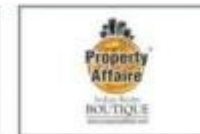




**AUTO MALL SEASON II @ AMBIENCE MALL,
GURGAON
20 – 22 FEB 2015**

IPs managed:



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



HOTTEST AUTO SHOW IN TOWN

*Gear up for an
 Exciting Weekend at*



A VENTURE OF **RelioQuick** Integrated Marketing Communication Experts

IP MANAGED BY **Stratagem**

20, 21 & 22 February, 2015

- | | | | | | | | |
|--|--|--|---|--|---|--|--------------|
|  Audi
Gurgaon | 
Authorized Partner
Bird Automotive |  |  | 
Capital Harley-Davidson | 
HONDA |  | ISUZU |
| Kawasaki | Mahindra
Rise. | 
BIRD AUTOMOTIVE | 
GIRIRAJ MOTORS |  | 
BUILT QDR TOYOTA
Quality Revolution | 
VOLVO CARS | |

Auto Mall @ Ambience Mall, Gurgaon: 20-22 Feb 2015 – Event Synopsis

After the grand success of Auto Mall season I in June 2014,
Auto Mall season II @ Ambience Mall was organized from **Feb 20 – 22, 2015**.

The event has **participation from 15 leading automobile brands**
AUDI, BMW, JAGUAR, LANDROVER, HARLEY DAVIDSON, HONDA CARS, HYOSUNG, ISUZU,
INDIAN MOTORCYCLES, KAWASAKI, MINI, MAHINDRA, SKODA, TOYOTA, TRIUMPH and VOLVO.

Auto Mall @ Ambience 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.

All the brands put together generated over **2815 enquiries** and **430+ hot prospects** and **21 Bookings**.
Over **1.5 lakh people visited** Ambience Mall during Auto Mall event weekend.

Auto Mall organised the Bike Rally in association with Brothers on Bike

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Pre Event Promotion

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

On ground branding at Ambience Mall was done a week prior to the event through Backdrops, Standees and LED Screens to generate awareness and visibility.

Radio campaign for 7 days was carried on Fever 104 FM.

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Pre Event Promotion



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Event Glimpses

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