



**AUTO MALL @ ORION MALL,
BENGALURU
13 – 15 FEB 2015**

IPs managed:



RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



THE
 HOTTEST
 AUTO SHOW
 IN TOWN

13TH - 15TH FEB 2015

A VENTURE OF

RelioQuick

IP MANAGED BY



ORION

MALL AT BRIGADE GATEWAY



www.orionmalls.com

Follow us on:



Volkswagen. Das Auto.

Preferred Finance Partner



Auto Mall @ Orion Mall, Bengaluru: 13-15 Feb 2015 – Event Synopsis

Auto Mall @ Orion Mall was organized from **Feb 13 – 15, 2015**. The event has **participation from 15 leading automobile brands** DATSUN, FIAT, HONDA MOTORCYCLES, HYOSUNG, HYUNDAI, ISUZU, MAHINDRA CARS, MAHINDRA 2 WHEELERS, MARUTI SUZUKI, NISSAN, RENAULT, SKODA, TATA MOTORS, TOYOTA, and VOLKSWAGEN.

State Bank of India was the Preferred Finance Partner for Auto Mall Expo.

Auto Mall @ Orion Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike. Auto Mall showcased automobiles for all budgets. **Honda Motorcycles launched their CB Unicorn 160 cc Bike at Auto Mall. Tata Motors newly launched BOLT attracted the visitors. Toyota displayed all new INNOVA and FORTUNER**

All the brands put together generated over **3965 enquiries** and **450+ hot prospects** and **27 Bookings**.

Over **1.45 lakh people visited** Orion Mall during Auto Mall event weekend.

To generate visibility and awareness, the event was promoted well in advance on digital and social media platforms

On ground branding at Orion Mall was done prior to the event through Dropdown Banners, Easel Standees and Backdrops.

Radio Campaign on RED FM was carried for 7 days.

Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

Pre Event Promotion

To generate visibility and awareness, Auto Mall event was promoted well in advance

On ground branding at Orion Mall was done a week prior to the event through Backdrops, Standees and Dropdown banners to generate awareness and vizibility.

Radio campaign for 7 days was carried on RED FM.

Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

Pre Event Promotion



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
MALL AT BRIGADE GATEWAY
13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY



Event Glimpses

Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with

ORION

MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015



**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with

ORION

MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
MALL AT BRIGADE GATEWAY
13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with

ORION

MAILL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY



Honda CB Unicorn 160 cc Launch at Auto Mall



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
MALL AT BRIGADE GATEWAY
13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY



Honda CB Unicorn 160 cc Launch at Auto Mall



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
MALL AT BRIGADE GATEWAY
13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY



Honda CB Unicorn 160 cc Launch at Auto Mall



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
MALL AT BRIGADE GATEWAY
13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with

ORION

MAILL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY




Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY
Stratagem



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with
ORION
MALL AT BRIGADE GATEWAY
13, 14, 15 FEB 2015

RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY





Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relto Quick India Pvt. Ltd.

In Association with
ORION
 MALL AT BRIGADE GATEWAY
 13, 14, 15 FEB 2015

ReltoQuick
AUTO MALL
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**HOTTEST
 AUTO SHOW
 IN TOWN**

IP MANAGED BY


THANK YOU

Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

In Association with

ORION

MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015



**HOTTEST
AUTO SHOW
IN TOWN**

IP MANAGED BY

