

RELIO QUICK AUTOMALL

@

V R MALL, SURAT

17 -19 Oct, 2014

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*

In association with



17, 18 & 19 October, 2014

Set the Pulse Racing



Starting today



Eveny Managed by



A venture of



Integrated Marketing Communication Experts



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

Auto Mall @ V R Mall, Surat – Event Synopsis

- This first-of-its-kind in Mumbai, **Auto Mall @ Mall** was organized at **V R Mall, Surat** from **October 17 - 19**. The event has **participation from 8 leading automobile brands**, BMW, TRIUMPH, HARLEY DAVIDSON, VOLKSWAGEN, HONDA, TOYOTA, RENAULT & CARMAX.
- Auto Mall @ V R 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 **268 hot prospects**, **69 Test Drive registrations** and **13 Bookings & 2 Retails** 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, Relio Quick & Mall data base.
- On ground branding at Empress 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 CITY**.



PRE EVENT PROMOTION

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

On ground branding at **VR Mall** was done a week prior to the event through Hoarding, Backdrops, Standees and Dropdown Banners, LED Screens to generate awareness. Radio campaign for 7 days on MY FM & RADIO CITY.

Set the Pulse Racing

17, 18 & 19 October, 2014



CARMAX

CHRYSLER
FINANCE



Landmark Honda

Event Managed by

Strategem

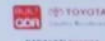
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NISSAN
SAANGATI NISSAN



SAANGATI TOYOTA



Tata



SAMSUNG

RelioQuick
AUTO MALL 

HOTTEST AUTO SHOW IN TOWN



*Bear up for an
exciting weekend at*

VRSURAT
DUMAS ROAD

17, 18 & 19 October, 2014



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EVENT REPORT





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