



**PREMIUM AUTO SHOW
@ VR MALL, SURAT
21-23 AUGUST 2015**

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN



#automall2015

Premium Auto Show

21 - 23, AUGUST 2015

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DSK  **Benelli**



Capital Harley-Davidson



Mercedes-Benz
 The best or nothing.

Mahindra
 Rise.

ŠKODA



TRIUMPH
motorcycles



VOLVO CARS

Premium Auto Show @ VR, Surat : 21-23 August 2015 – Event Synopsis

After the grand success of Auto Mall season 1 in Oct 2014,
Premium Auto Show @ VR Mall, Surat was organized from **August 21 – 23, 2015**.

The event has **participation from 9 leading automobile brands**
BENELLI, HYOSUNG, HARLEY-DAVIDSON, JAGUAR, LANDROVER, MERCEDES, MAHINDRA, SKODA, TRIUMPH, VOLVO CARS
Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall @ VR Mall, Surat showcased automobiles for all budgets.

All the brands put together generated over **3112 enquiries** and **302+ hot prospects** and **22 Spot bookings**.
Over **1.25 lakh people visited** VR Mall, Surat during Auto Mall event weekend.

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



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VR SURAT
DUMAS ROAD

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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Auto Mall India

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1,562 post reach this week

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Boost Post

1,562 Post Reach
136 Post Engagement

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Auto Mall India
Published by Sandeep Kapoor (1) · 28 hrs · 🌐

Hey guys!!! Where are you, time to wake-up. A Hottest AutoShow in your town Starting Tomorrow @ AlphaOne Amritsar & VR, Surat

RelioQuick AUTO MALL "EVERYTHING ABOUT AUTOMOBILE"

THE HOTTEST AUTO SHOW IN TOWN

STARTING TOMORROW

Premium Auto Show VR, SURAT 21-23, AUGUST 2015
AUTOMALL SEASON 2 ALPHAOONE AMRITSAR 21-23, AUGUST 2015

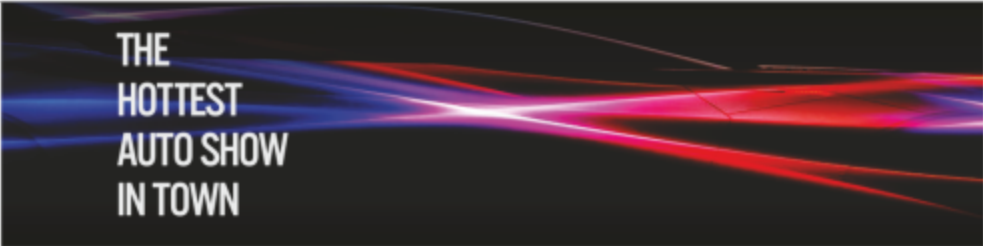
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Participation Brands Promotion on FACEBOOK and EDMs

Auto Mall India

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REVIEWS

4.4 ★ 4.4 of 5 stars · 81 reviews

Zaki Ahmed — 5★ Best in the market.. Lovely!! Personally I feel this is an awesome event :) Everyone should take part.. #Ahmedabad #automallselfie #automall2015 June 5, 2015 · 26 Reviews · Unlike · Comment · 4

Joy Prabhudas — 5★ Excellent collection! They also run amazing online and offline contests! It's a must visit auto exhibition!!!! June 20, 2015 · 6 Reviews · Like · Comment · 3

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THIS WEEK

1,562 Post Reach

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2015

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Auto Mall India

Published by Sandeep Kapoor 171 · 23 hrs ·

AutoMall@ VR, Surat, 21-23 August, 2015...Showcasing HARLEY DAVIDSON.



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Engaging Post

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Auto Mall India

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Engaging Post

Auto Mall India

Published by Sandeep Kapoor 171 · 23 hrs ·

AutoMall@ VR, Surat, 21-23 August, 2015...Showcasing TRIUMPH.



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Event Glimpses



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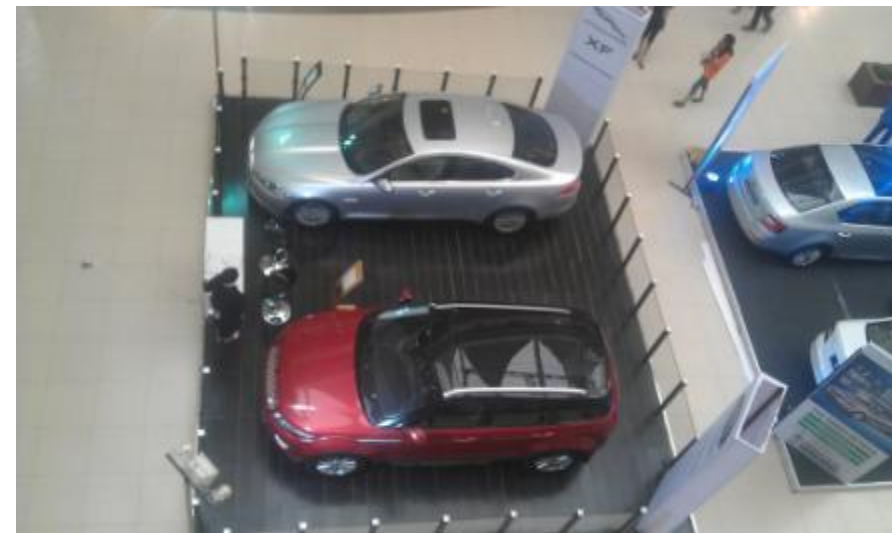
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THANK YOU



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