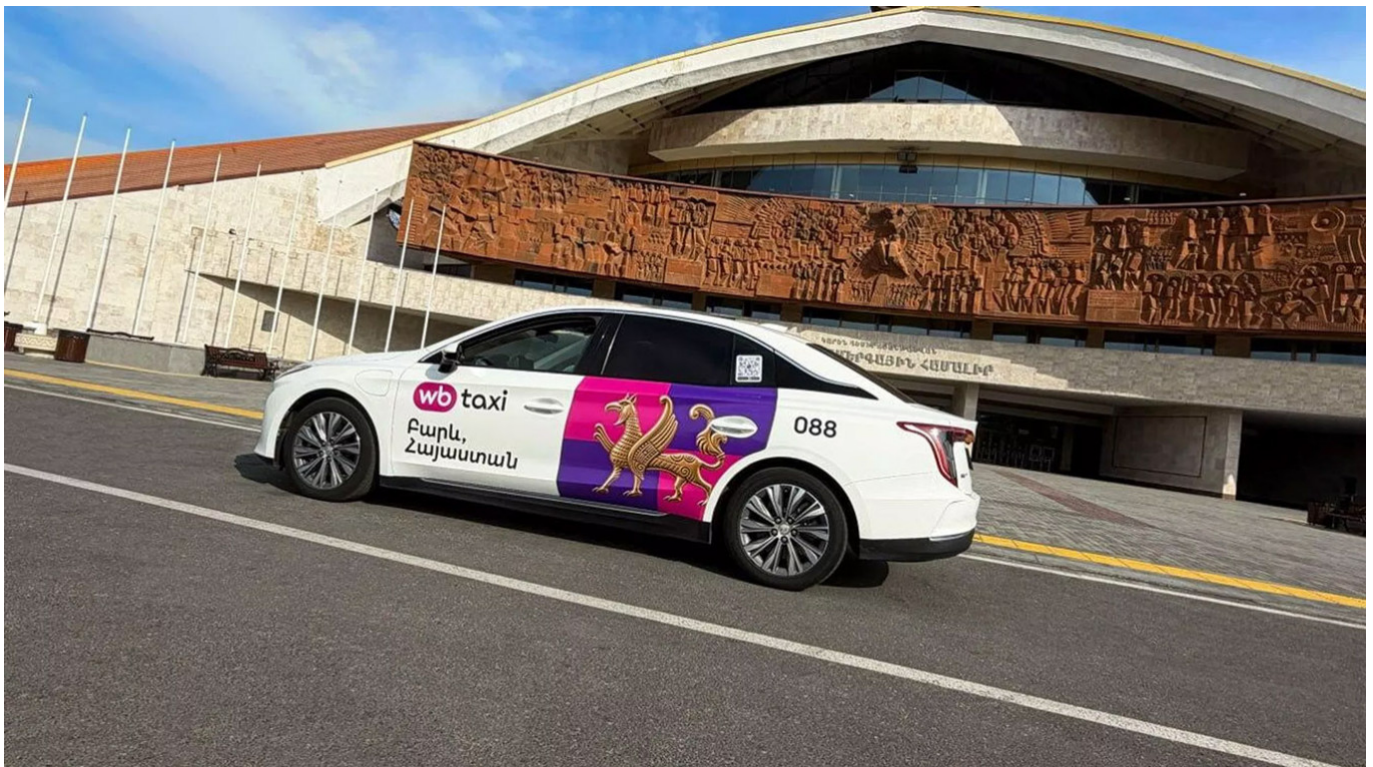


# Wildberries Begins Test Launch of Ride-Hailing Service in Armenia

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## Wildberries

Russian online retailer Wildberries & Russ (RWB) [launched](#) early access to its new ride-hailing service in the Armenian capital of Yerevan as it seeks to challenge the regional dominance of tech giant Yandex.

“Armenia is already the fourth country where you can order a ride through WB Taxi,” Anatoly Smorgonsky, who heads RWB’s transportation technology development, said in a statement published Tuesday.

In its initial rollout phase, testing invitations will be restricted to Wildberries employees and business partners in Yerevan. Regular users can join a waiting list, with access expanding gradually over the coming weeks.

**Related article:** [Wildberries & Russ Acquires Cosmetics Chain Rive Gauche](#)

Since mid-2025, WB Taxi has launched in [Belarus](#), [Uzbekistan](#) and [Kyrgyzstan](#). While the WB Taxi app is available for download in Russia, RWB's development team is [reportedly](#) using the domestic release to support and improve the platform rather than for commercial ride-hailing.

Earlier this year, RWB acquired three companies that provide ride-hailing and delivery services as it tries to muscle its way into Russia's highly concentrated market.

Russian media [reported](#) last year that the company was looking to break into the transportation sector in a direct challenge to tech giant Yandex, whose Yandex Go holds a virtual monopoly in Moscow's ride-hailing market, as well as a dominant share in other major cities.

RWB was formed after e-commerce giant Wildberries merged with advertising firm Russ Group in 2025.

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