



**AUTO MALL
@ Ambience Mall, GURGAON
16 – 18 October 2015**

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN



#automall2015
AUTOMALL SEASON 4
 16 - 18 OCTOBER 2015

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Auto Mall Season 4 @ Ambience Mall, Gurgaon : 16-18 OCTOBER 2015 – Event Synopsis

After the grand success of Auto Mall season 3 in June 2015,
Auto Mall season 4 @ Ambience Mall, Gurgaon was organized from **October 16 – 18, 2015**.

The event has **participation from 12 leading automobile brands**
AUDI, AMP MOTORS, DSK BENELLI, FORD, MITSUBISHI, RENAULT, SKODA, VOLVO, DUCATI, DSK HYOSUNG
HARLEY DAVIDSON, INDIAN MOTORCYCLE

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

Auto Mall @ Ambience Mall, Gurgaon showcased automobiles for all budgets.

All the brands put together generated over **3112 enquiries** and **351+ hot prospects** and **22 Spot bookings**.

Over **1.77 lakh people visited** Ambience 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 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



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Pre Event Promotion – On Ground Branding



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Pre Event Promotion – On Ground Branding





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Spice for a million smiles
AMBIENCE MALL
Fun of shopping on each floor

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AUTO MALL
"EVERYTHING ABOUT AUTOMOBILE"



THE HOTTEST AUTO SHOW IN TOWN




Special

SEASON 4
Premium Auto Show
AMBIENCE MALL, GURGAON
16-18, OCTOBER 2015

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



ORION
MALL AT INDIAN GARDEN

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

LULU MALL
World of Happiness

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

AMBIENCE MALL
100+ Shops

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AMBIENCE MALL, GURGAON
16-18, OCTOBER 2015

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Participated Brands Promotion on FACEBOOK and EDMs

Auto Mall India

AutoMall@Ambience Mall, Gurgaon 16-18 Oct 2015, Showcasing Renault* Discover, Connect Experience

4.4 ★ 4.4 of 5 stars · 82 reviews

Preeti Sachdeva — It doesn't 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.

AutoMall Season 4
16-18 OCTOBER 2015

588 Post Reacts
44 Post Engagements
0 Website Clicks

Auto Mall India

AutoMall@Ambience Mall, Gurgaon 16-18 Oct 2015, Showcasing Mitsubishi* Discover, Connect Experience

4.4 ★ 4.4 of 5 stars · 82 reviews

Preeti Sachdeva — It doesn't 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.

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Participated Brands Promotion on FACEBOOK and EDMs

Auto Mall India | Home | 2 Notifications | 1 Messages

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Write a comment...

Auto Mall India
Published by Sandeep Kapoor [?] · September 25 ·

AutoMall October Fest : 4 Shows @ 4 Cities.
Discover : Connect : Experience.

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Premium Auto Show
AUTOMALL OCTOBER FEST
DISCOVER · CONNECT · EXPERIENCE
4 SHOWS @ 4 CITIES

AUTOMALL SEASON 2 9 CITY, MUMBAI 2-4, OCTOBER 2015	AUTOMALL SEASON 2 ORION MALL, BANGALORE 9- 11, OCTOBER 2015	AUTOMALL SEASON 3 LUXU MALL, COCHIN 16- 18, OCTOBER 2015	AUTOMALL SEASON 4 AMBIENCE MALL, GURGAON 16- 18, OCTOBER 2015
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349 people reached

Like Comment Share

Sandeep Kapoor, Manish Gupta and Nikhil Bhaskar like this.

2 shares

Promote

THIS WEEK

- 675 Post Reach
- 58 Post Engagement
- 0 Website Clicks

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REVIEWS

4.4 ★ 4.4 of 5 stars · 84 reviews

Prerit Sachdeva — 5★ 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



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Event Glimpses



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Thank You...



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