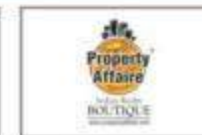




**AUTO MALL @ INORBIT MALL, PUNE  
10 – 12 APRIL 2015**

IPs managed:



RELIO QUICK  
**AUTO MALL 2015**



"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



**HOTTEST AUTO SHOW IN TOWN**



Inorbit Mall, Pune

10, 11 & 12<sup>th</sup> April 2015



# Auto Mall @ Inorbit Mall, Pune: 10-12 APRIL 2015 – Event Synopsis

This first-of-its-kind in Pune, **Auto Mall @ Mall** was organized at **Inorbit Mall, Pune** from **April 10 - 12**. The event has **participation from 8 leading automobile brands**, TOYOTA, SKODA, HARLEY DAVIDSDON, VOLKSWAGEN, NISSAN, DATSUN, FIAT & HYUNDAI.

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

All the brands but together generated over **1980 enquiries** and **237 hot prospects**, **69 Test Drive registrations** and **8 Bookings**. Total close to **0.70 lakhs people visited** the Mall during Auto Mall event weekend.

To generate visibility and awareness, the event was promoted well in advance on digital and social media platforms along with e-mailer campaign to Auto Mall, Stratagem, Relio Quick & Mall data base.

On ground branding at Inorbit Mall was done prior to the event through Hoarding, Backdrops, Standees and Dropdown Banners. Radio campaign was carried for 7 days in **MY FM & RADIO MIRCHI**

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## Pre Event Promotion

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

A well planned and executed digital and social media campaign on Twitter and Facebook created huge visibility, awareness and engagement with the Event

On ground branding at Inorbit Mall was done 2 weeks prior to the event through Backdrops, Standees to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried on Red FM & Radio Mirchi

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## Event Glimpses

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