



**AUTO MALL
@ AlphaOne, AMRITSAR
21 – 23 August 2015**

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN



#automall2015

AUTOMALL SEASON 2

21 - 23, AUGUST 2015

FOLLOW US | [/automall_india](#) [/rqautomallindia](#)

IP MANAGED BY



A VENTURE OF
RelioQuick™



Volkswagen. Das Auto.

Auto Mall Season 2 @ AlphaOne, Amritsar : 21-23 AUGUST 2015 – Event Synopsis

After the grand success of Auto Mall season 1 in June 2014,
Auto Mall season 2 @ AlphaOne, Amritsar was organized from **August 21 – 23, 2015**.

The event has **participation from 9 leading automobile brands**
BENELLI, CHEVROLET, FORD, HYUNDAI, HYOSUNG, MAHINDRA, MERCEDES-BENZ, TOYOTA and VOLKSWAGEN.

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

Auto Mall @ AlphaOne, Amritsar showcased automobiles for all budgets.

All the brands put together generated over **3526 enquiries** and **384+ hot prospects** and **27 Spot bookings**.

Over **1.55 lakh people visited** AlphaOne, Amritsar during Auto Mall event weekend.

Fashion Night Out event organized by AlphaOne was an added attraction for the visitors.

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

Pre Event Promotion – On Ground Branding



Pre Event Promotion – On Ground Branding



Participated Brands Promotion on FACEBOOK and EDMs

The screenshot shows the Facebook profile of 'Auto Mall India'. The cover photo features a woman in a black dress standing in front of a car, with the text 'ReloQuick AUTO MALL' and 'AUTOMALL SEASON 2'. The event dates are listed as 'ALPHAONE AMRITSAR 21 - 23 AUGUST 2015' and 'VR MALL SURAT 21 - 23 AUGUST 2015'. The page has 1,562 post reaches and 136 post engagements. The left sidebar shows analytics: 30k likes, 10 video likes, and 1,562 post reach. The main content area shows a post from 'ZigWheels' about a new dealership in Raipur.

This screenshot shows a different view of the 'Auto Mall India' Facebook page. It features a review from 'Zaki Ahmed' with a 4.4 star rating, dated June 5, 2015. Below the review is a post from 'Sandeep Kapoor' dated August 19, 2015, featuring a white Mercedes-Benz car and the text 'Showcasing MERCEDES-BENZ @ AutoMall'. The post has 1 share and 1 like. The right sidebar shows a 'Promote' button and statistics for 'THIS WEEK': 1,562 Post Reach and 136 Post Engagement.



THE
HOTTEST
AUTO SHOW
IN TOWN

#automall2015
AUTOMALL SEASON 2
21 - 23, AUGUST 2015



Participated Brands Promotion on FACEBOOK and EDMs

Auto Mall India
Published by Sandeep Kapoor 17h · 23 hrs · 🌐

AutoMall@AlphaOne, Amritsar, 21-23 August, 2015... Showcasing BENELLI.

ReloQuick AUTO MALL
#automall2015
AUTOMALL SEASON 2
ALPHAONE, AMRITSAR
21 - 23 AUGUST 2015

1,562 Post Reach
136 Post Engagement

Recent
2015
2014
2013
2012
2011

136 people reached

Like Comment Share

Sandeep Kapoor and Jain Kapoor like this.

1 share

Write a comment...

Auto Mall India
Published by Sandeep Kapoor 17h · 23 hrs · 🌐

AutoMall@AlphaOne, Amritsar, 21-23 August, 2015... Showcasing MERCEDES.

Auto Mall India
Published by Sandeep Kapoor 17h · 23 hrs · 🌐

AutoMall@AlphaOne, Amritsar, 21-23 August, 2015... Showcasing HYUNDAI.

ReloQuick AUTO MALL
#automall2015
AUTOMALL SEASON 2
ALPHAONE, AMRITSAR
21 - 23 AUGUST 2015

1,562 Post Reach
136 Post Engagement

Recent
2015
2014
2013
2012
2011

156 people reached

Like Comment Share

Sandeep Kapoor and Jain Kapoor like this.

1 share

Write a comment...

Auto Mall India
Published by Sandeep Kapoor 17h · 23 hrs · 🌐

AutoMall@AlphaOne, Amritsar, 21-23 August, 2015... Showcasing



#automall2015
AUTOMALL SEASON 2
21 - 23, AUGUST 2015



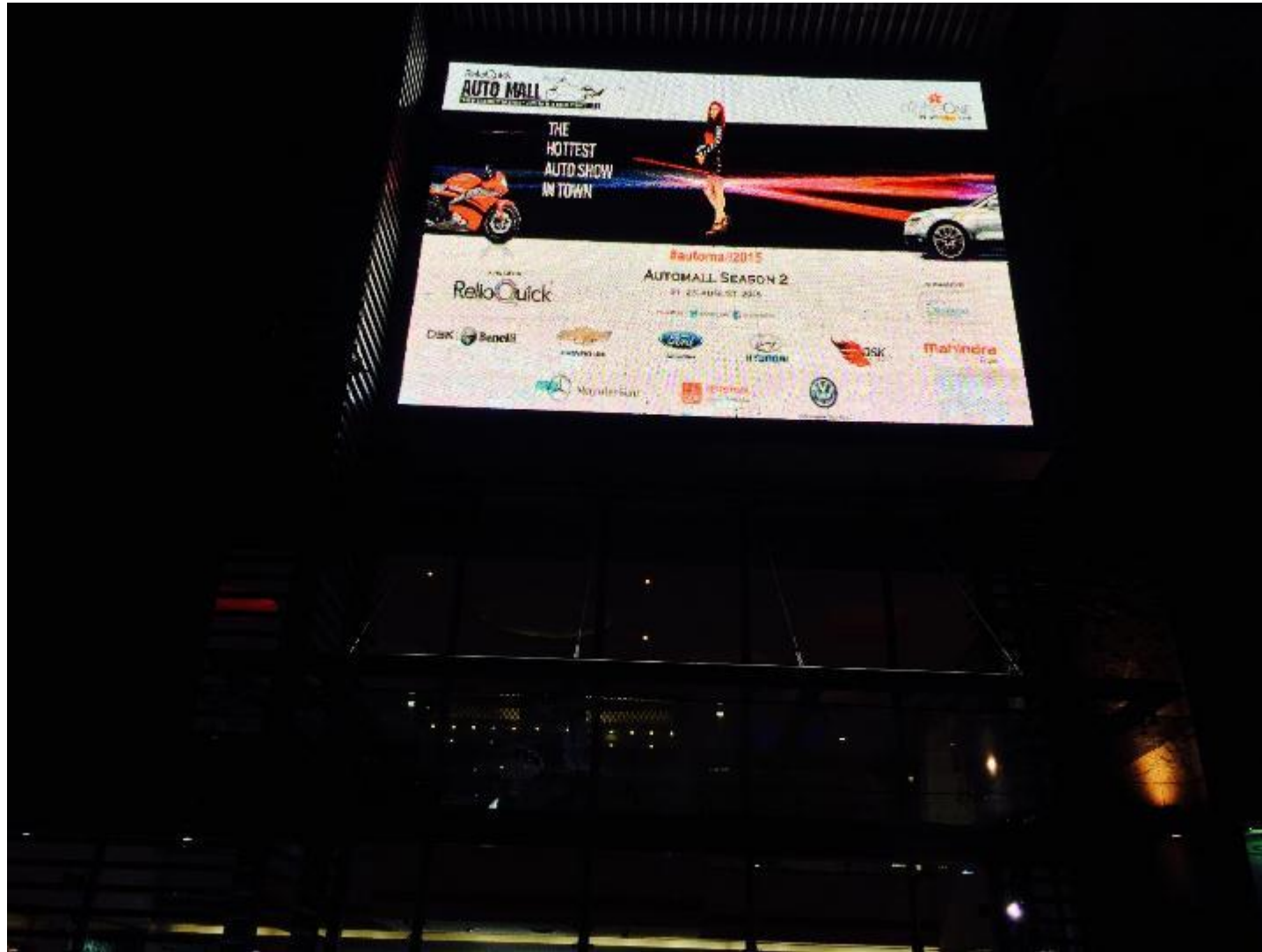
Event Glimpses



THE
HOTTEST
AUTO SHOW
IN TOWN

#automall2015
AUTOMALL SEASON 2
21 - 23, AUGUST 2015



























Thank You...



**THE
HOTTEST
AUTO SHOW
IN TOWN**

#automall2015
AUTOMALL SEASON 2
21 - 23, AUGUST 2015

