



**AUTO MALL  
@Quest Mall, Kolkata  
19 – 21 August, 2016**

IPs managed:





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

#automall2016  
*Premium Auto Show*  
**QUEST MALL, KOLKATA**  
**19 - 21 AUGUST, 2016**

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  




# Auto Mall @ Quest Mall, Kolkata : 19 - 21 AUGUST' 2016 – Event Synopsis

**Auto Mall Season 1 @ Quest Mall, Kolkata** was organized from **August 19 – 21, 2016**.

## **Top 9 leading automobile brands participated**

**VOLVO, BMW, MERCEDES, HONDA, DSK BENELLI, NISSAN, MINI, AUDI, PORSCHE**

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.

Auto Mall @ Quest Mall, Kolkata showcased automobiles for all budgets.

All the brands put together generated over **64 Hot prospects** and **525 Enquires**.

**3 Spot Bookings**, Over **1.25 lakh people visited** Quest Mall during Auto Mall event weekend.

Mini Copper S was the attraction point of the Event, First time showcased in Kolkata.



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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 – EDM on Facebook

**RelioQuick Automall India**  
19 August at 11:23

Showcasing #Audi A6 at Quest Mall, Kolkata on 19-21 Aug #AutoMall2016

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Like Comment Share

4.3k

Chronological

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Paw Patil Pawan Patil Superb car audi A6  
Like · Reply · 20 August at 19:19

Vedprakash Aryan wao nyc #audi...  
Like · Reply · Yesterday at 06:07

**RelioQuick Automall India**  
17 August at 17:40

Showcasing BMW India at Quest Mall, Kolkata on 19-21 Aug, 2016  
#AutoMall2016

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DRIVING LUXURY.  
THE ALL-NEW BMW 7 SERIES.

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Like Comment Share

3.4k

Chronological

15 shares

View 3 more comments

Dark: Shádeów It vis  
Teacher: tunc aaj bhi homework nhi kya? Tujhe kya saja doon?... See more  
Like · Reply · 20 August at 14:49

Asif Qureshi So beautiful  
Like · Reply · 20 August at 22:09

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**RelioQuick Automall India**  
17 August at 17:36 · 🌐

Showcasing DSK Benelli Kolkata at Quest Mall, Kolkata on 19-21 Aug, 2016  
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DSK | **Benelli** **DSK**



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👍 Like    💬 Comment    ➦ Share

👍 🎉 🗨️ 2.5k Chronological \*

View 4 more comments

 **Dark Shadew II** v/s  
Teacher: tune aaj bhi homework nhi kiya? Tujhe kya saja doon?... See more  
Like · Reply · 19 August at 23:39

 **Veer Gujjar Jcm** Nice  
Like · Reply · 20 August at 09:09

**RelioQuick Automall India**  
17 August at 17:36 · 🌐

Showcasing Honda Car India at Quest Mall, Kolkata on 19-21 Aug, 2016  
#AutoMall2016

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**HONDA**  
The Power of Dreams



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👍 Like    💬 Comment    ➦ Share

👍 🎉 🗨️ 5.6k Chronological \*

16 shares

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 **Hamid Bhaya Super**  
Like · Reply · 19 hrs

 **Sarfaraz Tyagi** Cost kitni hai  
Like · Reply · 2 hrs



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# Pre Event Promotion – EDM on Facebook

RelioQuick Automall India  
17 August at 17:34 · 🌐

Showcasing Mercedes-Benz #Cars at Quest Mall, Kolkata on 19-21 Aug, 2016 #AutoMall2016

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QUEST MALL, KOLKATA  
19 - 21 AUGUST, 2016



Mercedes-Benz Financial

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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Like Comment Share

👍👎👤 4.6k Chronological

Shivansh Verma Nice this car  
Like · Reply · 20 August at 13:14

RelioQuick Automall India  
17 August at 17:32 · 🌐

Showcasing MINI Cars at Quest Mall, Kolkata on 19-21 Aug, 2016 #AutoMall2016

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17 shares

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Arun Ganesan Shibayan Ghosh  
Like · Reply · 20 August at 17:37

Mausam Kinger Ye ha mini  
Like · Reply · Yesterday at 00:03

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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
19 August at 11:24

Showcasing #PorscheBoxster at Quest Mall, Kolkata on 19-21 Aug #AutoMall2016



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19 - 21 AUGUST, 2016

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Like Comment Share

2.4k

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15 shares

View 2 more comments

**Siddhant Agarwal** OMG  
Like Reply 20 August at 12:19

**Ishant Agarwal** It's amazing  
Like Reply 20 August at 19:36

**RelioQuick Automall India**  
17 August at 17:28

Showcasing Volvo Cars at Quest Mall, Kolkata on 19-21 Aug, 2016 #AutoMall2016



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19 - 21 AUGUST, 2016  
**VOLVO**

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Like Comment Share

5.7k

Chronological

13 shares

**Ajaz Ali** Dikhne me must car  
Like Reply 17 August at 23:43

**Sk Sajid** Rider Awesome car  
Like Reply 19 August at 20:05

**RelioQuick Automall India**  
17 August at 17:30

Showcasing Nissan #Terrano Cars at Quest Mall, Kolkata on 19-21 Aug, 2016 #AutoMall2016



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19 - 21 AUGUST, 2016

RelioQuick AUTO MALL QUEST

Like Comment Share

4k

Chronological

1 share

View 1 more comment

**Anshul Lodhi** nice car terrano  
Like Reply 20 August at 12:53

**Boyar Debbarma** how much??  
Like Reply Yesterday at 00:46



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19 - 21 AUGUST, 2016



# Digital Campaign on Twitter ( Contest )



<p>#AutoMallQuest</p> <p>Guess the Car?</p>	<p>#AutoMallQuest</p> <p>Guess the Car?</p>	<p>#AutoMallQuest</p> <p>NOTHING LIKE IT.</p>
<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>	<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>	<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>
<p>#AutoMallQuest</p> <p>BMW i8</p>		<p>#AutoMallQuest</p> <p>Which Car does John Abraham Promote?</p>
<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>		<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>


<p>#AutoMallQuest</p> <p>Guess the Car Brand?</p>	<p>twitter contest #automall2016</p> <p>#AutoMallQuest</p> <p>Date : 19 - 21 AUGUST, 2016 Time : 8:00 AM to 11:59 PM ( IST )</p>	<p>#AutoMallQuest twitter contest #Automall2016</p> <p>Date : 19 - 21 AUGUST, 2016   Time : 8AM to 11:59PM ( IST )</p> <p><b>Contest Rules</b></p> <ol style="list-style-type: none"> <li>1. Follow Auto Mall India twitter handle and RT its tweets to become eligible.</li> <li>2. 4 questions will be asked each day (19 - 21st August 2016).</li> <li>3. Questions will be asked daily between 8am to 11:59pm (IST).</li> <li>4. Guess the name of Car, Logo, and Brand while looking at shared images/questions.</li> <li>5. RelioQuick Auto mall has discretion to change, alter, modify or discontinue the contest at any point of time.</li> <li>6. Read contest Rules, Terms &amp; Conditions in detail at our official blog.</li> </ol>
<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>	<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>	<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>
<p>#AutoMallQuest twitter contest #Automall2016</p> <p>Date : 19 - 21 AUGUST, 2016   Time : 8AM to 11:59PM ( IST )</p> <p><b>Terms and Conditions</b></p> <ol style="list-style-type: none"> <li>1. Follow, RT, Share and tag your followers with hashtag #AutoMallQuest #Automall2016 to become eligible</li> <li>2. The Correct answer, speed of response, the number of RT, shares with the hashtag and the influence of the twitter use will be accounted for determining the winner.</li> <li>3. Winners will be chosen at random</li> <li>4. Contest is applicable to all the residents of India*</li> <li>5. The correct and fastest answers will win Prizes (all rights are reserved at AutoMallIndia)</li> <li>6. Winners will get gift vouchers worth ₹6000/-</li> <li>7. Contest Terms &amp; Condition apply</li> </ol>	<p>Premium Auto Show QUEST MALL, KOLKATA 19 - 21 AUGUST, 2016</p> <p>DRIVING LUXURY. THE ALL-NEW BMW 7 SERIES.</p>	<p>Premium Auto Show QUEST MALL, KOLKATA 19 - 21 AUGUST, 2016</p>
<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>	<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>	<p>#automall2016 Premium Auto Show 19-21 AUGUST, 2016 QUEST</p>



# Auto Mall at Quest Mall

12 Pins  
55 followers  
Auto Mall at Quest Mall Kolkata




RelioQuick Auto Mall 2016  
19-21 AUGUST, 2016


twitter contest

#AutoMallQuest


19-21 AUGUST, 2016




Premium Auto Show at Quest Mall Kolkata - Google+




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 COCHIN 12 - 14 AUGUST, 2016  
 KOLKATA 19 - 21 AUGUST, 2016  
 PUNE 26 - 28 AUGUST, 2016



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Say something 


**automall india**  
 Shared privately · Aug 19, 2016

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 QUEST MALL, KOLKATA  
 19 - 21 AUGUST, 2016




+2 Add a comment...

**Event photos** [View photos \(11\)](#)  


**Details**  
 Created by automall india · Private event  
 Fri, Aug 19, 10:00 AM - Yesterday, Aug 21, 12:00 PM  
 Quest Mall



Welcome to ReloQuick Automall, A Premium Auto show at Quest Mall, Kolkata  
 India's biggest Premium Auto Show is in your city featuring top Car and Bike brands  
 Celebrate your weekend with an adrenaline pumping auto show at Quest Mall, Kolkata  
 Transit and parking info: <http://www.questmall.in/>

[Tickets](#) [Official site](#)



# Pre Event Promotion – Digital Campaign on Facebook

**ReloQuick AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

*Premium Auto Show*

12-14 AUGUST, 2016 | 19-21 AUGUST, 2016 | 26-28 AUGUST, 2016

**August 19** Premium Auto Show at Quest Mall, Kolkata

Public · Hosted by ReloQuick Automall India and 2 others

Interested + Going Invite Edit Hoodlet

August 19 – August 21  
Aug 19 at 10 AM to Aug 21 at 11 PM

Quest Mall, Kolkata  
33 Syed Amir Ali Avenue, Kolkata, India 700017

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

**Details**

Welcome to ReloQuick Automall, A Premium Auto show at Quest Mall, Kolkata  
India's biggest Premium Auto Show is in your city featuring top Car and Bike brands  
Celebrate your weekend with an adrenaline pumping auto show at Quest

**EVENT TIPS** Next Tip

**Use Short Event Names**

A short name that represents your event will perform better because important info won't get cut off in News Feed

**EDIT NAME**

**GUESTS**

414 interested 89 went 124 shared with

**INSIGHTS**

42K Reached +29k this week

738 Viewed +533 this week

**Actions on Page** August 13 - August 19

3 Total Actions on Page ▲200%

**People** August 13 - August 19

Men 13-17 Largest Audience (54%)

Mobile Devices Most Common Device (50%)

**Page Views** August 13 - August 19

576 Total Page Views ▲104%

**Page Likes** August 13 - August 19

532 Page Likes ▲113%

**Reach** August 13 - August 19

192,254 People Reached ▲201%

**Post Engagements** August 13 - August 19

31,087 Post Engagement ▲260%

**Videos** August 13 - August 19

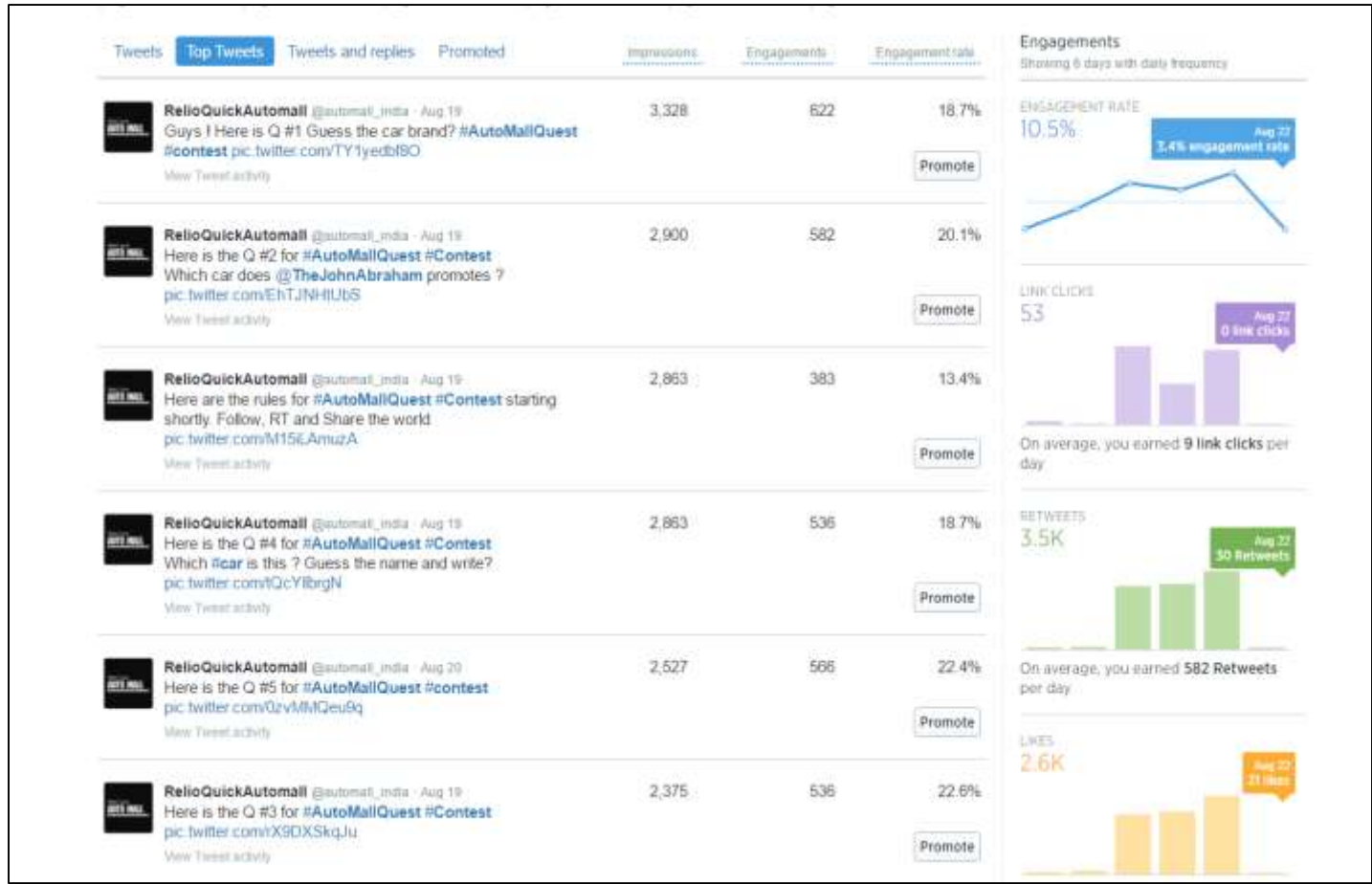
1,196 Total Video Views ▲119,500%



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19-21 AUGUST, 2016



# Pre Event Promotion – Digital



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**19 - 21 AUGUST, 2016**



# #AutoMallQuest

PDF XLS

8,966  
POSTS

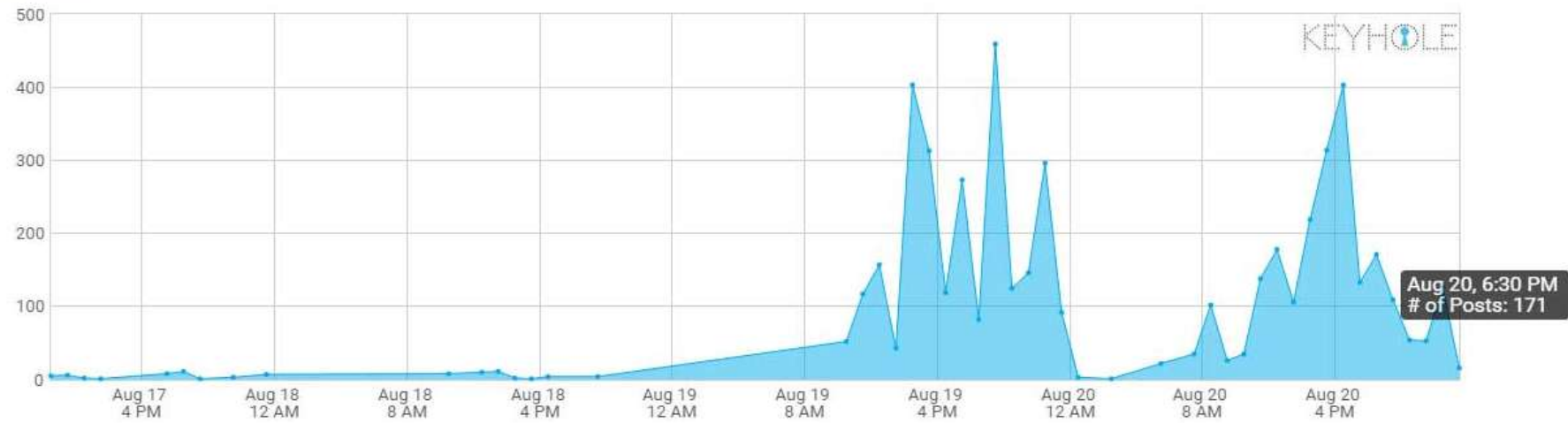
457  
USERS

660,853  
REACH

19,350,261  
IMPRESSIONS

## Timeline

DOWNLOAD



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## Event Glimpses

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THANK YOU



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