



**AUTO MALL SEASON 3  
@ PHOENIX KURLA, MUMBAI  
22 – 24 JAN 2016**

IPs managed:





THE  
 HOTTEST  
 AUTO SHOW  
 IN TOWN

SEASON  
**3**

**#automall2016**

*Premium Auto Show*

PHOENIX MARKETCITY, KURLA [W]

22 - 24, JANUARY 2016

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# Auto Mall Season 3 @ Phoenix , Kurla : 22-24 JAN, 2016 – Event Synopsis

After the grand success of Auto Mall season 2 in July 2015,  
**Auto Mall season 3 @ Phoenix Marketcity Kurla, Mumbai** was organized from **Jan 22 – 24, 2016**.

The event has **participation from 13 leading automobile brands**  
AUDI, BMW, CHEVROLET, HONDA CARS, HERO MOTOCORP, MERCEDES-BENZ, MAHINDRA,  
NISSAN, RENAULT, MITSUBISHI, FORD and HONDA MOTORCYCLES.

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

All the brands put together generated over **2200 enquiries** and **114+ hot prospects**.  
Over **1.90 lakh people visited** Phoenix Marketcity during Auto Mall event weekend.

Flat 50% discount Sale and Indian Ocean Band performance organized by Phoenix Marketcity  
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 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



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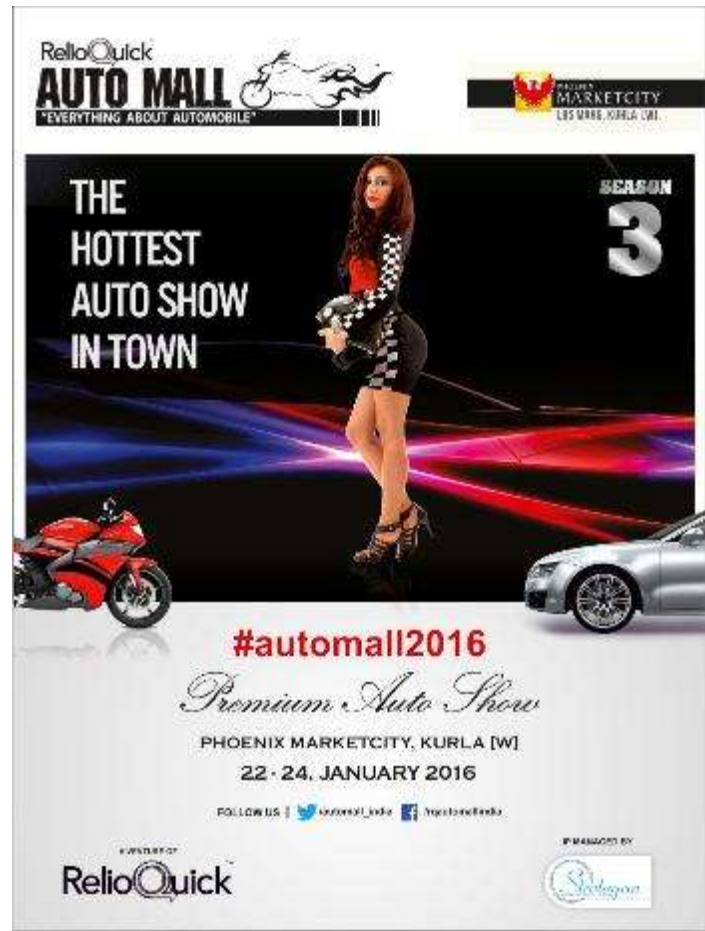
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# Participating Brands Promotion on FACEBOOK and EDMs

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"EVERYTHING ABOUT AUTOMOBILE"

PHOENIX MARKETCITY  
LBS MARG, KURLA (W).

Showcasing BMW  
@ AutoMall

BMW Financial Services

CELEBRATE THE NEW YEAR BY OWNING  
THE BMW YOU ALWAYS WANTED.

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Showcasing HONDA 2 WHEELERS  
@ AutoMall

RAW  
POWER  
REAL  
MUSCLE  
RIPPED  
TO THE CORE

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Showcasing CHEVROLET  
@ AutoMall



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Showcasing AUDI  
@ AutoMall



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Showcasing MITSUBISHI  
@ AutoMall



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Showcasing MERCEDES  
@ AutoMall



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## Event Glimpses



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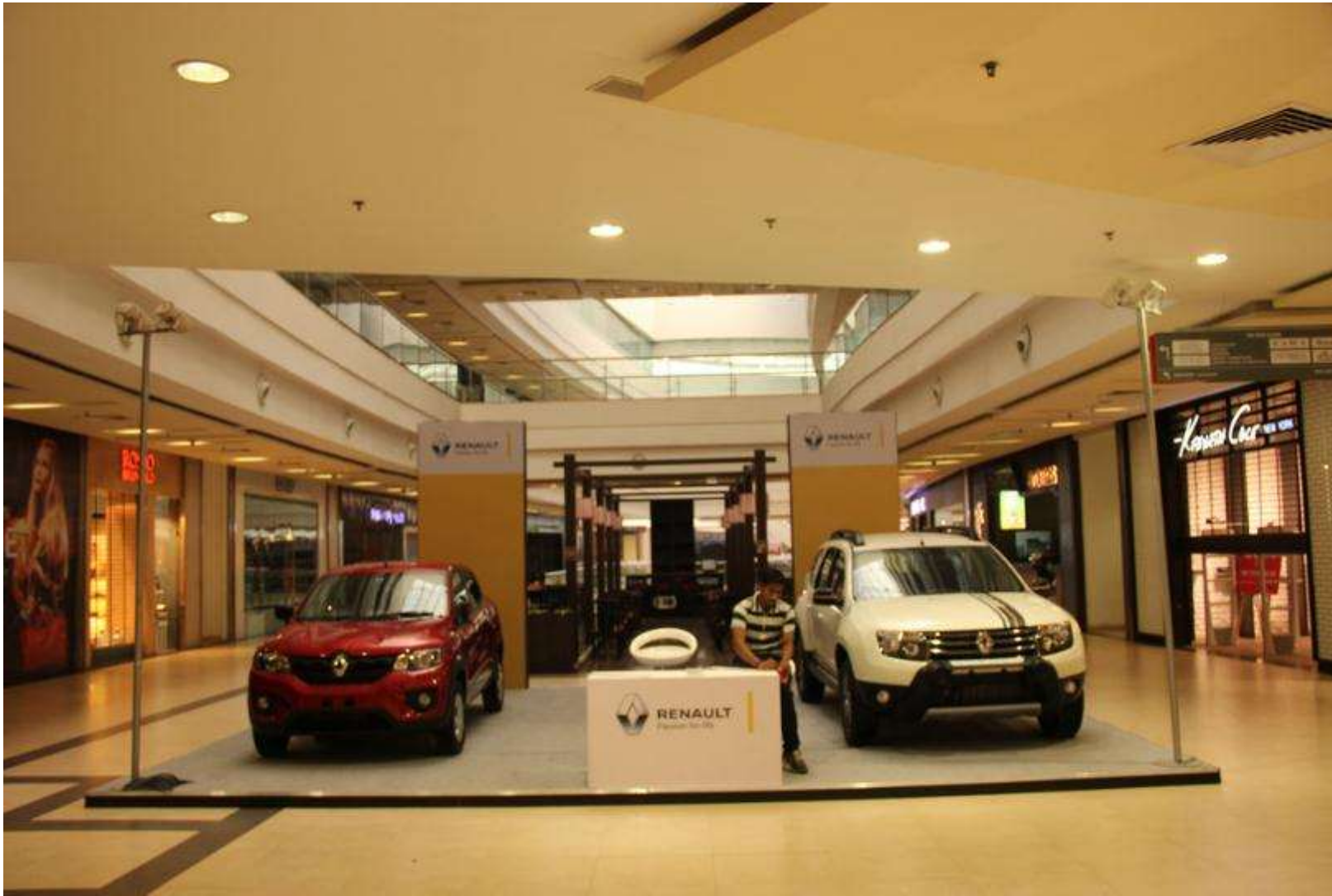
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