

**RELIO QUICK AUTOMALL @
ALPHA ONE, AHMEDABAD
12 – 14, SEPTEMBER, 2014**

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

Presents

**HOTTEST
 AUTO SHOW
 IN TOWN**

In association with



AHMEDABAD

12, 13 & 14 September, 2014



Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

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Gear up for an exciting weekend



VOLKSWAGEN
Ahmedabad
S. G. Highway



TATA MOTORS



Mahindra
Bike



A venture of
RelioQuick
Integrated Marketing Communication Experts

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Radio Partner:



www.alphaoneindia.com

Auto Mall @ Alpha One, Ahmedabad – Event Synopsis

- This first-of-its-kind in Ahmedabad, **Auto Mall @ Mall** was organized at **Alpha One, Ahmedabad** from **September 12, 13 and 14**. The event has **participation from 9 leading automobile brands BMW, VOLVO, TRIUMPH, HONDA CARS, VOLKSWAGEN, MAHINDRA, TATA MOTORS, RENAULT & HERO MOTOCORP.**
- Auto Mall @ Alpha One, Ahmedabad served as a one stop destination for Amdavadis thinking of driving home a car. Auto Mall showcased automobiles for all budgets.
- All the brands but together generated over **1530 enquiries** and **246 hot prospects, 102 Test Drive registrations** and **26 Bookings**. Total Close to **1 lakhs people visited** the Mall during Auto Mall event weekend.
- To generate visibility and awareness, the event was promoted well in advance on digital and social media platforms along with e-mailer campaign to Auto Mall, Relio Quick & Mall data base.
- On ground branding at Alpha One Mall was done prior to the event through Hoarding, Backdrops, Standees and Dropdown Banners. Radio partner Red FM carried campaign for 7 days along with MY FM. Media coverage of the event was done by Times of India.



PRE EVENT PROMOTION

To generate large visibility and awareness, the event was promoted well in advance on digital and social media platforms along with emailer campaign to Auto Mall, Relio Quick and Mall data bases.

On ground branding at Alpha One Mall was done two weeks prior to the event through Hoarding, Backdrops, Standees and Dropdown Banners to generate awareness. Radio campaign for 7 days on Red FM & MY FM.



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Something special...for her

12, 13 & 14 September, 2014

Turn on the Heat

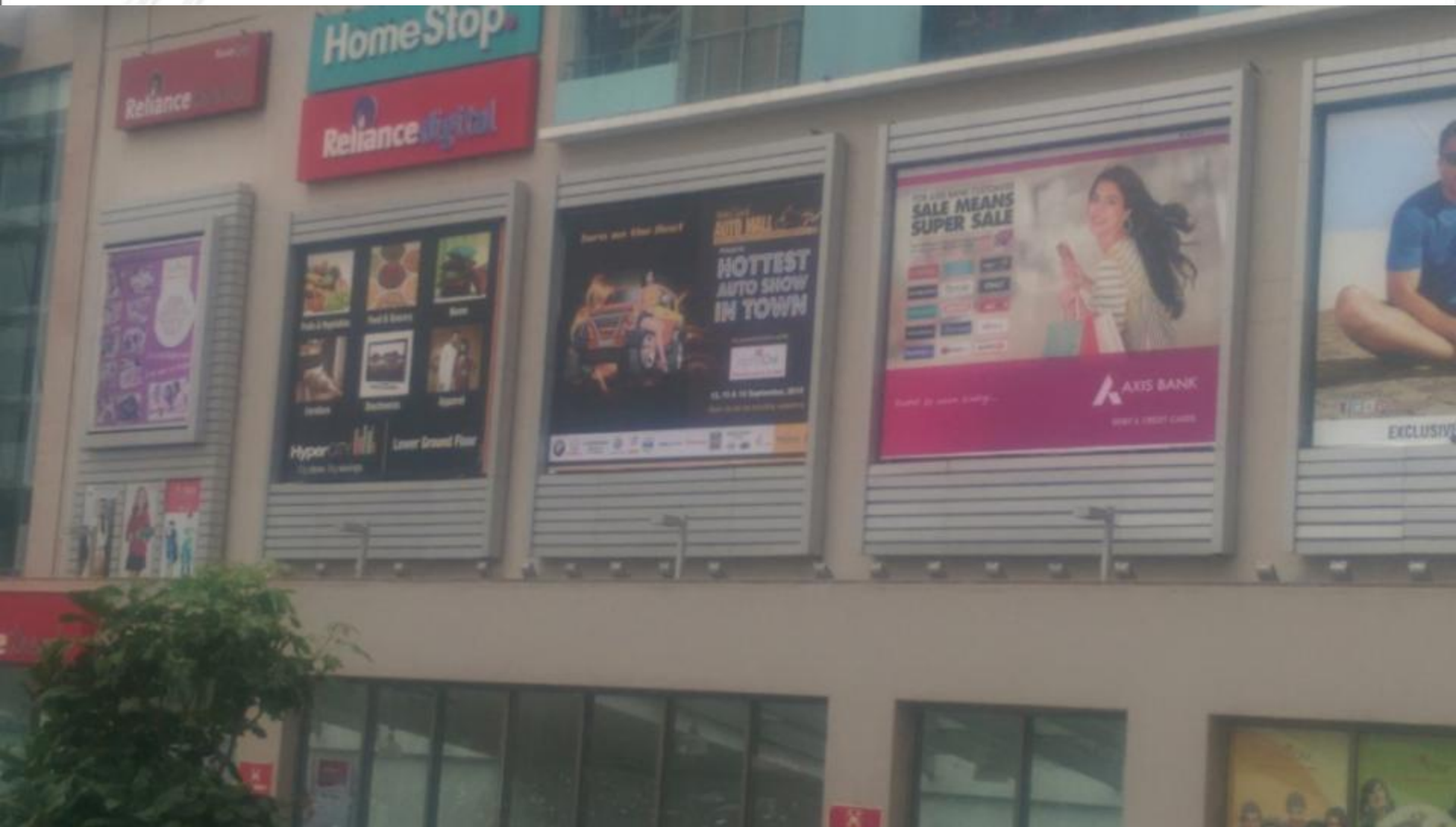


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EVENT REPORT






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