



**AUTO MALL
@ Lulu Mall, COCHIN
16 – 18 October 2015**

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN



#automall2015

AUTOMALL SEASON 3

LULU MALL, COCHIN

16 - 18 OCTOBER 2015

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NEXA



TATA MOTORS



MAHINDRA
 TWO WHEELERS

ROYAL
 ENFIELD



Auto Mall Season 3 @ Lulu Mall, Cochin : 16-18 OCTOBER 2015 – Event Synopsis

After the grand success of Auto Mall season 2 in Jan 2015,
Auto Mall season 3 @ Lulu Mall, Cochin was organized from **October 16 – 18, 2015**.

The event has **participation from 12 leading automobile brands**
FORD, HONDA, MARUTI SUZUKI, MAHINDRA, NEXA, RENAULT, TATA MOTORS
DSK BENELLI, DSK HYOSUNG, 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 @ Lulu Mall, Cochin showcased automobiles for all budgets.

All the brands put together generated over **3856 enquiries** and **403+ hot prospects** and **30 Spot bookings**.

Over **1.65 lakh people visited** Lulu Mall during Auto Mall event weekend.

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



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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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AUTO MALL
"EVERYTHING ABOUT AUTOMOBILE"



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



ORION
MALL AT ORION GARDENS

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

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

Page Messages 1 Notifications 2 Insights Publishing Tools

Manpowerindia.com

limcm

The Ride

REVIEWS

4.4 ★ 4.4 of 5 stars - 84 reviews

Prerit 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

Sukriti Gupta — Its an amazingly wonderful idea to exhibit cars and bikes at one platform making it really really attractive, interesting as well as convenient for everyone!
Really looking forward to the upcoming event!
June 15, 2015 · 1 Review · Like · Comment

Like Comment Share

Devender Singh, Sandeep Kapoor, Jack Dairiel and 2 others like this.

2 shares

Write a comment...

Auto Mall India

Published by Sandeep Kapoor (P) · October 10 at 4:47pm ·

AutoMall@Lulu Mall, Cochin, 16-18 Oct 2015, Showcasing XUV 500 "Discover. Connect. Experience."



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

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182 people reached

Boost Post

Like Comment Share

Sandeep Kapoor likes this.

1 share

Auto Mall India

Page Messages 1 Notifications 2 Insights Publishing Tools

limcm

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June 15, 2015 · 1 Review · Like · Comment

EARLIER IN 2015

Auto Mall India

Published by Sandeep Kapoor (P) · October 10 at 4:45pm ·

AutoMall@Lulu Mall, Cochin, 16-18 Oct 2015, Showcasing DSK Hyosung "Discover. Connect. Experience."



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AUTOMALL SEASON III
LULU MALL, COCHIN
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201 people reached

Boost Post

Like Comment Share

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

1 share

Write a comment...



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Participated Brands Promotion on FACEBOOK and EDMs

The screenshot shows a Facebook page for 'Auto Mall India'. The main post is a promotional banner for 'Automall October Fest' with the following details:

- Event:** # AutoMall October Fest : 4 Shows @ 4 Cities.
- Discover : Connect : Experience.**
- RelioQuick AUTO MALL** (with tagline 'REDEFINING YOUR AUTOMOBILE')
- Premium Auto Show**
- AUTOMALL OCTOBER FEST**
- DISCOVER. CONNECT. EXPERIENCE.**
- 4 SHOWS @ 4 CITIES**

The banner also lists four events:

Event Name	Location	Dates
AUTOMALL SEASON 2	9 CITY, MUMBAI	2-4, OCTOBER 2015
AUTOMALL SEASON 2	ORION MALL, BANGALORE	9- 11, OCTOBER 2015
AUTOMALL SEASON 3	LULU MALL, COCHIN	16- 18, OCTOBER 2015
AUTOMALL SEASON 4	AMBENCE MALL, GURGAON	16- 18, OCTOBER 2015

Additional details from the screenshot:

- RelioQuick** is the main sponsor.
- ORION** is a participating brand.
- Lulu Mall** is a participating brand.
- IF MANAGED BY** Sushyama.
- 349 people reached**
- Boost Post** button
- Like**, **Comment**, **Share** options
- Sandeep Kapoor, Manish Gupta and Nikhil Bhaskar like this.**
- 2 shares**

On the right sidebar, performance metrics are shown:

- Promote** dropdown
- THIS WEEK**
- 675 Post Reach**
- 58 Post Engagement**
- 0 Website Clicks**
- Recent** years: 2015, 2014, 2013, 2012, 2011

On the left sidebar, 'LIKED BY THIS PAGE' includes:

- Manpowerindia.com**
- limcm**
- The Ride**

Below that, a review is shown:

- REVIEWS**
- 4.4** (4.4 of 5 stars - 84 reviews)
- Prerit Sachdeva** (5 stars) - "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)



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Event Glimpses



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

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LuLu MALL
 World of Happiness



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 World of Happiness

















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World of Happiness









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Thank You...



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