



**Relio Quick AUTO MALL  
Season 7  
@Lulu Mall, Cochin  
17 – 19 March, 2017**

IPs managed:



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



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World of Happiness



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*Premium Auto Show*  
LULU MALL, COCHIN  
17 - 19, MARCH, 2017

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  




**TATA MOTORS**



# Auto Mall @ Lulu Mall : 17 - 19 March' 2017 – Event Synopsis

After the Grand Success of Auto Mall Season 6 in November 2016  
Auto Mall Season 7 @ Lulu Mall, Cochin was organized from March 17 – 19, 2017.

**Top 8 leading automobile brands participated**

BMW, DATSUN, FORD, HONDA, MARUTI SUZUKI, NISSAN, TATA MOTORS, DUCATI

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 **503 Hot Enquires, 1509 Enquires, 208 Hot Prospects** and

Over **1.8 + Lakh people** visited Lulu Mall 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.



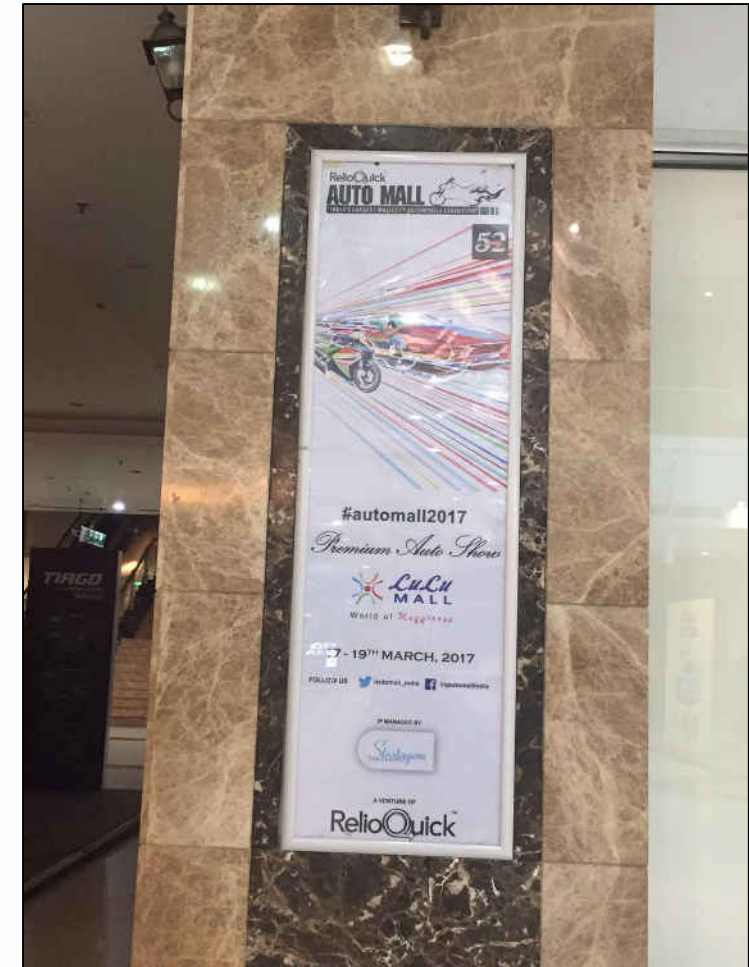
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## Pre Event Promotion – On Ground Branding



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# Pre Event Promotion – Lulu Mall Social Media

LuLu Mall Public March 17

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)



+1 Shared publicly



LuLu Mall Like This Page March 17 · 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



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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
Published by Stratagem [?] · March 17 at 9:00am ·

Showcasing Maruti Suzuki Brezza at #Lulu Mall #Cochin from 17-19 March #AutoMall2017  
Discover. Connect. Experience.



MARUTI SUZUKI  
Way of Life!

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156 people reached


Boost Post

Like Comment Share

Raj Patel, Sangeet Padhee and 1 other

**Relio Quick Auto Mall**  
Published by Stratagem [?] · March 16 at 6:02pm ·

Showcasing Ducati Bikes at #Lulu Mall #Cochin from 17-19 March #AutoMall2017  
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310 people reached

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संजीत सिंह राजपुत, Saurabh Chaurasia and 2 others

**Relio Quick Auto Mall**  
Published by Stratagem [?] · March 16 at 5:56pm ·

Showcasing Tata Motors at #Lulu Mall #Cochin from 17-19 March #AutoMall2017  
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TATA MOTORS

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
Published by Stratagem [?] · March 16 at 5:51pm · 🌐

Showcasing Honda Cars at #Lulu Mall #Cochin from 17-19 March  
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**HONDA** *JAZZ*

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👤 Shikhar Srivastav

**Relio Quick Auto Mall**  
Published by Stratagem [?] · March 16 at 5:31pm · 🌐

Showcasing BMW 5 series at #Lulu Mall #Cochin from 17-19 March  
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229 people reached [Boost Post](#)

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👤 Banu Prakash, Utsav Parmar and Ravi Darshan

**Relio Quick Auto Mall**  
Published by Stratagem [?] · March 16 at 5:51pm · 🌐

Showcasing #Ford figo at #Lulu Mall #Cochin from 17 – 19 March  
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1.5k reactions [Chronological](#)

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
Published by Stratagem (?) · March 16 at 5:51pm · 🌐

Showcasing #Nissan Terrano at #Lulu Mall #Cochin from 17 – 19 March  
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👍👎👤 1.5k

Chronological

**Relio Quick Auto Mall**  
Published by Stratagem (?) · March 16 at 5:51pm · 🌐

Showcasing #Datsun at #Lulu Mall #Cochin from 17 – 19 March  
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156 people reached

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👍👎👤 Raj Patel, Sangeet Padhee and 1 other



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Pre Event Promotion – Event Page on Facebook

Relio Quick Auto Mall added an event.  
March 14 at 10:26pm



**MAR 17** 52nd Relio Quick Auto Mall - Premium A...  
Mar 17 - Mar 19 - LuLu Mall - Edapally  
23 people interested - 2 people going

★ Interested

Like Comment

Sadashiv Jankar, Sangeet Padhee and 5 others



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## Event Glimpses



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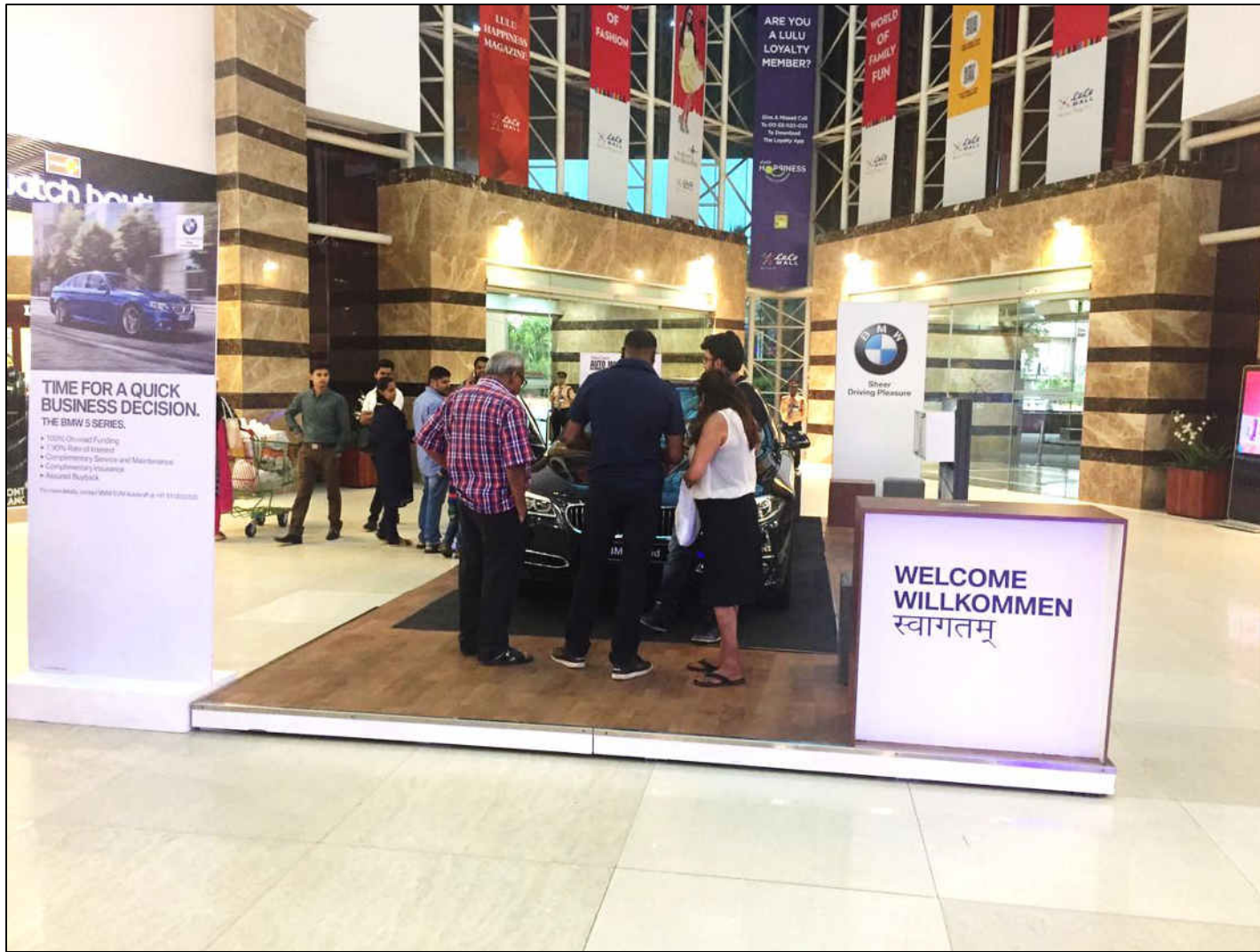


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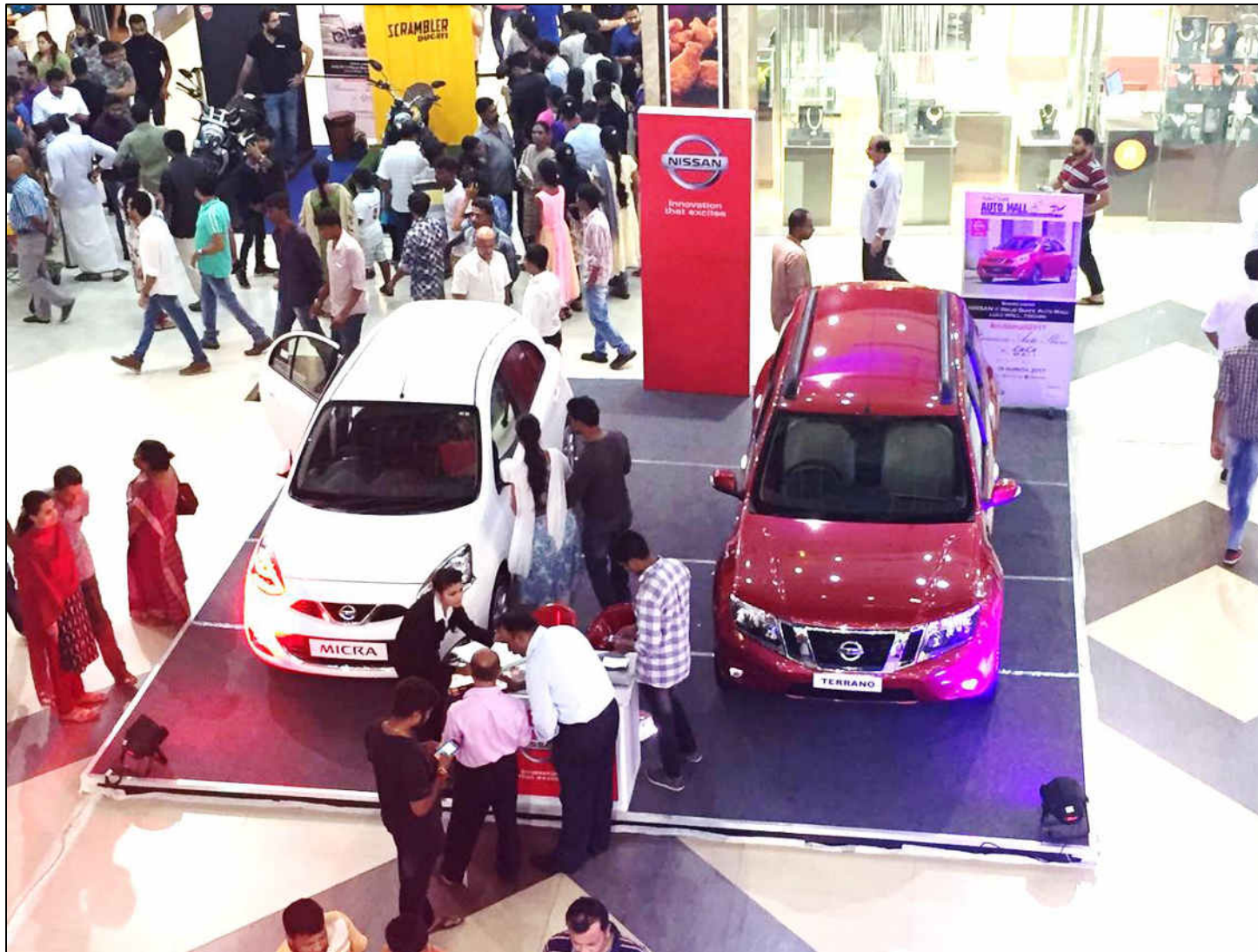
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THANK YOU



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