



**PREMIUM AUTO SHOW
@ FORUM SUJANA MALL,
HYDERABAD
14-16 AUGUST 2015**

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN



Premium Auto Show

THE FORUM SUJANA MALL, HYDERABAD

14 - 16 AUGUST 2015

A VENTURE OF
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Audi
 Vorsprung durch Technik



DSK Benelli



CHEVROLET



Go Further



Capital Harley-Davidson



HONDA



HYUNDAI

Mahindra
 Rise.



RENAULT
 Passion for life

TATA MOTORS

Auto Mall Season @ The Forum Sujana Mall, Hyderabad: 14-16 AUG. 2015 – Event Synopsis

Auto Mall @ The Forum Sujana Mall, Hyderabad was organized from **August 14 – 16, 2015**.

The event has **participation from 11 leading automobile brands**

AUDI, BENELLI, CHEVROLET, FORD, HARLEY-DAVIDSON, HONDA CARS, HYOSUNG, HYUNDAI, MAHINDRA, RENAULT, and TATA MOTORS

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.

Auto Mall @ The Forum Sujana Mall showcased automobiles for all budgets.

All the brands put together generated over **3425 enquiries** and **360+ hot prospects** and **25 Spot bookings**.

Over **1.40 lakh people visited** The Forum Sujana Mall during Auto Mall event weekend.

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



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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 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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Participating Brands Promotion on FACEBOOK and EDMs

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Showing Audi Q3



IN Q 3030

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LEGENDARY ITALIAN BIKING RANGE, NOW IN INDIA.

DSK BENELLI



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SHOWCASING TATA MOTORS @ AutoMall

JOIN THE CELEBRATIONS AT THE TATA MOTORS SHOWROOM

ZEST

BEST DESIGN WINNER - BEST DESIGN OF DESIGN EXCELLENCE AWARDS

BEST TECHNOLOGY JAWABDAM - IT TECHNOLOGY OF THE YEAR 2015

BEST ENGINE PREVEDTREN 1.2T ENGINE OF THE YEAR 2015 (CNC) 7 x 12 (S&S)

FEAT INDIA'S FIRST DIESEL AUTOMATIC MANUAL TRANSMISSION

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SHOWCASING THE NEW AGE XUV500 @ AutoMall

XUV500

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Event Glimpses



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