

 Early Warning System

ADB-57290-002

Araz Supermarket LLC: Building the Capacity of Smallholder Fruit and  
Vegetable Farmers for Climate-Resilient Farming



Quick Facts

Countries	Azerbaijan
Financial Institutions	Asian Development Bank (ADB)
Status	Approved
Bank Risk Rating	U
Voting Date	2024-11-11
Borrower	Araz Supermarket LLC
Sectors	Agriculture and Forestry, Industry and Trade, Technical Cooperation
Investment Type(s)	Advisory Services
Investment Amount (USD)	\$ 0.50 million
Project Cost (USD)	\$ 10.50 million



## Project Description

As stated by the ADB, the transaction technical assistance (TA) is designed to complement a proposed loan of up to \$10 million to Araz Supermarket LLC (Araz) for the Veyseloglu Modern Retail Expansion Project in Azerbaijan. The investment will finance the expansion of Araz' dry warehouse, opening of new Araz stores and procurement of fresh produce from local suppliers.

The TA will build the capacity of [750] smallholder fruit and vegetable farmers in Lankaran-Astara and Central Aran economic regions in Azerbaijan (of which at least [262 (35%)] are women) in (i) climate smart agriculture, functional financial literacy training and gender equality for citrus and nut farmers in Lankaran-Astara (Output 1); (ii) climate smart agriculture and functional financial literacy training for fruit and vegetable nut farmers in Central Aran (Output 2). In addition, the TA will support the development of at least [two] demonstration farms in Central Aran that will (i) act as an outdoor classroom for capacity building exercises; (ii) demonstrate the effectiveness of climate smart agriculture (CSA); and (iii) pilot and demonstrate climate-resilient growing technologies and crops (Output 3). The capacity building targets for women will support boosting women's participation in agriculture and accelerate gender equality by improving their financial and technical capabilities.



## Investment Description

- Asian Development Bank (ADB)



## Private Actors Description

As stated on the companies' websites:

Veyselloglu LLC started its operations in 1994 by importing food products from Türkiye. After establishing a partnership with Ishak Yaycili, the owner of Yaycili Kardeshler company has been engaged in export and wholesale in Türkiye since 1997. The company has expanded its operations to include representatives of many world-renowned brands and now distributes 4,025 products nationwide.

The founders of the "Veyselloglu" distribution company, Aydin Veyselloglu, Ilgar Talibov and Bakhtiyar Allahverdi, assessed the opportunities in the retail sector on May 7, 2011 and decided to establish a network of Araz supermarkets.

Aiming to create a network of "Araz" supermarkets in all regions of Azerbaijan with the slogan "Wherever you are, "Araz" is there", "Araz" supermarket chain, which aims to cover the entire retail sector, first started operating in 2011 with 4 branches in Baku.

Araz supermarket currently serves its customers with about 400 markets in many parts of the country, more than 11000 employees and a modern logistics center located in Mahammadi settlement.



Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
Veysaloglu Group	Parent Company	Industry and Trade	owns	Araz Supermarket LLC	Client	Industry and Trade



## Contact Information

*No contacts provided at the time of disclosure.*

## ACCESS TO INFORMATION

You can submit an information request for project information at: <https://www.adb.org/forms/request-information-form>

ADB has a two-stage appeals process for requesters who believe that ADB has denied their request for information in violation of its Access to Information Policy. You can learn more about filing an appeal at: <https://www.adb.org/site/disclosure/appeals>

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## Other Related Projects

- ADB-57290-001 Veyselöglu Modern Retail Expansion Project
- FMO-64021 Araz Supermarket LLC