



**AUTO MALL
@ R CITY MALL, MUMBAI
10 – 12 APRIL 2015**

IPs managed:





Auto Mall @ R City Mall, Ghakkopar : 10-12 APRIL 2015 – Event Synopsis

Auto Mall @ R City Mall, Mumbai was organized from April 10 – 12, 2015.

The event has **participation from 11 leading automobile brands**
BMW, MERCEDES-BENZ, CHEVROLET, HONDA, MARUTI SUZUKI, TATA MOTORS, TOYOTA,
VOLKSWAGEN, BMW MOTORRAD, HYOSUNG, and TRIUMPH.

Auto Mall @ R City 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 **2134 enquiries** and **267+ hot prospects**,
212 Test Drive Registration and **21 Spot Bookings**.

Over **1.25 lakh people visited** R City Mall during Auto Mall event weekend.

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

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AUTO SHOW
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Pre Event Promotion

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

Digital and social media campaign on Facebook

On ground branding at R City Mall was done a week prior to the event through Backdrops, Easels to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried on Fever FM.

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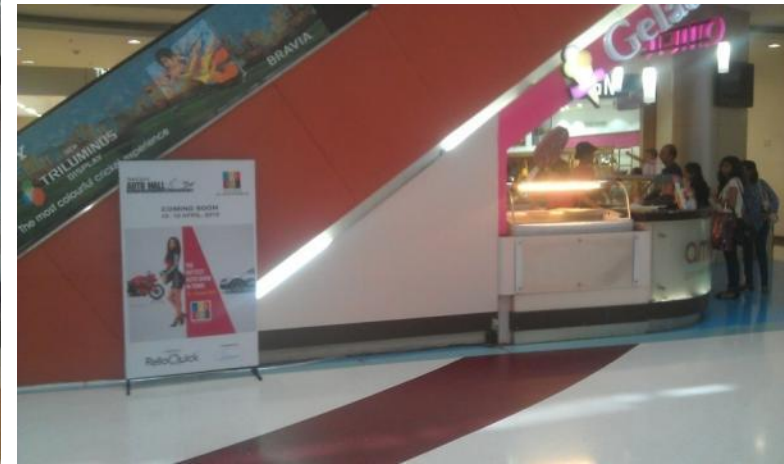
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Pre Event Promotion – On Ground Branding



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Pre Event Promotion – On Ground Branding



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Welcome screen

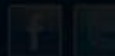
RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

COMING SOON
10 - 12 APRIL, 2015

THE HOTTEST AUTO SHOW IN TOWN
10 - 12 April 2015

A VENTURE OF
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Stratagem

R City
The city has it all
L.B.S. MARG
GHATKOPAR (W)



Create Page

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010

Sponsored



Westside

Here are your keys to a more fashionable wardrobe and home! Celebrate the grand opening o...

Like Page

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R City
Lifestyle Services · Food & Grocery ·
Movie Theatre

The city has it all

L.B.S. MARG, GHATKOPAR (W)

Contact Us Like Message

- Timeline
- About
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- Reviews
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PEOPLE



125,852 likes

61,370 visits

Sarika Singhania Nathwani has been here.



Post Photo / Video

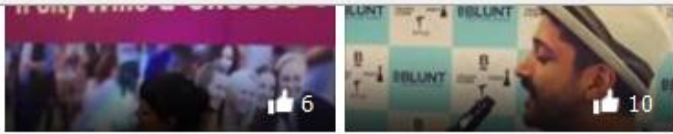
Write something...

Post

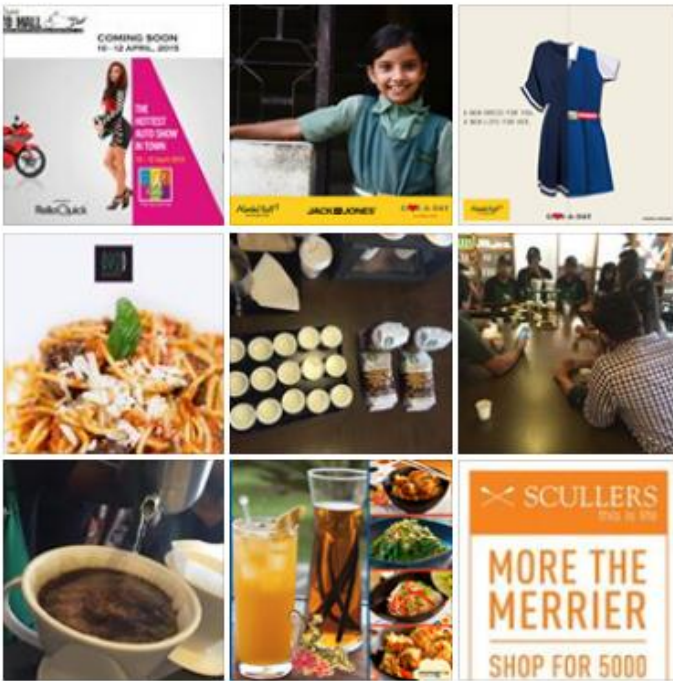


Get to #RCityMall today and #HangWithDC!!!

78%



PHOTOS



REVIEWS

4.1 ★ 4.1 of 5 stars · 18k reviews

Nikita Toprani — 1★ Very rude staff at the security!! Today when the mall is shut still they were allowing cars to come in without informing... See More

Jayshree Mehta done 1 hr

R City 3 hrs · 🌐

#AutoMall: India's largest Multicity Automobile exhibition comes to #RCityMall



आवडले · टिप्पणी द्या · Share

👍 Monu Diwan, Sarvesh Mishra, Sunetra Mane आणि इतर 2 यांना हे आवडले.

R City 3 hrs · 🌐

Shop at VERO MODA for a cause today! Shop for Project Nanhi Kali. Lets help. Make a difference for her. #BestsellerGiveADay

Event Glimpses

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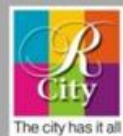
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