industrial concerns, such as, for example KRET. I am sure that in the short term Kalashnikov will present a strong brand, which will be successful on the world market and will launch new global partnerships".

A strong and recognizable brand is a necessary condition for the realization of the strategy of overseas expansion

Vasily Brovko, The head of the Communications Department of Rostec

After the sale of the 49% to the private shareholders for RUB 2.6 billion and the appointment of the new Director General, the concern Kalashnikov successfully completed a stage of the financial restructuring and reorganization. The brand development is the next phase of a strategic transformation.

The head of the Department of Information and Communications of the State Corporation Rostec Vasily Brovko said, "The project on the rebranding of Kalashnikov is a part of a global communications strategy of the State Corporation Rostec. A quality brand benefits the products and is a factor of competitiveness in the world market. The weapons company has a huge potential for its development. To implement the strategy of overseas expansion, a strong and recognizable brand is necessary and indispensable".

In 2014, the enterprise investment program was developed and approved. In the first quarter 2014, the Kalashnikov group, under the leadership of the new Director General Alexei Krivoruchko, showed record results for the production of small arms. It was released 31 thousand pieces that, at 230% higher than during the first quarter of the last year. It is expected that by the end of the first half of the year, for the first time since 2008, the holding will come out on the level of operating profit.

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