

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

IPs managed:













18-20 MARCH 2016





Audi Approved :plus

















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.









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 – E-mailer







Automall 2016



Participated Brands Promotion on FACEBOOK





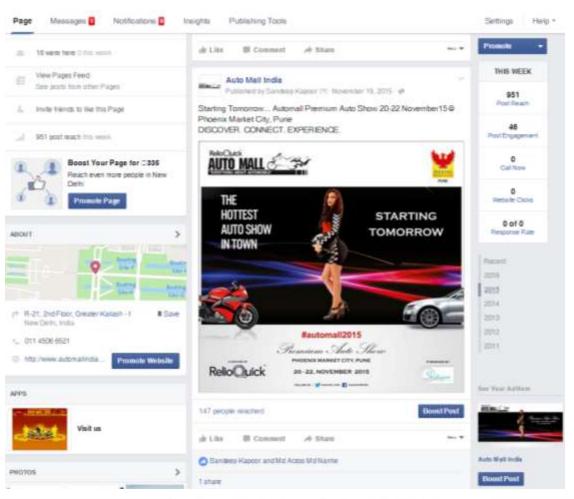






Participated Brands Promotion on FACEBOOK















Event Glimpses







Premium Auto Show



























Automall 2016 Premium Auto Show

18-20, MARCH 2016





























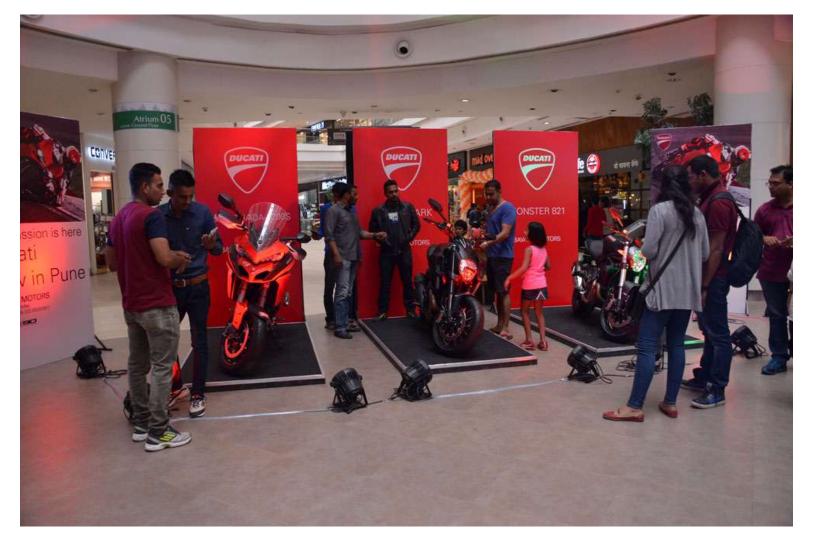


















































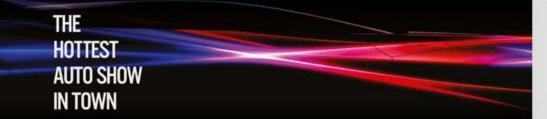












Automall 2016
Premium Auto Show
18-20, MARCH 2016

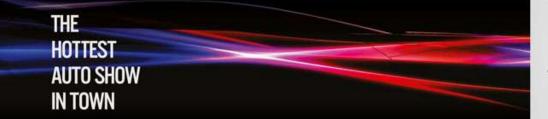






















































































Thank You...







