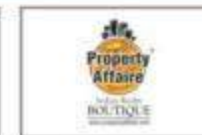




**AUTO MALL SEASON 2
@ PHOENIX KURLA, MUMBAI
24 – 26 JULY 2015**

IPs managed:



THE
HOTTEST
AUTO SHOW
IN TOWN



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IP MANAGED BY



Audi



Navnit Motors

DSK  Benelli



CHEVROLET



Hero



HONDA

Indian
MOTORCYCLE

ISUZU

Mahindra
Rise.



Mercedes-Benz
The best or nothing.



Innovation that excites.



RENAULT
Passion for life

TATA MOTORS



TRIUMPH



Volkswagen. Das Auto.

Auto Mall Season 2 @ Phoenix , Kurla : 24-26 JULY 2015 – Event Synopsis

After the grand success of Auto Mall season 1 in July 2014,
Auto Mall season 2 @ Phoenix Marketcity Kurla, Mumbai was organized from **July 24 – 26, 2015**.

The event has **participation from 15 leading automobile brands**
AUDI, BMW, BENELLI, CHEVROLET. HONDA CARS, HERO MOTOCORP, INDIAN MOTORCYCLES, ISUZU,
MERCEDES-BENZ, MAHINDRA, NISSAN, RENAULT, TATA MOTORS, TRIUMPH and VOLKSWAGEN.

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall @ Phoenix Market City showcased automobiles for all budgets.

All the brands put together generated over **3526 enquiries** and **384+ hot prospects** and **27 Spot bookings**.
Over **1.55 lakh people visited** Phoenix Marketcity during Auto Mall event weekend.

Fashion Night Out event organized by Phoenix Marketcity was an added attraction for the visitors.



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Premium Auto Show
PHOENIX MARKETCITY, KURLA(W)
24 - 26 JULY 2015



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 great visibility, awareness and engagement with the Event

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

Radio FM campaign was carried for 7 days



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Pre Event Promotion – On Ground Branding



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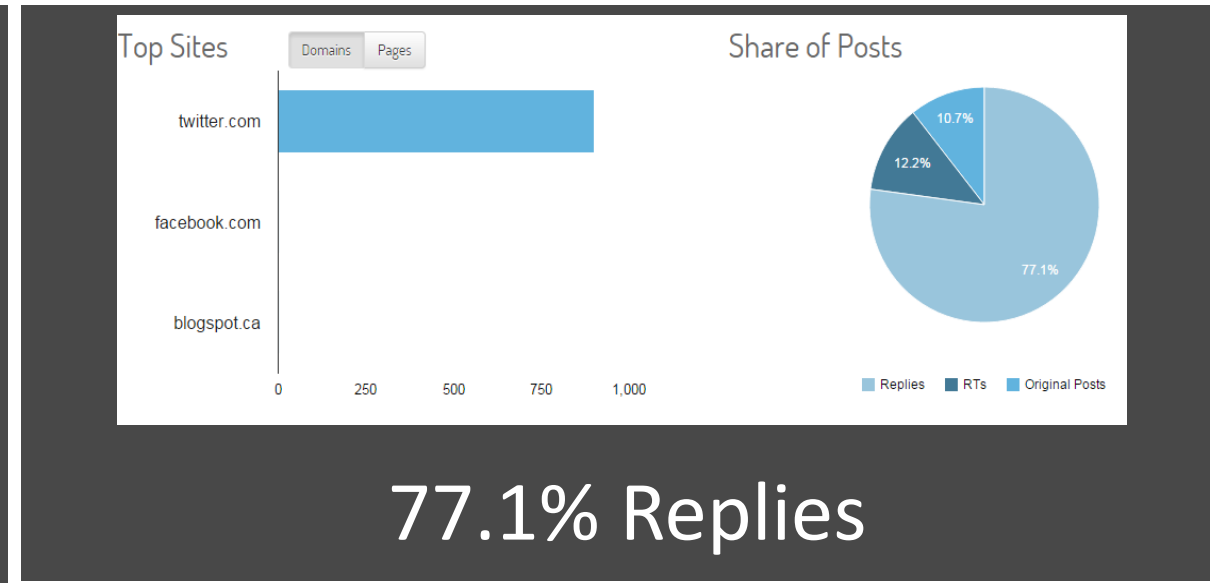
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Pre Event Promotion – On Ground Branding



#Automall2015 : 24 – 26 JULY, Gurgaon



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PHOENIX MARKETCITY, KURLA(W)
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500+ Images

Captured from On Ground,
Customized and Posted On Event

Facebook Page in 3 days

Participating Brands Promotion on FACEBOOK and EDMs

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AUTO MALL
"EVERYTHING ABOUT AUTOMOBILE"

PHOENIX
MARKETCITY
LBS MARG, KURLA [W].

Showcasing
BMW
@ AutoMall



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PHOENIX
MARKETCITY
LBS MARG, KURLA [W].

Showcasing
ISUZU
@ AutoMall

Drive what you are



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Participation Brands Promotion on FACEBOOK and EDMs

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PHOENIX
MARKETCITY
LBS MARG, KURLA (W).

Showcasing
BENELLI
@ AutoMall

LEGENDARY ITALIAN BIKING RANGE, **NOW IN INDIA.**

DSK BENELLI



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Event Glimpses



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

THE
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 PHOENIX
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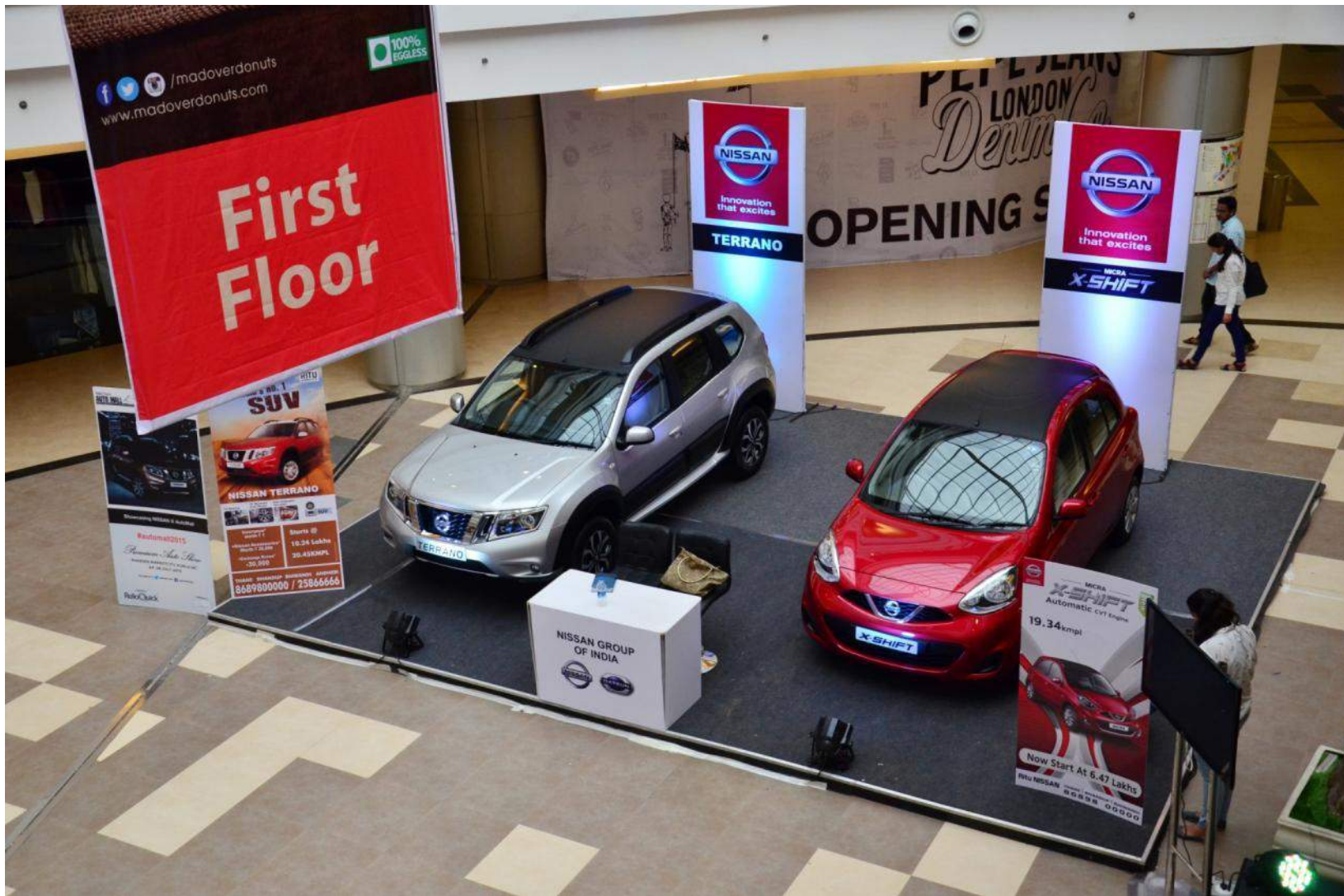


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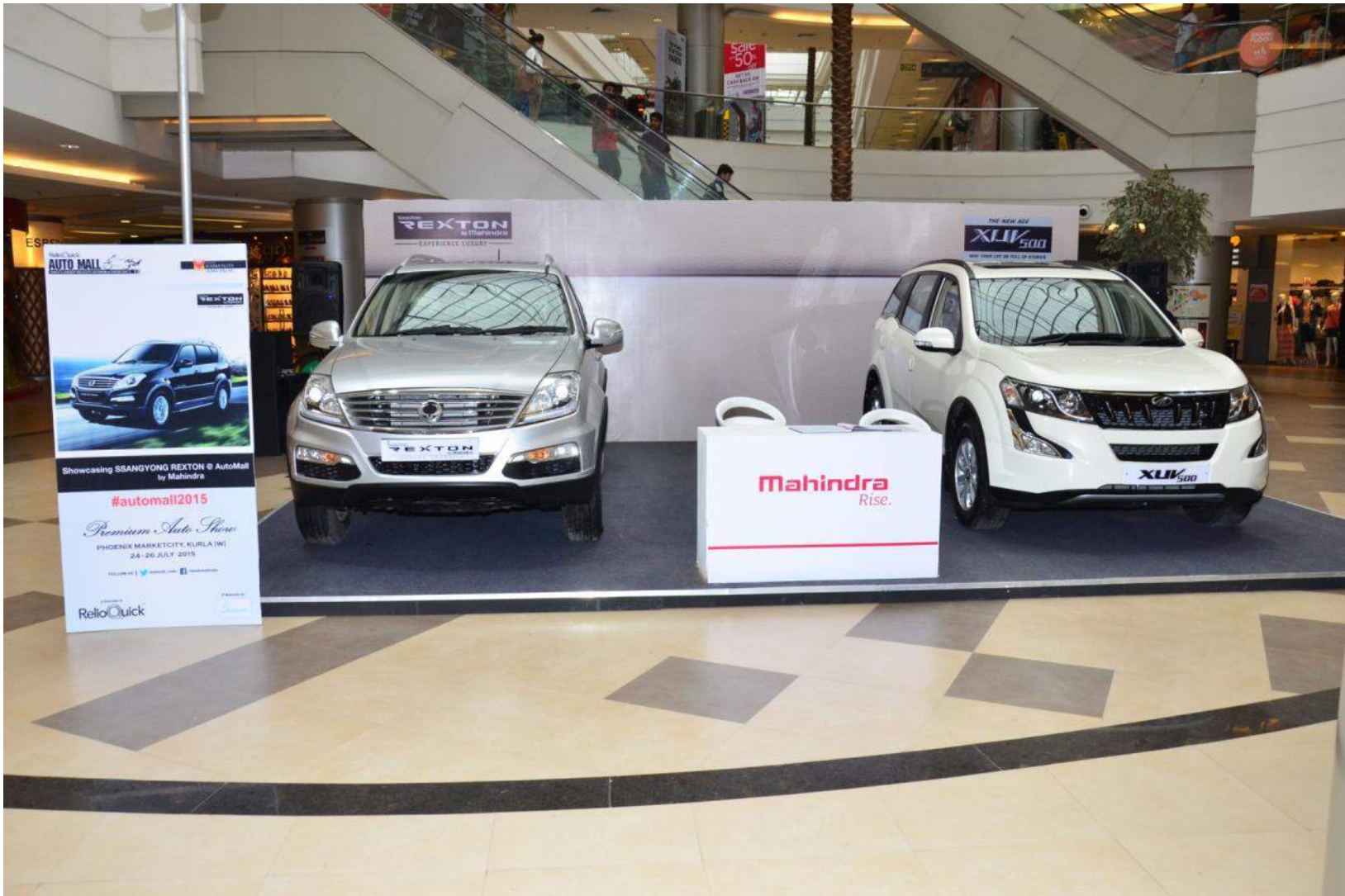
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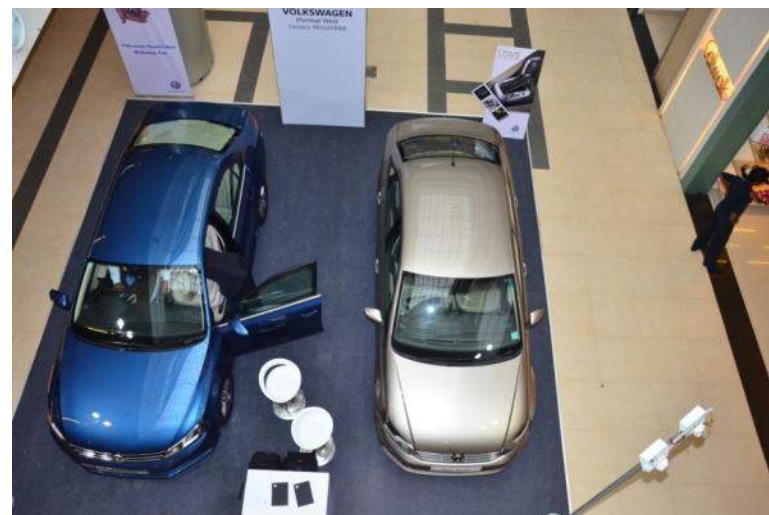
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THANK YOU



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