



**AUTO MALL  
@ Ambience Mall, GURGAON  
11 – 13 March 16**

IPs managed:



**THE  
 HOTTEST  
 AUTO SHOW  
 IN TOWN**

*Premium Auto Show*  
 AMBIENCE MALL, GURGAON  
 11 - 13, MARCH 2016

**SEASON**  
**5**



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**Audi**  
 Gurgaon

**AMP**  
 Supercars



  
**HYUNDAI**

  
**JAGUAR**



  
**PORSCHE**

 **RENAULT**  
 Passion for life

**ŠKODA**



**VOLVO CARS**

**DSK**  **Benelli**



 **Hero**

**Kawasaki**

## Auto Mall Season 5 @ Ambience Mall, Gurgaon : 11 - 13 March 2016 – Event Synopsis

After the grand success of Auto Mall season 4 in October 2015,  
**Auto Mall season 5 @ Ambience Mall, Gurgaon** was organized from **March 11 – 13, 2016**.

The event has **participation from 13 leading automobile brands**  
AUDI, AMP MOTORS, Hyundai, Jaguar Landrover, Porsche, Renault, Skoda, Volvo, DSK Benelli, Ducati  
DSK Hyosung, Hero, Kawasaki

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 **2806 enquiries** and **326+ hot prospects** and **19 Spot bookings**.  
Over **1.84 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 – LED display

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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" IIII



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#automall2016  
*Premium Auto Show*  
11 - 13, MARCH 2016

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



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AMBIENCE MALL, GURGAON

11 - 13, MARCH 2016



Pre Event Promotion – E-mailers

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YOU ARE CORDIALLY INVITED

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SKODA VOLVO CARS DSK Benelli DUCATI DSK HERO Kawasaki

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11 - 13, MARCH 2016

AMBIENCE MALL  
The art of shopping on wheels

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**AUTO MALL**  
"EVERYTHING ABOUT AUTOMOBILE"

Over five million visits  
**AMBIENCE MALL**  
11th of shopping on earth floor

THE HOTTEST AUTO SHOW IN TOWN

SHOWCASING KAWASAKI



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# Participated Brands Promotion on FACEBOOK and EDMs

The screenshot shows the Facebook page for 'Auto Mall India'. The main post is a promotional banner for the 'Premium Auto Show' at Ambience Mall, Gurgaon (March 11-13, 2016) and Phoenix Marketcity, Pune (March 18-20, 2016). The banner features a woman in a black dress and the RelioQuick Auto Mall logo. Below the banner, the page shows a search bar, a status update, and a post from 'Auto Mall India' published by Sandeep Kapoor. The post includes a link to a news article and a photo of a silver Suzuki Swift. On the right side, there is a 'Promote' sidebar with statistics: 21 Page Likes, 917 Post Reach, 0 Call Now, 2 Website Clicks, and 0 of 1 Response Rate. The bottom of the page shows a 'Boost Your Page' button and a 'Recent' list of years from 2016 to 2011.



## Event Glimpses



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Every time you're walking  
**AMBIENCE MALL**  
 (100% of shopping on 4th floor)



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Every time you're with us  
**AMBIENCE MALL**  
 The art of shopping on wheels



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Every time you'll be smiling  
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Every time you'll be smiling  
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 11th of shopping on earth floor







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 10% off shopping on each floor



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Thank You...



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