

Relio Quick Auto Mall
Forum Mall, Chennai
18th – 20th April 2014

RelioQuick
AUTO MALL 
 INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

*Turn on
 the Heat*



Presents

**HOTTEST
 AUTO SHOW
 IN TOWN**



18, 19 & 20 April, 2014

*Set the
 Pulse Racing*



NEW THINKING.
 NEW POSSIBILITIES.



Mercedes-Benz



Volkswagen The Art.



A venture of
RelioQuick
 Integrated Marketing Communication Experts



RELIO QUICK AUTO MALL @ THE FORUM MALL – EVENT SUMMARY

Relio Quick and The Forum Vijaya Mall joined hands to organise **Auto Mall @ The Forum Vijaya Mall, Chennai** from 18th – 20th April 2014

The Event saw participation from 10 leading Automobile brands namely Mercedes Benz, Honda, Volkswagen, Skoda, Hyundai, Nissan, Datsun, Renault, Chevrolet and Vespa.

The Event was promoted well in advance with Branding inside and outside the Forum Mall, Radio Campaign for 5 days on Suryan (Red FM). Digital and Social Media Campaign along with mailers to the Mall and Relio Quick Data Base

During three event days Mall witnesses increased footfall over weekends and more than 1.2 lakhs footfalls

All participating brands appreciated the response and the quality of leads generated from the event. Overall all brands put together generated over 1380 enquiries and over 148 hot prospects. Hyundai also had spot bookings. More closures are expected by the brands in next 5 – 7 days time.



DIGITAL AND SOCIAL MEDIA CAMPAIGN



Auto Mall Branding on The Forum website



SEARCH

INFO DESK +91 44 4804 9000 GIFT VOUCHER ABOUT US CONTACT US MALL DIRECTORY

SHOP DINE ENTERTAIN EVENTS FOOD COURT

Turn on the Heat

Set the Pulse Racing

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

Presents
HOTTEST AUTO SHOW IN TOWN

Gear up for an exciting weekend at

18, 19 & 20 April, 2014

A venture of **RelioQuick**
Integrated Marketing Communication Experts

Radio Partner:
RED
RADIO 93.5

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

www.automallindia.net

Auto Mall Branding on The Forum website



SEARCH

INFO DESK +91 44 4904 9000

[GIFT VOUCHER](#)

[ABOUT US](#)

[CONTACT US](#)

[MALL DIRECTORY](#)

[SHOP](#)

[DINE](#)

[ENTERTAIN](#)

[EVENTS](#)

[FOOD COURT](#)

Turn on the Heat

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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**HOTTEST
AUTO SHOW
IN TOWN**

Gear up for an exciting weekend
at

**THE FORUM
Vijaya Mall**
YOUR TIME. YOUR SPACE.

18, 19 & 20 April, 2014

Set the Pulse Racing

RelioQuick
A member of
Relio Group
Integrated Marketing Communications Experts

**CLICK HERE
TO DISCOVER**

**6 FLOORS
OF RETAIL**

**HOW TO
REACH US**

RelioQuick
AUTO MALL 
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Turn on the Heat



Set the Pulse Racing

RELIO QUICK AUTO MALL

The Forum Vijaya Mall and Relio Quick come together to host the hottest Auto Expo in Chennai! This Auto Expo will showcase a wide range of cars, including Mercedes Benz, Chevrolet, Datsun, Honda, Hyundai, Nissan, Renault, Skoda and Volkswagen. Not just that, one of the top two-wheelers, Vespa, will be on display as well.

If you have been thinking of buying an automobile, come to The Forum Vijaya Mall because the choices are unlimited. April 18th – 20th, 2014.

For details, call the Information Desk at 4904 9000.

Digital and Social Media Campaign

Turn on the Heat

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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Gear up for an exciting weekend on

18, 19 & 20 April, 2014

Set the Pulse Racing

VENUE

THE FORUM
Vijaya Mall
YOUR TIME. YOUR SPACE.

RelioQuick
Integrated Marketing Communication Experts

Radio Partner
RED

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The Forum Vijaya Mall
28,539 likes · 1,274 talking about this

Like Follow Message

- Shopping Mall
- Arcot Road, Vadapalani, 600026
- 044 4904 9000
- Today 10:00 am - 10:00 pm

About - Suggest an Edit



Photos

28,539

Likes



Events




E-mail Sign up

Digital and Social Media Campaign

Browser address bar: <https://www.facebook.com/photo.php?fbid=482431351884971&set=a.300709723390469.1073741827.255696911225084&type=3&theater>

Browser tabs: (1) Timeline Photos

Browser menu: File Edit View Favorites Tools Help



Turn on the Heat

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Presents
**HOTTEST
AUTO SHOW
IN TOWN**

Gear up for an exciting weekend
at
**THE FORUM
Vijaya Mall**

18, 19 & 20 April, 2014

Set the Pulse Racing

The Forum Vijaya Mall
Like This Page · April 12

Coming soon! The Forum Vijaya Mall and Relio Quick come together to host the hottest Auto Expo in Chennai! This Auto Expo will showcase a wide range of cars from Mercedes to Hyundai. If you have been thinking of buying a car, come to The Forum Vijaya Mall because the choices are unlimited.

For details, call the mall Information Desk at 4904 9000.

Like · Comment · Share

10 people like this.

Write a comment...

Sponsored See All

Sell Products Online

Find new customers and grow sales. Get FREE support from Facebook and \$50 ad coupon.

Digital and Social Media Campaign

https://www.facebook.com/photo.php?fbid=483908465070593&set=a.300709723390469.1073741827.255696911225084&type=3&theater

(1) Timeline Photos

File Edit View Favorites Tools Help

The Forum Vijaya Mall
Like This Page · April 15

3 days to go for the hottest auto expo at The Forum Vijaya Mall!

Unlike · Comment · Share

You and 15 others like this.

1 share

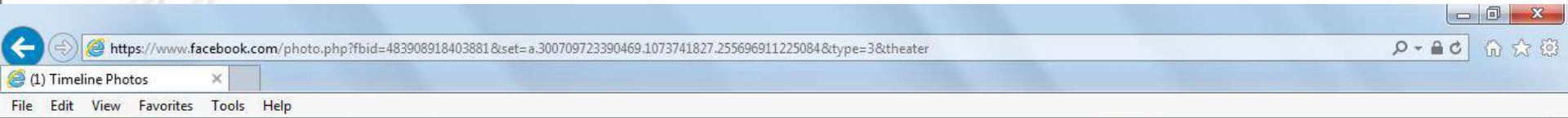
Write a comment...

Sponsored See All

Sell Products Online
Find new customers and grow sales. Get FREE support from Facebook and \$50 ad coupon

Men Watches Rs 200
myoutlets.in
48 Hours Offer: Fashion Watches for Less than Rs 200. Hurry up and Have a Look Now!

Digital and Social Media Campaign



A large advertisement for an auto show. It is divided into three vertical panels. The left panel features a woman in a yellow dress sitting on a yellow SUV, with the text "Turn on the Heat" and "2 days to Go ...". The middle panel features the text "RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION", "Presents HOTTEST AUTO SHOW IN TOWN", "Gear up for an exciting weekend at", "THE FORUM Vijaya Mall", "18, 19 & 20 April, 2014", and logos for RelioQuick and Radio Partner RED. The right panel features a woman in a yellow dress sitting on a yellow motorcycle, with the text "Set the Pulse Racing" and "2 days to Go ...".

A screenshot of a Facebook post. The post is from "The Forum Vijaya Mall" and says "Like This Page · Yesterday". The main text of the post reads: "2 days to go for the hottest auto expo at The Forum Vijaya Mall! From Mercedes to Hyundai, you can find them all under one roof in here! For details, call 4904 9000." Below the text are options for "Like - Comment - Share", "4 people like this", and "1 share". There is a comment box with the text "Write a comment...". Below the post are two sponsored advertisements. The first is "Sell Products Online" with a red megaphone icon and text: "Find new customers and grow sales. Get FREE support from Facebook and \$50 ad coupon". The second is "Men Watches Rs 200" with a blue watch icon and text: "48 Hours Offer: Fashion Watches for Less than Rs 200. Hurry up and Have a Look Now!".

Digital and Social Media Campaign

The screenshot shows a Facebook interface with a post from 'The Forum Vijaya Mall'. The post features a large advertisement for an auto show. The advertisement is divided into three vertical panels. The left panel has the text '1 day to Go ... Turn on the Heat' and shows a woman in a yellow dress sitting on a yellow SUV. The middle panel has the text 'RelioQuick AUTO MALL', 'INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION', 'Presents HOTTEST AUTO SHOW IN TOWN', and 'Gear up for an exciting weekend at THE FORUM Vijaya Mall 18, 19 & 20 April, 2014'. The right panel has the text '1 day to Go ... Set the Pulse Racing' and shows a woman in a yellow dress sitting on a yellow motorcycle. Below the advertisement are logos for various car brands: Chevrolet, Datsun, Honda, Hyundai, Nissan, RelioQuick, Red Bull, Mercedes-Benz, Renault, Skoda, Volkswagen, and Tata. A comment from Emmanuel Frankstein is visible, stating: 'The Forum Vijaya Mall Emmanuel Frankstein I am afraid we will not be showcasing them. However, we do have a host of others who are the bestsellers in the country ;)'. The Facebook interface includes a search bar, navigation buttons, and a browser address bar at the top.

Turn on the Heat



Starting today

RelioQuick
AUTO MALL 
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Presents

**HOTTEST
AUTO SHOW
IN TOWN**

Gear up for an exciting weekend
at



18, 19 & 20 April, 2014

Set the Pulse Racing



Starting today



A member of
RelioQuick
Regional Marketing Communication Experts



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E-mailers to Mall & Relio Quick Data Base



RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

CORDIALLY INVITES YOU TO

**HOTTEST
AUTO SHOW
IN TOWN**



**18, 19 & 20
April, 2014**



Your gracious presence is solicited to make it a success



NEW THINKING.
NEW POSSIBILITIES.





Mercedes-Benz



SKODA



Volkswagen Das Auto



A venture of
RelioQuick
Integrated Marketing Communication Experts

Radio Partner:
RED
RADIO

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ON GROUND BRANDING AT THE FORUM MALL – ONE WEEK BEFORE EVENT



Auto Mall Event Branding @ The Forum Mall Main Entrance



Drop Downs in the Mall



Easel Standees at all Vantage locations in the Mall

One magical way to a hundred gifting options.

INTRODUCING THE FORUM GIFT VOUCHERS



Gift Voucher
₹ 500

Gift Vouchers from The Forum Vantage Mall make gifting magical, easy and convenient. The Forum Gift Vouchers can be redeemed at any of the 100+ stores* at the mall.

Now available in denominations of ₹200, ₹500 and ₹1000.



For details, visit the **Information Desk** in Ground Floor or call **8904 9000**.

[Facebook](#) [Twitter](#) [LinkedIn](#)

[www.forumvantage.com](#)

RelioQuick
AUTO MALL

Presents
HOTTEST AUTO SHOW IN TOWN

Turn on the Heat



Gear up for an exciting weekend at



18, 19 & 20 April 2014

RelioQuick

Green Park Mall

THE JUNIOR SWIMMING CAMP

FOR CHILDREN AGED 6 - 16 YEARS



CAMP 1 - April 23 - 5:00 PM
CAMP 2 - April 24 - 5:00 PM
CAMP 3 - April 25 - 5:00 PM

Swim-A-Sure with Aqua-Aids, Beach-Urgo, Aqua-4U
NSK Saha, Anur Seal, Anupriya, Chiranjeev
Ph: 89049000





AUTO MALL @ THE FORUM MALL – EVENT GLIMPSES



Turn on the Heat



RelioQuick
AUTO MALL
KUALA LUMPUR • MELAKA • KUALA NEGERI • JOHORE BAHRU • SEREMBAN • KLANG

Presents
**HOTTEST
AUTO SHOW
IN TOWN**



18, 19 & 20 April, 2014



Set the Pulse Racing



RelioQuick

45th



Turn on the Heat

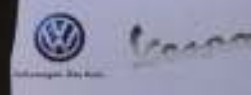
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Set the Pulse Racing

Presents

HOTTEST
AUTO SHOW

10 Apr















 Mercedes-Benz

M&S

A-Class

B-Class


Mercedes-Benz



Mercedes-Benz

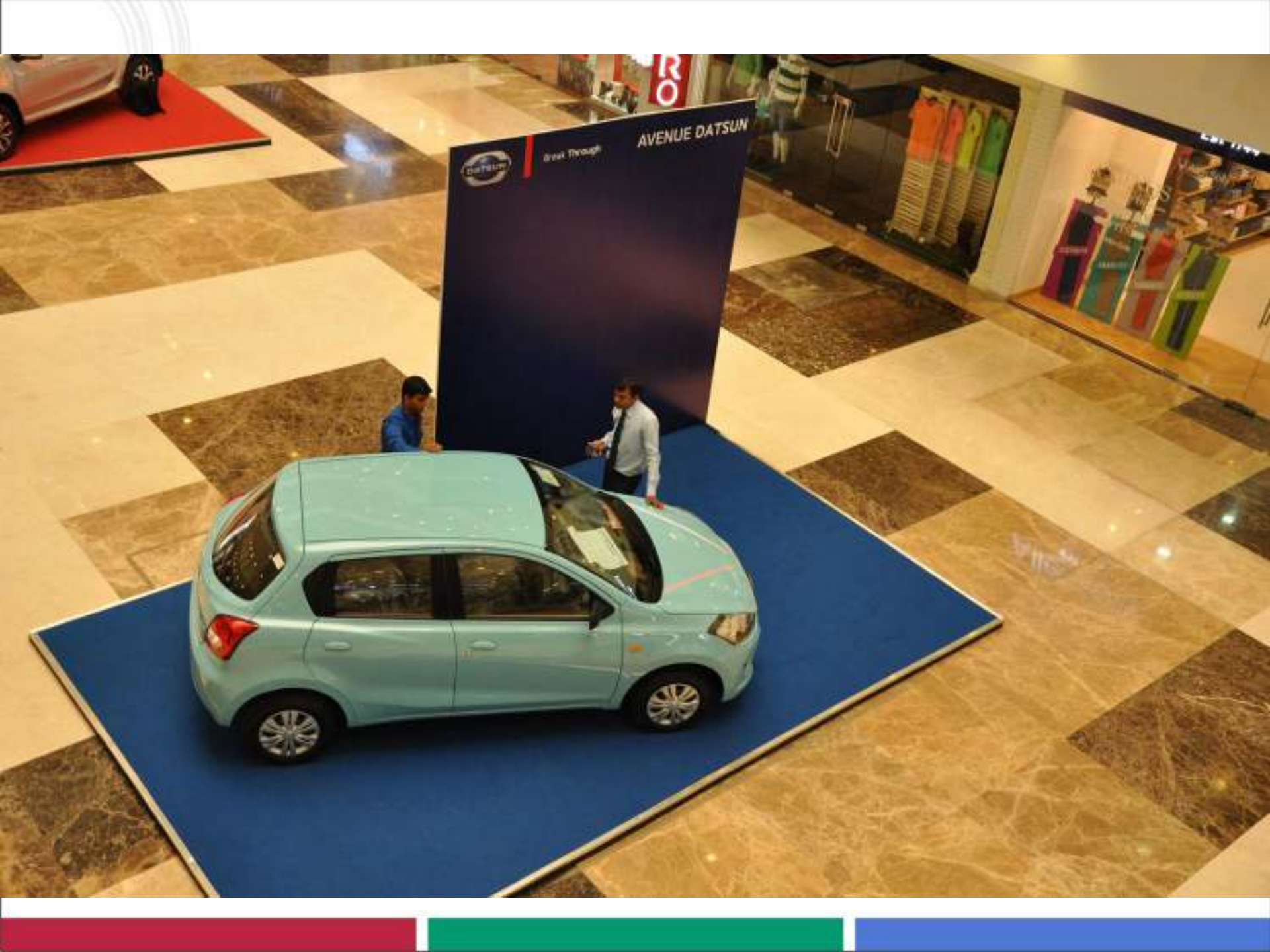
M&S

A-Class

B-Class

Mercedes-Benz





Break Through

AVENUE DATSUN









INDIAN

PETER ENGLAND

DO YOU VESPA?

AVENUE NISSAN

PETRO

INDIAN

















80,000
LIMITED EDITION, LIMITLESS STYLE
PRESENTING THE AMAZE ANNIVERSARY EDITION

AMAZE

KFC

HONDA

WESTSIDE

WESTSIDE









FIND NEW ROADS

CHEVROLET



LUXURIOUSLY STYLISH
CHEVROLET SAAL



BEAT

BEAT



FIND NEW ROADS

CHEVROLET 

IT'S THE NEW LOOK
BY THE NAME
OF THE SEASON
CHEVROLET BEAT

LUXURIOUSLY STYLISH
CHEVROLET BEAT

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ReltoQuick
AUTO MALL

Set The Pulse Racing

Presents
**HOTTEST
AUTO SHOW
IN TOWN**



18, 19 & 20 April, 201

ReltoQuick

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Turn on the Heat

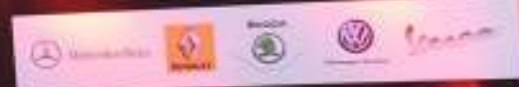
RelloQuick
AUTO MALL
THE CAR SHOW MALL OF THE EAST

Set the Pulse Racing

Presents
**HOTTEST
AUTO SHOW
IN TOWN**



18, 19 & 20 April, 2014



RelloQuick



AUTO SHOW IN TOWN



18, 19 & 20 April, 2014



RelioQuick



AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

Set the Pulse Racing

Presents
**HOTTEST
AUTO SHOW
IN TOWN**



18, 19, 20 April



Relio
Integrated Marketing
Auto Mall and Auto Mall

SH



Turn on the Heat

ReloQuick
AUTO MALL
SHOWROOMS & SERVICE CENTERS

Set the Pulse Racing

Presents
**HOTTEST
AUTO SHOW
IN TOWN**



18th & 20 April, 2014



ReloQuick
Relay Ready. ReloQuick Right.





Turn on the Heat

ReloQuick
AUTO MALL
COMING TO THE MALLS OF THE CITY OF PUNE

Set the Pulse Racing

Presents
**HOTTEST
AUTO SHOW
IN TOWN**

THE BODY SHOP





HOTTEST AUTO SHOW IN TOWN



18, 19 & 20 April, 2014



NEW TOWN
HYUNDAI FOR FUTURE

to Quick



IDEAS

LONDON



Turn on the Heat

ReltoQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Set the Pulse



HOTTEST
TO SHOW
NOW

20 Apr



ReltoQuick
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20 Apr

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

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Presents

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N TOWN



18, 19



THANK YOU

