



**AUTO MALL**  
**@ Phoenix Market City, PUNE**  
**18 – 20 March, 2016**

IPs managed:



THE  
 HOTTEST  
 AUTO SHOW  
 IN TOWN



*Premium Auto Show*

18-20 MARCH 2016

A VENTURE OF  
**RelioQuick**<sup>™</sup>

IP MANAGED BY  


Audi Approved  
 :plus



MARUTI SUZUKI  
 Way of Life!

Mahindra  
 Rise.



Kawasaki



## Premium Auto Show @ Phoenix Market City : 18-20, March 2016 – Event Synopsis

After the grand success of Auto Mall season 3 in November 2015,  
**Premium Auto Show** was organized from **March 18-20, 2016**

The event has **participation from 9 leading automobile brands**  
AUDI, HARLEY DAVIDSON, DUCATI, KAWASAKI, KTM, MARUTI SUZUKI, SKODA, MAHINDRA, HYUNDAI,

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

All the brands put together generated over **2945 enquiries 388+ Hot Leads** and **10 Spot Bookings**.  
Over **1.6 Lac people visited** Phoenix Market City, Pune 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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YOU ARE CORDIALLY INVITED



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#automall2016

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PHOENIX MARKET CITY, PUNE  
18 - 20 MARCH 2016

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Part Associate: **plus** HYUNDAI MARUTI SUZUKI Mahindra Mercedes-Benz

SKODA NEXA HARLEY-Davidson Kawasaki KTM

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# Participated Brands Promotion on FACEBOOK

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- Ambience Mall

REVIEWS

4.4 of 5 stars  
52 reviews

Sandeep Kapoor  
5★ Excellent idea. Best way to catch attention of TG.  
June 13, 2015

Auto Mall India updated their cover photo.  
Published by Sandeep Kapoor (1) · October 27, 2015

1 share

Write a comment...

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Sandeep Kapoor  
1 share

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**THIS WEEK**

951 Post Reach

45 Post Engagement

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2016

2015

2014

2013

2012

2011

Sandeep Kapoor  
5★ Excellent idea. Best way to catch attention of TG.  
June 13, 2015

Like Comment

Pant Sachdeva  
5★ If I don'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.  
June 15, 2015

Like Comment

Sureti Gupta  
5★ Its an amazingly wonderful idea to exhibit cars and bikes at one platform making it really really attractive, interesting as well accomanied h everyone I  
Really looking forward to the upcoming event.  
June 15, 2015

Like Comment

English (UK) English (US) हिन्दी العربية

Auto Mall India  
Published by Sandeep Kapoor (1) · November 18, 2015

Automall Premium Auto Show 20-22, November 15@Phoenix Market City, Pune.. Showcasing AUDI

#automall2015  
Premium Auto Show  
PHOENIX MARKET CITY PUNE  
20-22, NOVEMBER 2015

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Auto Mall India

Auto Mall India

Published by Sandeep Kapoor (1) November 18, 2015 · #

Automall Premium Auto Show 20-22, November 15@Phoenix Market City, Pune... Showcasing FORD

RelioQuick AUTO MALL

Showing FORD @ Automall

#automall2015

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PHOENIX MARKET CITY, PUNE

20-22, NOVEMBER 2015

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Sandeep Kapoor and Md Azee Md Nante

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Auto Mall India

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Starting Tomorrow... Automall Premium Auto Show 20-22 November 15@ Phoenix Market City, Pune  
DISCOVER. CONNECT. EXPERIENCE.

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THE HOTTEST AUTO SHOW IN TOWN

STARTING TOMORROW

#automall2015

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PHOENIX MARKET CITY, PUNE

20-22, NOVEMBER 2015

147 people reached

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Sandeep Kapoor and Md Azee Md Nante

1 share

THIS WEEK

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46 Post Engagement

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## Event Glimpses



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



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Thank You...



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