



**AUTO MALL
@ Orion Mall, BANGALORE
9 – 11 October 2015**

IPs managed:



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



THE
HOTTEST
AUTO SHOW
IN TOWN

9TH - 11TH OCT 2015

A VENTURE OF
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ORION
MALL AT BRIGADE GATEWAY



Mahindra
Rise.

MARUTI SUZUKI
Way of Life!



TATA MOTORS

DSK | Benelli

MAHINDRA
TWO WHEELERS

ROYAL
ENFIELD



Auto Mall Season 3 @ Orion Mall, Bangalore: 6-11 OCTOBER 2015 – Event Synopsis

After the grand success of Auto Mall season 2 in Feb 2015,
Auto Mall season 3 @ Orion Mall, Bangalore was organized from **October 9 – 11, 2015**.

The event has **participation from 12 leading automobile brands**
FORD, HONDA, HYUNDAI, MAHINDRA, MARUTI SUZUKI, MINI, SKODA, TATA MOTORS
DSK BENELLI, MAHINDRA TWO WHEELERS, ROYAL ENFIELD, TRIUMPH

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall @ Orion Mall, Bangalore showcased automobiles for all budgets.

All the brands put together generated over **3000 enquiries** and **350+ hot prospects** and **25 Spot bookings**.
Over **1.35 lakh people visited** Orion Mall during Auto Mall event weekend.

Fashion Night Out event organized by Orion Mall 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 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





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#automall2015
AUTOMALL SEASON 3
9 - 11 OCTOBER 2015



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"EVERYTHING ABOUT AUTOMOBILE"



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AUTOMALL SEASON 2
ORION MALL, BANGALORE
9 - 11, OCTOBER 2015

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AUTO MALL
"EVERYTHING ABOUT AUTOMOBILE"



Premium Auto Show
AUTOMALL OCTOBER FEST
DISCOVER. CONNECT. EXPERIENCE.





AUTOMALL SEASON 2
ORION MALL, BANGALORE
9 - 11, OCTOBER 2015


World of Happiness

AUTOMALL SEASON 3
LULU MALL, COCHIN
16 - 18, OCTOBER 2015



AUTOMALL SEASON 4
AMBIENCE MALL, GURGAON
16 - 18, OCTOBER 2015

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Participated Brands Promotion on FACEBOOK and EDMs

Auto Mall India

202 people reached [Boost Post](#)

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Sandeep Kapoor, Karan Kachhwaha, Amandeep Khokhar and 2 others like this.

1 share

Write a comment...

Auto Mall India
Published by Sandeep Kapoor (P) · October 8 at 7:23pm · 🌐

AutoMall@Orion Mall Bangalore, 9-11 Oct 2015, Showcasing XUV 500 "Discover Connect Experience"

RelioQuick AUTO MALL
ORION
Showcasing THE NEW AGE XUV 500 @ AutoMall

#automall2015
AUTOMALL SEASON II
ORION MALL, BANGALORE
9 - 11, OCTOBER 2015

136 people reached [Boost Post](#)

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Sandeep Kapoor likes this.

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Auto Mall India

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Sandeep Kapoor likes this.

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Write a comment...

Auto Mall India
Published by Sandeep Kapoor (P) · October 8 at 7:20pm · 🌐

AutoMall@Orion Mall Bangalore, 9-11 Oct 2015, Showcasing Royal Enfield "Discover Connect Experience"

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Showcasing Royal Enfield @ AutoMall

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AUTOMALL SEASON II
ORION MALL, BANGALORE
9 - 11, OCTOBER 2015

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Sandeep Kapoor likes this.

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REVIEWS

4.4 ★ 4.4 of 5 stars · 84 reviews

Prent Sachdeva — ⭐ It doesnt get any better, some next level stuff right here. Easily the best automobile exhibition in the country at the moment where people get to See-Touch-Feel the products from leading brands.
June 15, 2015 · 1 Review · 🌐
Like · Comment

Sekriti Gupta — ⭐ Its an amazingly wonderful idea to exhibit cars and bikes at one platform making it really really stractive, interesting as well as convenient fr everyone!
Really looking forward to the upcoming event!



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AUTOMALL SEASON 3
9 - 11 OCTOBER 2015



Participated Brands Promotion on FACEBOOK and EDMs

The screenshot shows a Facebook post from the page 'Auto Mall India'. The post is titled '# Automall October Fest : 4 Shows @ 4 Cities. Discover : Connect : Experience.' and includes a large promotional banner for the 'Automall October Fest'. The banner features a woman in a black dress and a red motorcycle, with the text 'Premium Auto Show AUTOMALL OCTOBER FEST' and '4 SHOWS @ 4 CITIES'. Below the banner, four participating brands are listed: RelioQuick (Automall Season 2, 2-4 October 2015, 9 City, Mumbai), Orion (Automall Season 2, 9-11 October 2015, Orion Mall, Bangalore), Lulu Mall (Automall Season 3, 16-18 October 2015, Lulu Mall, Cochin), and Ambience Mall (Automall Season 4, 16-18 October 2015, Ambience Mall, Gurugram). The post also shows a review from Prerit Sachdeva with a 4.4-star rating and 84 reviews. The post has 675 post reach, 58 post engagement, and 0 website clicks. It was reached by 349 people and has 2 shares.



#automall2015
AUTOMALL SEASON 3
 9 - 11 OCTOBER 2015



Event Glimpses



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#automall2015
AUTOMALL SEASON 3
9 - 11 OCTOBER 2015

ORION
MALL AT BRIGADE GATEWAY



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

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Thank You...



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