

# Children's Goods Retailer Detsky Mir Plans London IPO in March

By [The Moscow Times](#)

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Children's goods retailer Detsky Mir, owned by oil-to-telecoms conglomerate Sistema, is aiming to launch its planned London initial public offering in mid-March, two banking sources said Tuesday.

Detsky Mir is among a number of retail companies hoping to tap into demand from foreign investors for stakes in consumer-oriented businesses in Russia and follows the flotation of telecoms firm MegaFon in 2012 and consumer credit firm TCS last year.

Other consumer-focused IPOs are expected this year such as hypermarket chain Lenta, part-owned by U.S. private equity firm TPG, corporate and individual loans bank Credit Bank of Moscow and German retailer Metro AG's Russian cash-and-carry business.

Detsky Mir is aiming to raise between \$300 million and \$400 million, one source said. The offering will include new shares, the source added.

JPMorgan, Credit Suisse, Citi and Renaissance Capital will be working on the offering, the sources said.

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