



**Relio Quick AUTO MALL  
Season 6  
@Lulu Mall, Cochin  
25 – 27 November, 2016**

IPs managed:





**44<sup>TH</sup>**  
AUTO MALL

**#automall2016**  
*Premium Auto Show*  
**LULU MALL, COCHIN**  
**25 - 27 NOVEMBER, 2016**

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  




**N E X A**

**TATA MOTORS**



# Auto Mall @ Lulu Mall, Cochin: 25 - 27 November' 2016 – Event Synopsis

After the Grand Success of Auto Mall Season 5 in August 2016  
Auto Mall Season 6 @ Lulu Mall, Cochin was organized from November 25 – 27, 2016.

## Top 9 leading automobile brands participated

CHEVROLET, DATSUN, FORD, HYUNDAI, MARUTI SUZUKI, NISSAN, NEXA, TATA MOTORS, VESPA & APRILIA

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

Auto Mall @ Lulu Mall, Cochin showcased automobiles for all budgets.

All the brands put together generated over **707 Hot Enquires, 2120 Enquires, 450 Hot Prospects and 6 Spot Bookings.**

Over **2.1 + Lakh people visited** Lulu Mall during Auto Mall event weekend.



## 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 3 days



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# Pre Event Promotion – On Ground Branding



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## Pre Event Promotion – On Ground Branding



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# Pre Event Promotion – Lulu Mall Social Media

LuLu Mall Public Nov 24, 2016

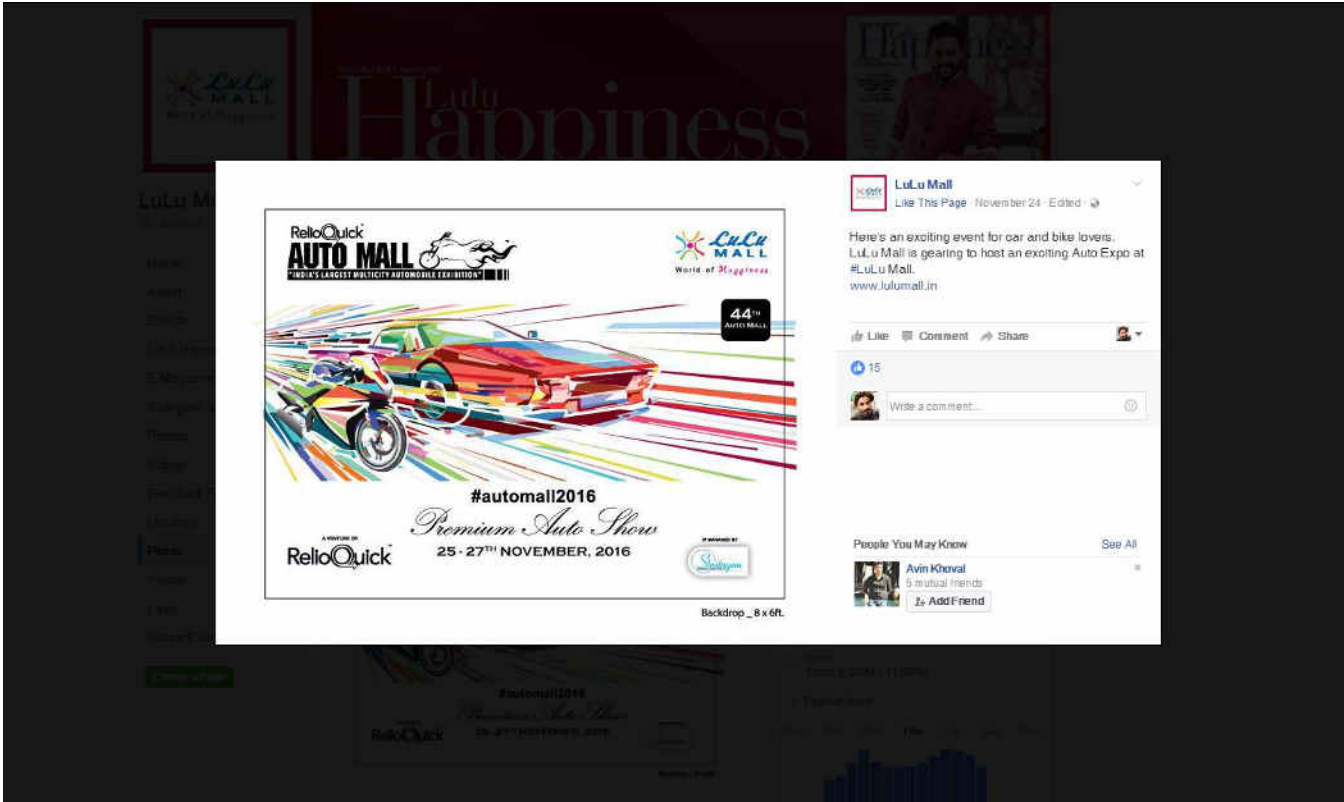
Here's an exciting event for car and bike lovers. LuLu Mall is gearing to host an exciting Auto Expo at #LuLu Mall. [www.lulumall.in](http://www.lulumall.in)



Backdrop\_ 8 x 6ft.

+1

Shared publicly



LuLu Mall Like This Page November 24 · Edited ·

Here's an exciting event for car and bike lovers. LuLu Mall is gearing to host an exciting Auto Expo at #LuLu Mall. [www.lulumall.in](http://www.lulumall.in)

Like Comment Share

15

Write a comment...

People You May Know See All

Avin Khosla 5 mutual friends Add Friend

Backdrop\_ 8 x 6ft.

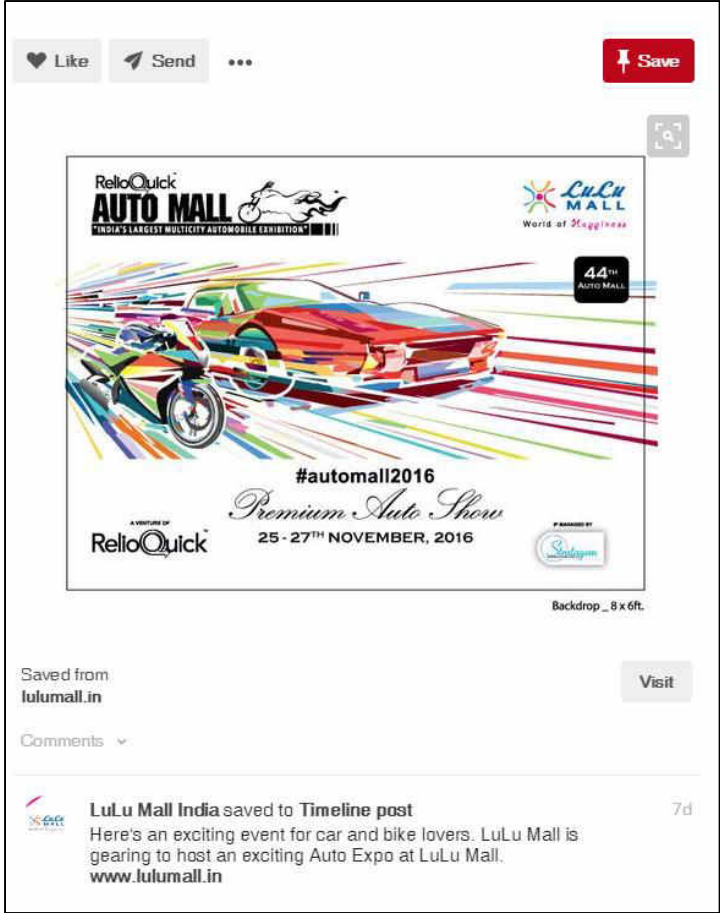
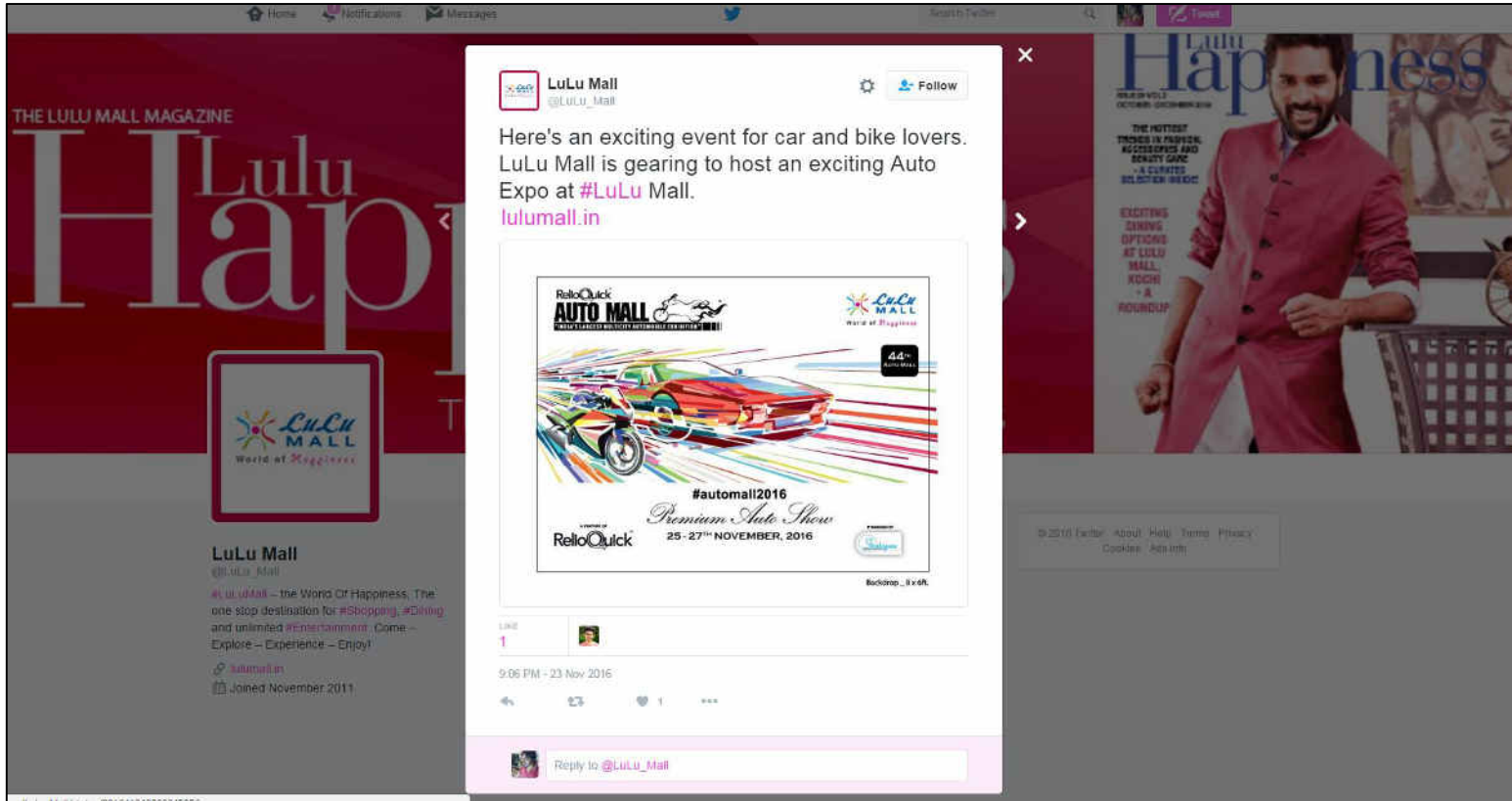


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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
24 November at 13:07

Showcasing Hyundai Grand-i10 at LuLu Mall from 25-27th Nov.

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Like Comment Share

1k

**Relio Quick Auto Mall**  
23 November at 13:48

Showcasing Maruti Suzuki Brezza at LuLu Mall from 25-27th Nov. #Automall2016

MARUTI SUZUKI  
Way of Life!

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Like Comment Share

764

Ujaif Shah Very nice car  
Like · Reply · 24 November at 18:43

Abhishek Yadav I already having my brezza  
Like · Reply · 24 November at 20:45

**Relio Quick Auto Mall**  
22 November at 11:25

Showcasing NEXA S-Cross at LuLu Mall from 25-27th Nov. #Automall2016

MARUTI SUZUKI  
NEXA

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Like Comment Share

2.5k

View 4 more comments

Rohit Rj Part time job without investment  
"NO REGISTRATION FEES"... See more  
Like · Reply · 25 November at 17:23

Suraj Sapkal I like it  
Like · Reply · 25 November at 22:09



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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
23 November at 02:49 · 🌐

Showcasing Zest from Tata Motors at LuLu Mall from 25-27th Nov. #Automall2016



Like Comment Share

👍👎👤 1.1k

1 share

**Relio Quick Auto Mall**  
22 November at 16:44 · 🌐

Showcasing Ford Aspire at LuLu Mall from 25-27th Nov. #Automall2016




Like Comment Share

👍👎👤 339

**Rahul Dogra**  
Like Reply · 22 November at 21:46

**Relio Quick Auto Mall**  
21 November at 13:04 · 🌐

Showcasing Nissan #Terrano at LuLu Mall from 25-27th Nov. #Automall



Like Comment Share

👍👎👤 1.5k

**Rocky Handsam** Beautiful car  
Like Reply · 24 November at 19:38

**Het Solanki** Lok very Glamorous  
Like Reply · 25 November at 17:31

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
21 November at 11:06

Showcasing Vespa #Scooters at LuLu Mall from 25-27th Nov. #Automall2016

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Like Comment Share

870

Chronological

Adarsh Kumar 55 C  
Like · Reply · 21 November at 20:02

**Relio Quick Auto Mall**  
19 November at 15:12

Showcasing Datsun India #RediGO at LuLu Mall, Cochin from 25- 27th Nov. #Automall2016

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Like Comment Share

490

**Relio Quick Auto Mall**  
24 November at 17:36

Showcasing Chevrolet Beat at LuLu Mall from 25-27th Nov. #AutoMall2016

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270

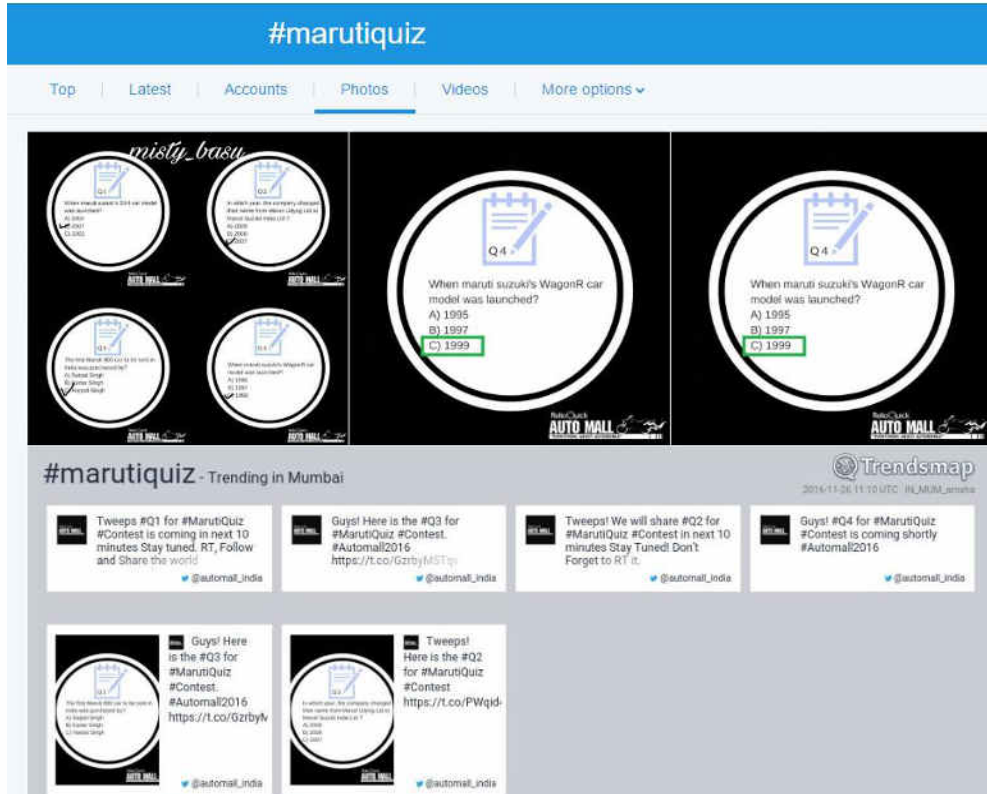


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# Digital Campaign on Twitter ( Contest )



The image shows a YouTube video player interface. The main video frame displays a promotional graphic for the '44th Relio Quick Auto Mall at India's Coastal Kerala State'. The graphic includes the text 'DISCOVER. CONNECT. EXPERIENCE.' at the top, followed by 'Relio Quick Auto Mall at India's Coastal Kerala State'. Below this, it says 'Presenting 44th Relio Quick Auto Mall Premium Auto Show Lulu Mall, Cochin 25 - 27th Nov. 2016'. The video player controls at the bottom show a progress bar at 0:06 / 0:59. To the right of the video frame is a sidebar with the video title '44th AutoMall at Cochin' and a list of related videos, including 'Showcasing Ford at LuLu Mall Cochin', 'vespa1 Showcasing Ford at LuLu Mall Cochin', 'Showcasing Tata Motors at LuLu Mall Cochin', 'Showcasing Nexa S Cross at LuLu Mall Cochin', and 'Showcasing Nexa S Cross at LuLu Mall Cochin'.



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# Pre Event Promotion – Digital Campaign on Facebook

NOV 25

45th Premium Auto Show at Lulu Mall, Cochin

Public · Hosted by Stratagem Business Consulting LLP and Relio...

[Duplicate Event](#)
[Invite](#)
[Edit](#)
...

**November 25 – November 27**  
Nov 25 at 10 AM to Nov 27 at 10 AM

**LuLu Mall, Edappally, Cochin**  
LuLu International Shopping Mall Pvt. Ltd., N.H 47, Edappally,, Kochi,... [Show Map](#)

**About**      Discussion

---

[Write Post](#) | [Add Photo / Video](#) | [Create Poll](#)

Write something...

**EVENT TIPS** Next Tip

**Help People Find Your Page's Events**

Reorder the tabs on Relio Quick Auto Mall's Timeline so Events is one of the first tabs.

Manage Tabs

**Details**

RelioQuick AutoMall Presents, 45th Premium Auto Show at LuLu International Shopping Mall, Edappally, Kochi featuring Top Car and Bike Brands from 25th to 27th Nov. Celebrate your weekend with an adrenaline pumping Auto Show and experience top Auto Brands at LuLu International Shopping Mall, N.H 47, Edappally, Kochi - 682 024, Kerala

**Recent Post**

**Relio Quick Auto Mall** — Showcasing Vespa #Scooters at LuLu Mall from 25-27th Nov. #Automall2016  
November 21 at 11:10am

[See All Posts](#)

**GUESTS**

49	18	4
interested	went	shared with

**INSIGHTS** 🔒

**2.7K Reached** 📊

+700 this week

**195 Viewed** 📊

+146 this week

**70 Responded** 📊

+14 this week

Since 11/14/2016 [See More](#)

**RELATED EVENTS** SEE MORE

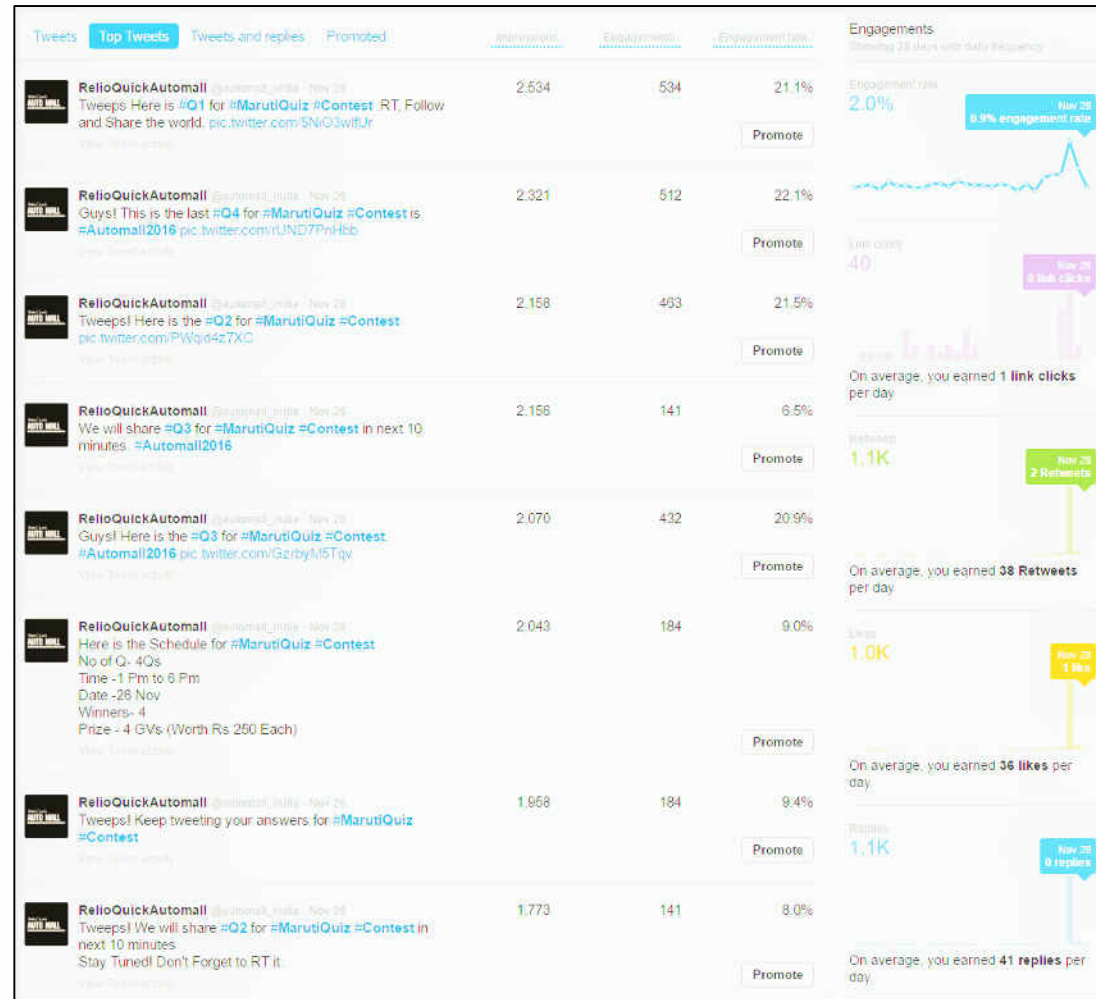
**Lagoa "retro" X-Mas Party !**  
Sat Dec 24 UTC+01 at Lagoa of...  
125 guests  
Interested · Going



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## Event Glimpses



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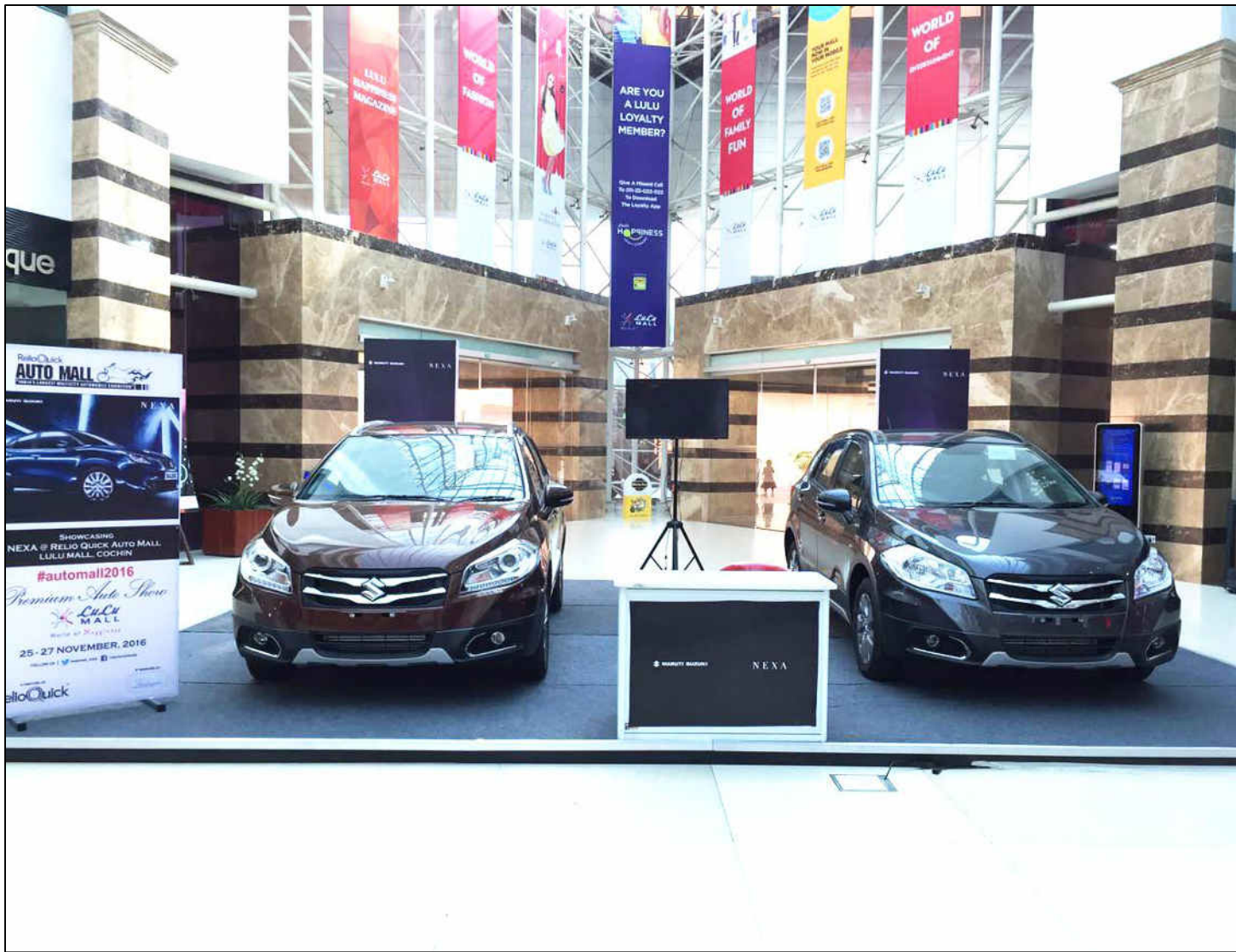
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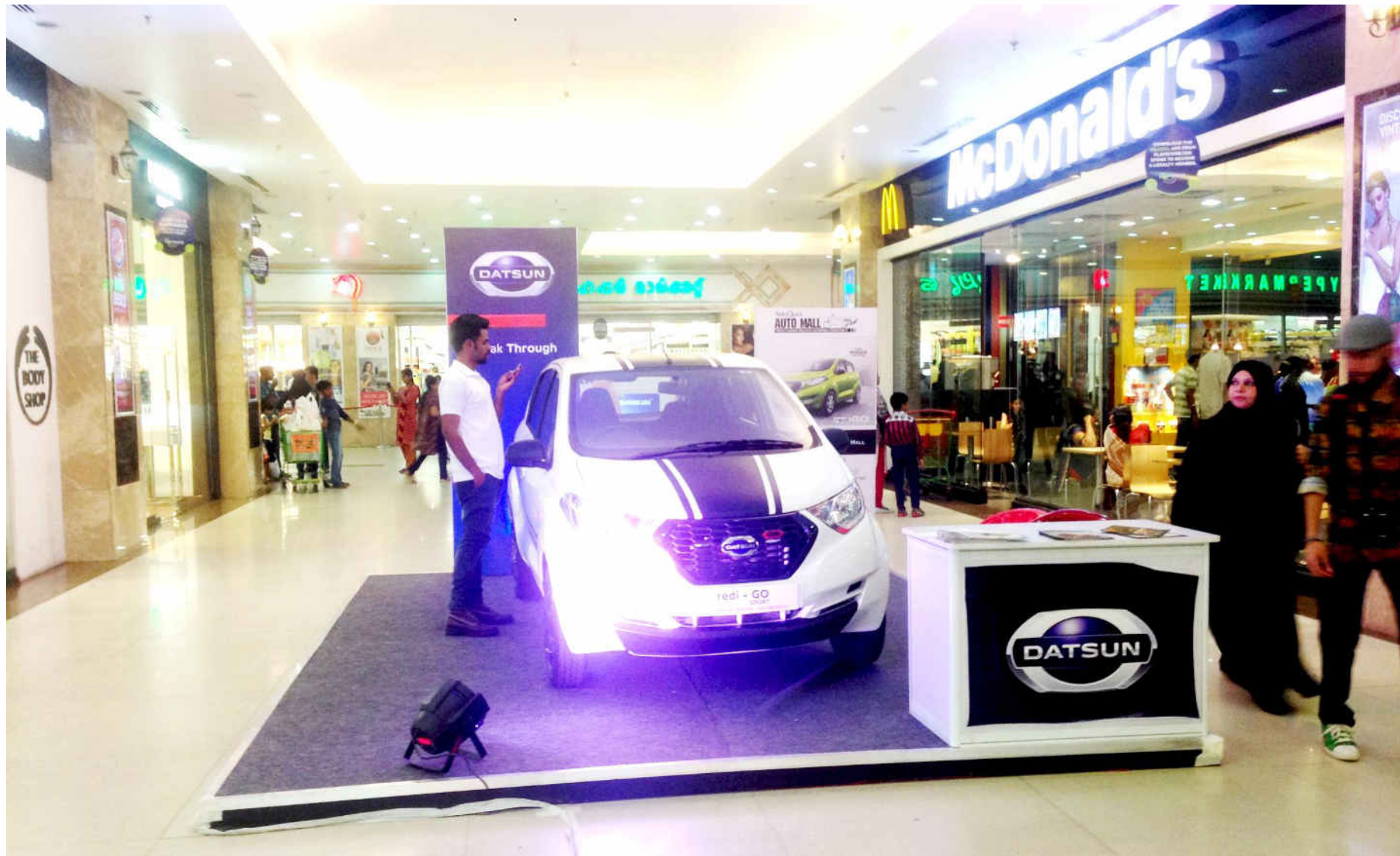












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THANK YOU



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