



**AUTO MALL SEASON II @ LULU MALL,
COCHIN
16 – 18 JAN 2015**

IPs managed:



*Turn on
the Heat*

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

*Set the
Pulse Racing*

Presents

HOTTEST AUTO SHOW IN TOWN



16, 17, 18 JAN, 2015

A VENTURE OF
RelioQuick™
Integrated Marketing Communication Experts

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Mahindra
Rise.

TATA MOTORS



Volkswagen. Das Auto.

Preferred Finance Partner



Auto Mall Season II @ Lulu Mall, Cochin – Event Synopsis

After the grand success of Auto Mall @ Lulu Mall in June 2014, **Auto Mall Season II @ Lulu Mall** was organized from **Jan 16 – 18, 2015**. The event has **participation from 9 leading automobile brands** HARLEY DAVIDSON, HONDA CARS, HONDA MOTORCYCLES, HYOSUNG, HYUNDAI, MAHINDRA, TATA MOTORS, TOYOTA, and VOLKSWAGEN.

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

Auto Mall @ Lulu Mall served as a one stop destination for people of Cochin who were thinking of driving home a car. Auto Mall showcased automobiles for all budgets.

All the brands but together generated over **2985 enquiries** and **380+ hot prospects** and **18 Bookings**. Over to **2 lakhs people** visited Lulu 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 Lulu Mall was done prior to the event through backlit Screens, Easel Standees and Backdrops. Radio partner Mango FM carried a campaign for 7 days.



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Pre Event Promotion

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

On ground branding at Lulu Mall was done 10 days weeks prior to the event through Backdrops, Standees and Backlit Signage to generate awareness.

Radio campaign for 7 days on Mango FM.



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Event Glimpses



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Formal Lamp Lighting for Auto Mall Season II @ Lulu Mall, Cochin



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