



**AUTO MALL Season 5
@Phoenix Marketcity, Pune
26 – 28 August, 2016**

IPs managed:



RelioQuick™
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



PUNE

39TH
AUTO MALL



#automall2016

Premium Auto Show

PHOENIX MARKETCITY, PUNE

26 - 28 AUGUST, 2016

A VENTURE OF

RelioQuick™

IP MANAGED BY



Mahindra
Rise.

MARUTI SUZUKI
Way of Life!



NEXA

ŠKODA



FOR THE RIDE

Auto Mall @ Phoenix Marketcity, Pune: 26 - 28 AUGUST' 2016 – Event Synopsis

After the Grand Success of Auto Mall Season 4 in March 2016
Auto Mall Season 5 @ Phoenix Marketcity, Pune was organized from **August 26 – 28, 2016**.

Top 9 leading automobile brands participated

MAHINDRA, NISSAN, DATSUN, NEXA, MARUTI SUZUKI, DUCATI, APRILIA, TRIUMPH, SKODA

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

Auto Mall @ Phoenix Marketcity, Pune showcased automobiles for all budgets.

All the brands put together generated over **526 Hot Enquires, 1578 Enquires 89 Hot prospects** and.

Over **1.5+ Lakh people visited** Phoenix Marketcity during Auto Mall event weekend.



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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 1 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 4 days



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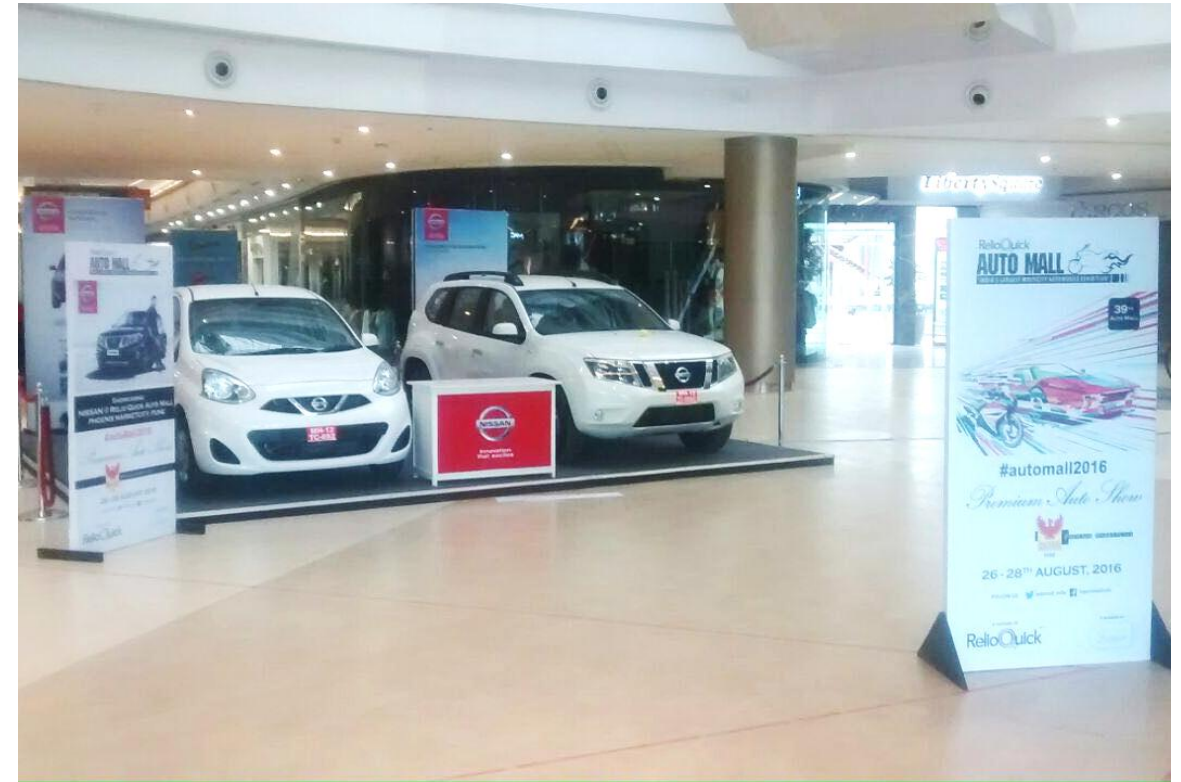
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Pre Event Promotion – On Ground Branding



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Pre Event Promotion – EDM on Facebook

RelioQuick Automall India
25 August at 16:52 · 🌐

Showcasing Aprilia at Phoenix Marketcity - Pune (Official) on 26-28 Aug.
#AutoMallinPune #AutoMall2016

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26 - 28 AUGUST, 2016



aprilia

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PHOENIX MARKETCITY PUNE

Like Comment Share

👍👎👤 1.7k Chronological

View 3 more comments

Abhishek Pingale Nice looking
Like · Reply · 27 August at 18:48

Hakam Singh Namdhari super for geddi#
Like · Reply · 17 hrs

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25 August at 16:25 · 🌐

Showcasing Datsun India #RediGO at Phoenix Marketcity - Pune (Official) on 26-28 Aug. #AutoMallinPune #AutoMall2016

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25 August at 16:09 · 🌐

Showcasing **Ducati** at Phoenix Marketcity - Pune (Official) on 26-28 Aug.
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Rohit Pokale Kadak re
Like · Reply · 25 August at 17:44

Harshal Mahajan jaava model
Like · Reply · 27 August at 19:13

RelioQuick Automall India
25 August at 16:07 · 🌐

Showcasing **ŠKODA India** #Octavia at Phoenix Marketcity - Pune (Official)
on 26-28 Aug. #AutoMallInPune #AutoMall2016

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Pre Event Promotion – EDM on Facebook

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25 August at 12:50 · 🌐

Showcasing Maruti Suzuki - Way of Life #Brezza at Phoenix Marketcity - Pune (Official) on 26-28 Aug. #AutoMallinPune #AutoMall2016

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909 Chronological

Sahil Patel My favourite
Like Reply 25 August at 17:08

RelioQuick Automall India
25 August at 12:45 · 🌐

Showcasing Nissan #Terrano at Phoenix Marketcity - Pune (Official) on 26-28 Aug. #AutoMallinPune #AutoMall2016

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25 August at 17:06 · 🌐

Showcasing Triumph Motorcycles India at Phoenix Marketcity - Pune (Official) on 26-28 Aug. #AutoMallinPune #AutoMall2016

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2 shares

RelioQuick Automall India
25 August at 12:43 · 🌐

Showcasing NEXA Baleno at Phoenix Marketcity - Pune (Official) on 26-28 Aug. #AutoMallinPune #AutoMall2016

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2 shares

RelioQuick Automall India
25 August at 12:41 · 🌐

Showcasing Mahindra KUV100 at Phoenix Marketcity - Pune (Official) on 26-28 Aug. #AutoMallinPune #AutoMall2016

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Digital Campaign on Twitter (Contest)

#AutoMallinPune
#automall2016

Guess the Car?

Twitter Contest
#AutoMallinPune
#automall2016
26 - 28 Aug 2016

Contest Rules

1. Follow Auto Mall India twitter handle and RT its tweets to become eligible.
2. 3 questions will be asked each day (26 - 28th August 2016).
3. Questions will be sequentially between 10am to 11:30pm (IST).
4. Guess the name of Car, Logo, and Brand while looking at shared image questions.
5. Reliquish Auto mall has discretion to change, alter, modify or discontinue the contest at any point of time.
6. Read contest Rules, Terms & Conditions in detail at our official blog.

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26 - 28 AUGUST, 2016

Twitter Contest
#AutoMallinPune
#automall2016

Live from
26 - 28 August 16

Twitter Contest
#AutoMallinPune
#automall2016

Live from
26 - 28 August 16

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Ducati Scrambler

Dave



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PUNE
26 - 28 AUGUST, 2016

20 PLACE DELHI
9 - 11 SEPTEMBER, 2016

pre

49 guests

Event photos

Details

Created by automall india - Private event

Thu, Aug 26, 10:00 AM - Wednesday, Aug 28, 11:00 PM
Phoenix Market City

Map showing location at Phoenix Market City, Pune.

Welcome to RelioQuick Automall. A Premium Auto show at Phoenix Market City, Pune India's biggest Premium Auto show in its country featuring top car and bike brands. Celebrate your weekend with an adrenaline pumping auto show at Phoenix Market City, Pune.

automall india
Shared privately - Aug 23, 2016

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PHOENIX MARKET CITY, PUNE
26 - 28 AUGUST, 2016

41 Add a comment

automall india
Shared privately - Aug 23, 2016

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PHOENIX MARKET CITY, PUNE

Guests

Went (10)

- automall india (13 guests)
- Karan Singh
- JAY KALIA
- Nikhil raj
- Pune to Shirdi Cab Servi...
- Santosh Singh Dagar
- Jitendra Singh

Maybe (6)

- Pratyasha Sharma
- Anand sume
- Sunaj Dhangale
- NISSAN Terrano 2 Offro...

Not Responded (427)

- Tulshidas Jansari
- shaohank shawale
- Puneeth Reddy
- gunath reddy
- arpal mitra
- rajendra shinge
- Riddhima Reddy Mallin...
- puneer raman
- Mukunda Galwad
- Rajesh Mallick

Didn't go (6)

- Anuj Chavhanra
- Bash Dore
- sanil rambha
- Anuj Dagle



Pre Event Promotion – Digital Campaign on Facebook

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AUG 26 Premium Auto Show at Phoenix Marketcity, Pune

Public · Hosted by Stratagem Business Consult...
Hootlet Interested Invite Edit Hootlet ...

August 26 – August 28
Aug 26 at 10 AM to Aug 28 at 11 PM

Phoenix Marketcity - Pune (Official)
Viman Nagar Road, Pune, India [Show Map](#)

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Details

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India's biggest Premium Auto Show is in your city featuring top Car and Bike brands
Celebrate your weekend with an adrenaline pumping auto show at Phoenix Marketcity, Pune

Featuring

Stratagem Business Consulting LLP
Company
WE HELP BRANDS GROW AND WIN
Stratagem delivers powerful business solutions using a combination of innovative strategies and efficient execution
Through o

EVENT TIPS [Next Tip](#)

Use Short Event Names
A short name that represents your event will perform better because important info won't get cut off in News Feed.
[Edit Name](#)

Santosh was interested

125	41	665
Interested	went	shared with

INSIGHTS

14K Reached
+14k this week

381 Viewed
+381 this week

168 Responded
+168 this week

Since 08/23/2016 [View All Insights](#)

SUGGESTED EVENTS [SEE MORE](#)

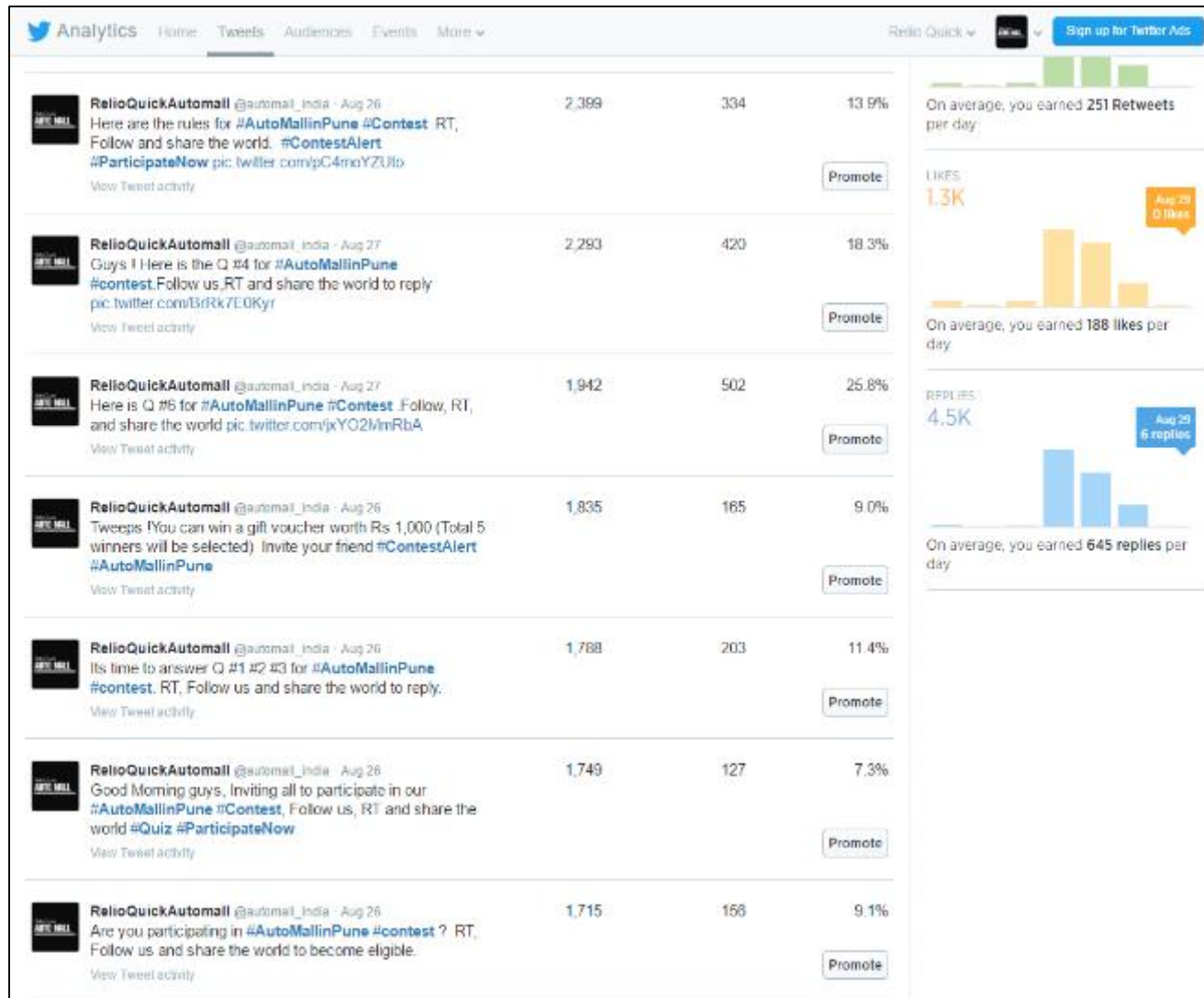


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Real-time Tracker: #AutoMallinPune

AUG 25 - AUG 27

PDF

XLS

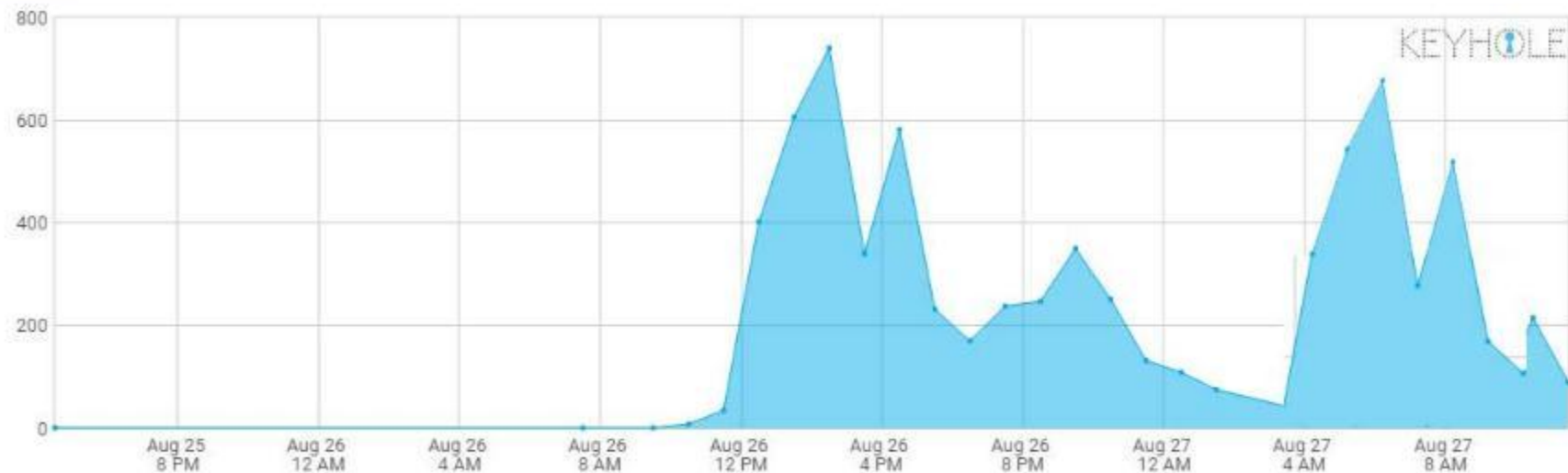
1,0020
POSTS

624
USERS

104,4855
REACH

54,980,039
IMPRESSIONS

Timeline



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Event Glimpses

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THANK YOU



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