Stratagem
BUSINESS CONSULTING LLP

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

IPs managed:

www.automallindia.net | www.propertyaffair.com

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AUTO MALL

"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

Spare for a million smiles

AMBIENCE MALL

Num. of shopping on each floor

THE HOTTEST AUTO SHOW IN TOWN

Premium Auto Show

SEASON 5

AMBIENCE MALL, GURGAON

11 - 13, MARCH 2016

A VENTURE OF RelioQuick

IP MANAGED BY Stratagem

Audi Gurgaon

AMP Supercars

HYUNDAI

JAGUAR

LAND ROVER

PORSCHE

RENAULT Passion for life

ŠKODA

VOLVO CARS

DSK Benelli

DUCATI

DSK HYOSUNG

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.

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 – LED display

Pre Event Promotion – LED display

Pre Event Promotion – E-mailers

Pre Event Promotion – E-mailers

Participated Brands Promotion on FACEBOOK and EDMs

Event Glimpses

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