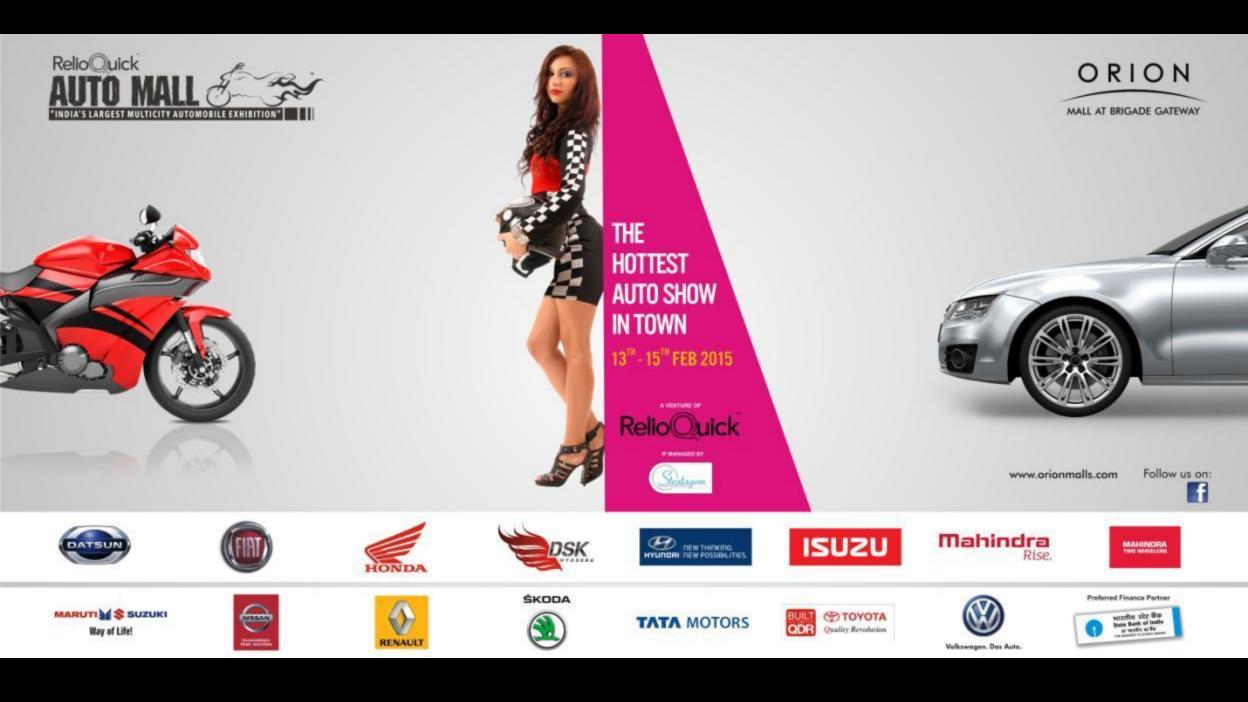


AUTO MALL @ ORION MALL, BENGALURU 13 – 15 FEB 2015





## 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

Stratagem

IP MANAGED BY



In Association with



### **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.

In Association with







**Pre Event Promotion** 



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

In Association with

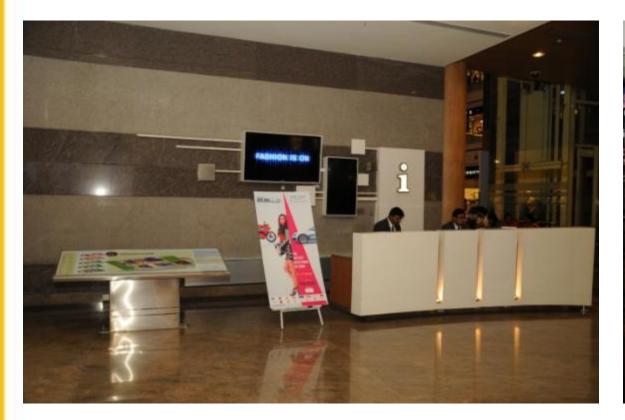


MALL AT BREADE GATEWAY

13, 14, 15 FEB 2015









IP MANAGED BY



In Association with



MALL AT BRIGADE GATEWAY





IP MANAGED BY

Stratagem





MALL AT BRIGADE GATEWAY







In Association with



MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015





# **Event Glimpses**

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

IP MANAGED BY

Stratagem

In Association with



MALL AT BREADE GATEWAY









In Association with



MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015









In Association with



MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015













Stratagem

In Association with



MALL AT BRIGADE GATEWAY











In Association with













IP MANAGED BY



In Association with



MALL AT BREADE GATEWAY







IP MANAGED BY



In Association with



MALL AT BRIGADE GATEWAY









Stratagem









### 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



13, 14, 15 FEB 2015





### 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



13, 14, 15 FEB 2015









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

In Association with



MALL AT BREADE GATEWAY











In Association with













IP MANAGED BY



In Association with



start of Bridshold Dectants











In Association with



MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015









IP MANAGED BY tratagem





MALL AT BRIGADE GATEWAY







IP MANAGED BY

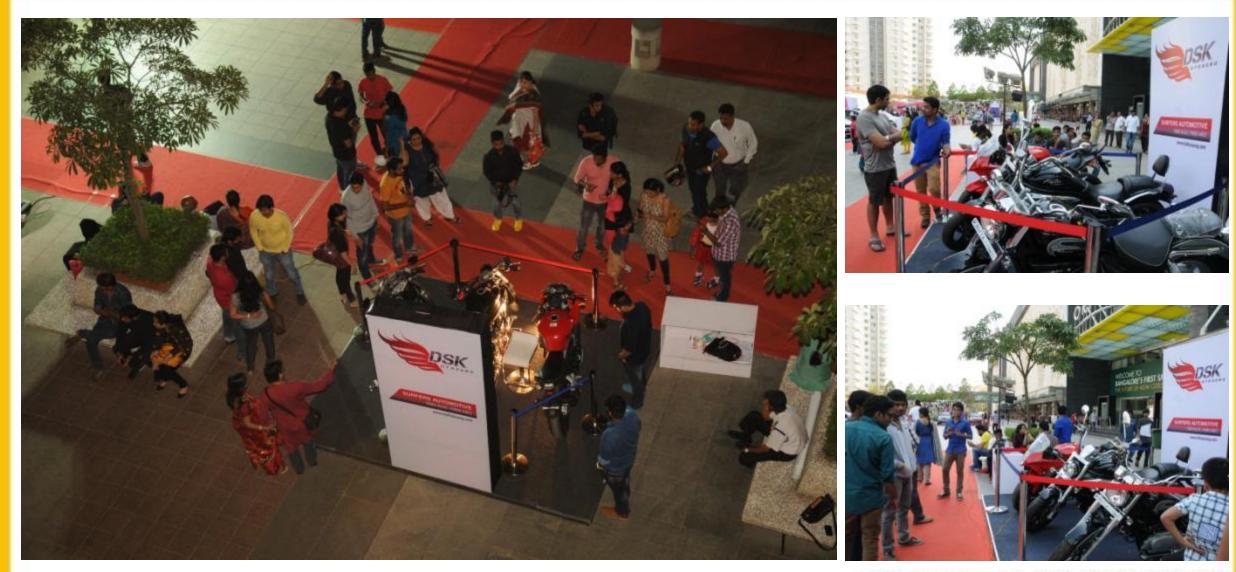


In Association with



MALL AT BRIGADE GATEWAY





IP MANAGED BY

Stratagem





MALL AT BREADE GATEWAY





In Association with



13, 14, 15 FEB 2015

Relio Quick IN IGEST WULTICITY AUTOMOBILE EXHIBI







Stratagem

IP MANAGED BY





MALL AT BREADE GATEWAY







IP MANAGED BY tratagem





MALL AT BRIGADE GATEWAY







Stratagem





MALL AT BRIGADE GATEWAY





IP MANAGED BY



In Association with











IP MANAGED BY tratagem

In Association with







IP MANAGED BY



HOTTEST AUTO SHOW **Relio**Quick IN TOWN WULTICITY AUTOMOBILE EXHI

In Association with





w



In Association with



MALL AT BREADE GATEWAY





Stratagem

IP MANAGED BY





MALL AT BRIGADE GATEWAY







In Association with



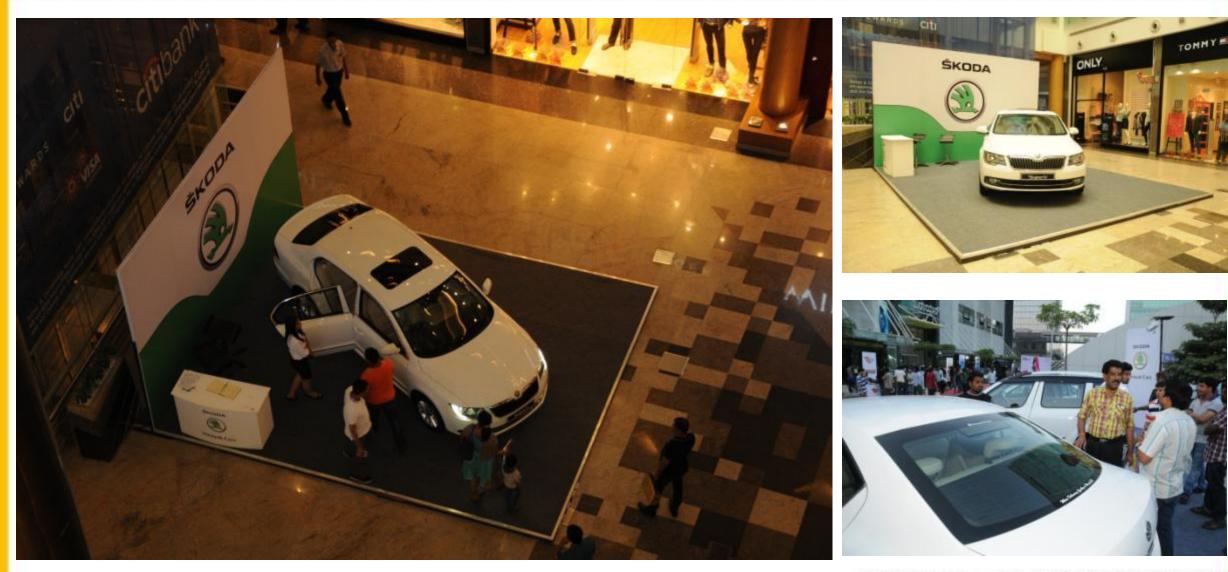
MALL AT BRIGADE GATEWAY

13, 14, 15 FEB 2015









Stratagem











w



In Association with

ORION MALL AT BRIGADE GATEWAY





Stratagem

IP MANAGED BY









w



In Association with

ORION MALL AT BRIGADE GATEWAY





Stratagem





MALL AT BREADE GATEWAY







In Association with



MALL AT BRIGADE GATEWAY







In Association with

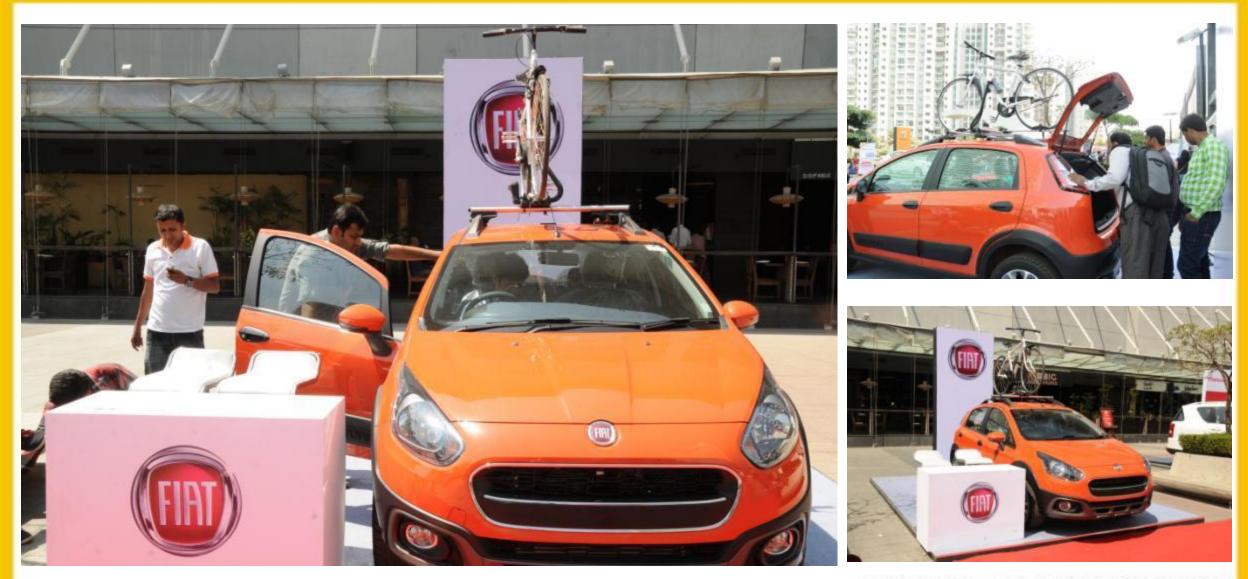
13, 14, 15 FEB 2015







IP MANAGED BY



In Association with



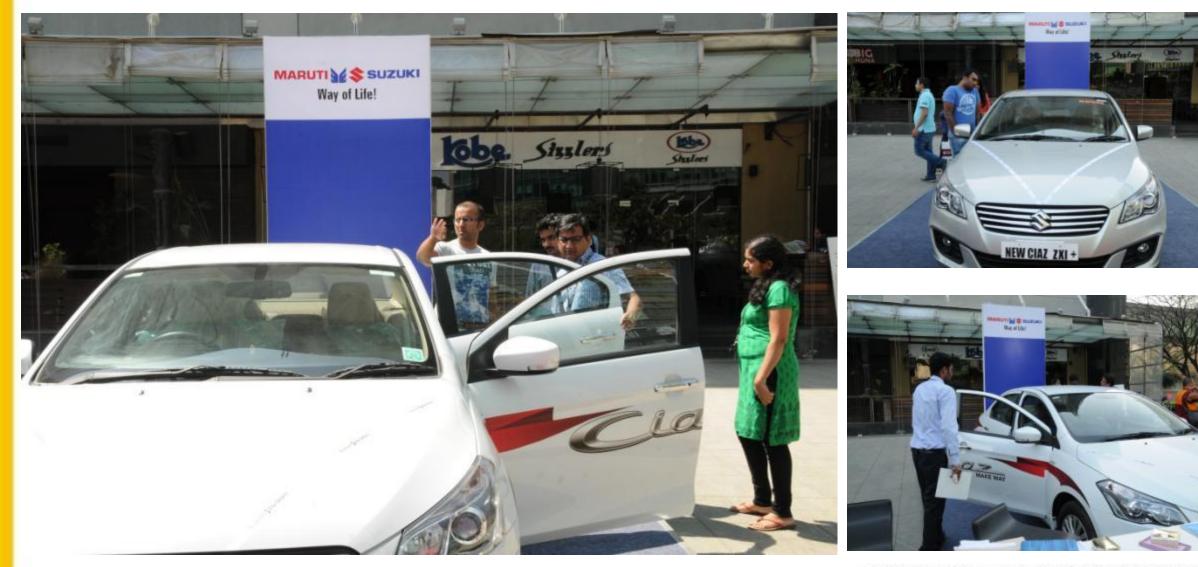
13, 14, 15 FEB 2015







IP MANAGED BY





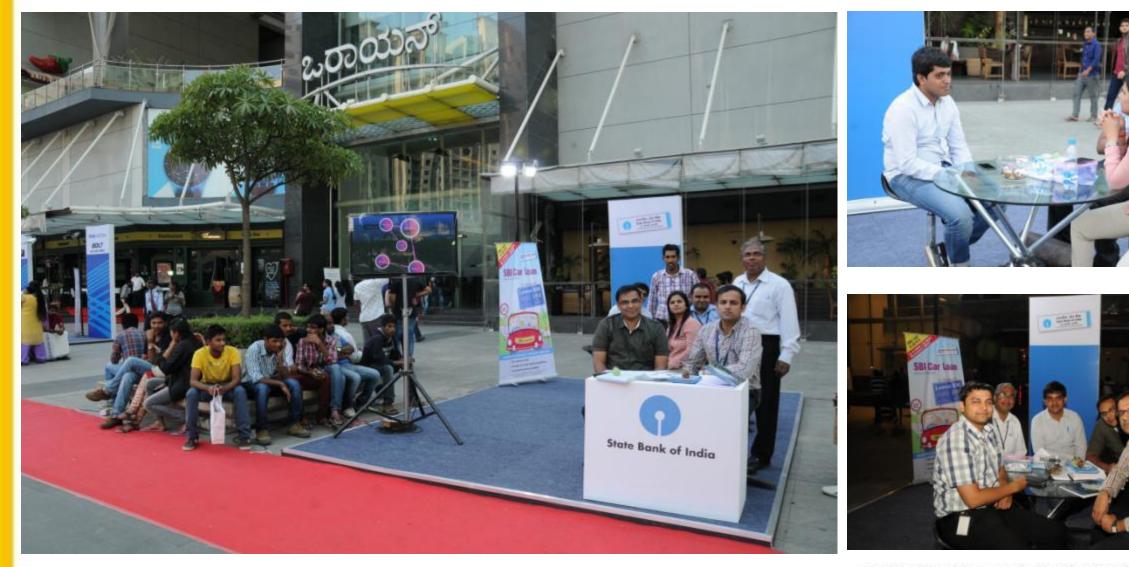
In Association with



MALL AT BRIGADE GATEWAY







In Association with

ORION

MALL AT BRIGADE GATEWAY







Stratagem





MALL AT BRIGADE GATEWAY





Stratagem

IP MANAGED BY





MALL AT BRIGADE GATEWAY





Stratagem

IP MANAGED BY

In Association with









Stratagem

IP MANAGED BY





MALL AT BRIGADE GATEWAY





**THANK YOU** 

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

In Association with



MALL AT BRIGADE GATEWAY



