



**AUTO MALL  
@ AMBIENCE MALL, GURGAON  
22 – 24 JULY, 2016**

IPs managed:







**36<sup>TH</sup>**  
 AUTO MALL

**#automall2016**

*Premium Auto Show*

**AMBIENCE MALL, GURGAON**

**22-24 JULY, 2016**

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A VENTURE OF  
**RelioQuick™**

IP MANAGED BY



# Auto Mall @ Ambience Mall, Gurgaon : 22 - 24 JULY, 2016 – Event Synopsis

After the grand success of 35<sup>th</sup> Auto Mall in June 2016 @ Phoenix Marketcity, Mumbai  
**Auto Mall @ Ambience Mall, Gurgaon** was organized from **July 22 – 24, 2016**.

The event has **participation from 9 leading automobile brands**  
AUDI, ISUZU, SKODA, NISSAN, VOLVO CARS, DC design, DSK Hyosung, SUZUKI MOTORCYCLES, TVS

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

All the brands put together generated over **2600 enquiries** and **325+ hot prospects**.  
**5 Spot Bookings**, Over **2.3 lakh people visited** Ambience Mall during Auto Mall event weekend.



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*Premium Auto Show*  
22 - 24 JULY, 2016

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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

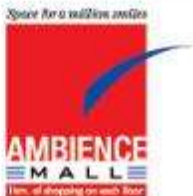
On ground branding at the Mall was done 1 weeks prior to the event through Backdrops and Standees Screens to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried for 4 days



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Pre Event Promotion – On LED Screens & Standee



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
21 July at 18:12 · 🌐

Showcasing #Volvo at Ambience Mall #Gurgaon on 22-24th July at #AutoMallinGurgaon



*Premium Auto Show*  
22 - 24, JULY 2016

RelioQuick **AUTO MALL** 

👍 Like    💬 Comment    ➦ Share

👥 2.2k    Chronological ▾

1 share    1 comment

 **Mohit Mohit Bestpic**  
Like · Reply · 23 July at 23:51

**RelioQuick Automall India**  
21 July at 18:12 · 🌐

Showcasing #Skoda at Ambience Mall #Gurgaon on 22-24th July at #AutoMallinGurgaon



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22 - 24, JULY 2016


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👍 Like    💬 Comment    ➦ Share

👥 2.3k    Chronological ▾



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# Pre Event Promotion – EDM on Facebook

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21 July at 14:12 · 🌐

Showcasing #Suzuki at Ambience #Mall #Gurgaon on 22-24 July at #AutoMallInGurgaon

*Premium Auto Show*  
22 - 24, JULY 2016





Like Comment Share

👍👎🗨️ 6.8k Chronological \*

25 shares 13 comments

View 11 more comments

**RelioQuick Automall India**  
20 July at 16:15 · 🌐

Showcasing #Hyosung bikes at Ambience Mall #Gurgaon on 22-24 July at #AutoMallInGurgaon

*Premium Auto Show*  
22 - 24, JULY 2016





Like Comment Share

👍👎🗨️ 2.9k Chronological \*

View 1 more comment

 Deepak Deepak Chapola Nice  
Like · Reply · 21 July at 11:12



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
20 July at 14:35 · 🌐

Showcasing Audi at Ambience Mall, Gurgaon, 22nd to 24th July

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22 - 24, JULY 2016



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Like Comment Share

👍👎👉 5.2k Chronological

12 shares 5 comments

View 3 more comments

**Navi Anuja Ahttt**  
Like · Reply · Yesterday at 00:37

**Ash Raf Owo**  
Like · Reply · Yesterday at 10:26

**RelioQuick Automall India** at Ambience Mall, Gurgaon  
20 July at 15:03 · 🌐

Showcasing #Nissan at Ambience Mall #Gurgaon on 22-24 July  
#AutoMallInGurgaon

*Premium Auto Show*  
22 - 24, JULY 2016



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Like Comment Share

You and 4 others

1 share



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
20 July at 13:23 · 🌐

Showcasing Nissan at Ambience Mall, Gurgaon. 22nd to 24th July

*Premium Auto Show*  
22 - 24, JULY 2016



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**AMBIENCE MALL**  
Gurgaon

Like Comment Share

👍👎🗨️ 2.7k Chronological

1 share 3 comments

View 1 more comment

 **Darwan Aditya** It would be! Like · Reply · 21 July at 16:01

 **Ratul Malakar** Awesome..... Like · Reply · 21 July at 23:13

**RelioQuick Automall India**  
18 July at 11:37 · 🌐

Showcasing DC avanti (DC Design ) at Ambience Mall, Gurgaon . 22nd to 24th July

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**AMBIENCE MALL**  
Gurgaon

Like Comment Share

👍👎🗨️ 3.5k Chronological

3 shares 4 comments

View 2 more comments

 **Aaditya Joshi** indian spirit Like · Reply · 23 July at 13:03

 **Suyash Joshi** Cool Like · Reply · 23 July at 13:34



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
19 July at 18:16

Showcasing latest launch of TVS TVS Apache at Ambience Mall, Gurgaon on 22nd to 24th July



*Premium Auto Show*  
22 - 24, JULY 2016

Like Comment Share

आतुव शर्मा and 2.8k others

11 shares 10 comments

View 6 more comments

**Srijan Datta** Too late i brought R 15 3 days ago  
Like Reply 22 hrs

**Nikhil Pandey** Awesome bike  
Like Reply 14 hrs

**RelioQuick Automall India**  
18 July at 17:02

Showcasing latest models of Isuzu at Ambience Mall, Gurgaon on 22nd to 24th July



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The Adventure Begins  
**BOOK NOW!**

Like Comment Share

2.7k

1 share 1 comment

**Hakimsingh Tata** Could  
Like Reply 22 July at 08:15



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# Pre Event Promotion – Digital Campaign on Facebook

The screenshot displays the Facebook profile for RelioQuick Automall India. The page header includes the logo, navigation tabs (Home, About, Events, Photos, Reviews, Likes, Videos, Posts, Manage Tabs), and a 'Promote' button. The main content area features a 'This Week' summary with 174,295 Post Reach, 0 Website Clicks, and 4 Call Now actions. Below this is a promoted event for '#automall2016 Premium Auto Show' at Ambience Mall, Greater Kailash, New Delhi, from July 22-24, 2016. The right-hand sidebar shows page statistics (4.4 stars, 39K likes), a search bar, and a list of recent interactions and insights.

**RelioQuick Automall India**  
@rqautomallindia

**This Week** See All

- 174,295 ↑ Post Reach
- 0 Website Clicks
- 4 ↑ Call Now

**Promote Your Website for ₹700**  
Find website visitors in India based on their interests.  
[Promote Website](#)

**RelioQuick Automall India** added an event.  
July 19 at 10:46am

**#automall2016 Premium Auto Show**  
AMBIENCE MALL, GU  
22 - 24 JULY, 2016

**ABOUT**

R-21, 2nd Floor, Greater Kailash - I  
New Delhi

100% response rate, 22-hours response time  
Respond faster to turn on the badge.

39K likes +1,407 this week  
Shrey Kapoor and 18 other friends

16 were here 0 this week

See Pages Feed  
Posts from Pages you've liked as your Page

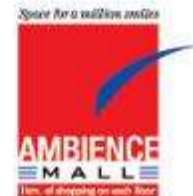
Invite friends to like this Page

174,295 post reach this week


















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# Event Promotion – Digital Campaign on Twitter

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>RelioQuickAutomall</b> @automall_india · Jul 23 Here is the Q #6, Reply it and Share the world #AutoMallinGurgaon #contest #ContestAlert pic.twitter.com/8W8CwTly6c <a href="#">View Tweet activity</a>	2,902	603	20.8%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 23 Q #4 is here, Reply it and stand chances to win prizes! #AutoMallinGurgaon #contest #ContestAlert pic.twitter.com/Yv8x5Upq6c <a href="#">View Tweet activity</a>	2,871	565	19.7%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 21 Here are the T&Cs for #AutoMallinGurgaon #contest ,starting from tomorrow #ContestAlert pic.twitter.com/y4VaJUPf <a href="#">View Tweet activity</a>	2,842	388	13.7%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 23 This is Q #5 , Reply it and win prize! #AutoMallinGurgaon #contest #ContestAlert pic.twitter.com/y5XgrshVb1 <a href="#">View Tweet activity</a>	2,794	596	21.3%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 22 Here is the Q#1 for #AutoMallinGurgaon #contest. Reply it and get chances to win #ContestAlert pic.twitter.com/fsEdDBRqhl <a href="#">View Tweet activity</a>	2,696	696	25.8%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 23 This is the hint of Q #6 for #AutoMallinGurgaon #contest pic.twitter.com/96LhVDF11B <a href="#">View Tweet activity</a>	2,573	250	9.7%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 22 Here is the Q #2 for #AutoMallinGurgaon #contest #ContestAlert pic.twitter.com/Ow0bcFtHzk	2,571	634	24.7%	<a href="#">Promote</a>	

Tweets	Home	Tweets	Audiences	Events	More	Ret
	<b>RelioQuickAutomall</b> @automall_india · Jul 22 Here is the Q#1 for #AutoMallinGurgaon #contest. Reply it and get chances to win #ContestAlert pic.twitter.com/fsEdDBRqhl <a href="#">View Tweet activity</a>	2,696	696	25.8%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 23 This is the hint of Q #6 for #AutoMallinGurgaon #contest pic.twitter.com/96LhVDF11B <a href="#">View Tweet activity</a>	2,573	250	9.7%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 22 Here is the Q #2 for #AutoMallinGurgaon #contest #ContestAlert pic.twitter.com/Ow0bcFtHzk <a href="#">View Tweet activity</a>	2,571	634	24.7%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 22 Here is the Q#3 for #AutoMallinGurgaon #contest , Reply it and get chances to win #ContestAlert pic.twitter.com/f5xLUqqF <a href="#">View Tweet activity</a>	2,530	639	25.2%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 21 Here are the rules for #AutoMallinGurgaon #contest , RT, share and follow us to participate. #ContestAlert pic.twitter.com/1YWsPUzofly <a href="#">View Tweet activity</a>	2,523	353	14.0%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 22 Here is the hint 1 for Q #1 #AutoMallinGurgaon #contest #ContestAlert pic.twitter.com/vqNKZwMvzG <a href="#">View Tweet activity</a>	2,339	396	16.9%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 23 This is the hint of Q #5 for #AutoMallinGurgaon #contest pic.twitter.com/ywfb6ZOXD <a href="#">View Tweet activity</a>	2,275	271	12.0%	<a href="#">Promote</a>	
	<b>RelioQuickAutomall</b> @automall_india · Jul 22 Here is the hint 2 for Q #1 #AutoMallinGurgaon #contest #ContestAlert pic.twitter.com/NTJL1EWBFK	2,193	343	15.6%	<a href="#">Promote</a>	



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# Event Promotion – Digital Campaign on Twitter



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## Event Glimpses

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Space for a million smiles





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Space for a million smiles  
**AMBIENCE MALL**  
 100% off shopping on each floor



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THANK YOU



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