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Wildberries Quietly Expands in Georgia Through Ruling Party-Linked Firm, Think Tank Says

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A Wildberries pick-up point in Tbilisi, Georgia. **yandex / maps**

Russian e-commerce giant Wildberries is expanding its logistics and transportation infrastructure in neighboring Georgia through a local operator tied to the country's ruling party, according to a Tbilisi-based think tank's report.

Wildberries entered Georgia in October 2024 under a franchise model, saying at the time that its local partner planned to "expand the logistics infrastructure in the region." Georgia and Russia continue trade and cultural exchanges despite severed diplomatic ties after the 2008 war over two pro-Moscow breakaway regions.

The Economic Policy Research Center (EPRC) published findings Tuesday indicating that Wildberries' Georgian franchise partner, Transcom Group, has acquired state-owned land plots, leased warehouse space and taken steps to launch a ride-hailing service.

Transcom Group's sole shareholder and director since 2024 is Sergi Tvalchrelidze, who donated $11,500 to the ruling Georgian Dream party last year and co-owns a separate consulting firm with a Georgian Dream lawmaker, EPRC said.

A previous co-owner of Transcom Group was also identified as the deputy chairman of a bank owned by the foundation of Georgian Dream's billionaire founder Bidzina Ivanishvili, the think tank added.

Registry records show Transcom Group purchasing four adjacent plots totaling 192,521 square meters (19.25 hectares) along a highway leading to Georgia's border with Azerbaijan through direct privatization in January, according to EPRC.

The land's proximity to customs infrastructure and Transcom Group's existing facilities led EPRC to infer that it is intended for a major logistics hub, though open-source records do not yet show construction permits.

Additionally, procurement and lease records reportedly show that Transcom Group leases two warehouses outside Tbilisi.

Transcom Group also issued two tenders in October for branding 150 vehicles in Tbilisi under the WB Taxi label. Wildberries' ride-hailing service WB Taxi has since 2025 launched in Belarus, Uzbekistan, Kyrgyzstan and Armenia.

Neither Wildberries' parent company RWB nor Transcom Group has publicly commented on the EPRC report, the state land purchase or the WB Taxi tenders.

The EU imposed sanctions on Wildberries' billionaire owner Tatiana Kim earlier on Monday.

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