



**AUTO MALL Season 2  
@DLF Place, Saket  
9 – 11 September, 2016**

IPs managed:



RelioQuick™  
**AUTO MALL**  
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



  
**DLF PLACE**  
— SAKET —

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



**#automall2016**  
*Premium Auto Show*  
**DLF PLACE, SAKET**  
**9 - 11, SEPTEMBER 2016**

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  


**DC**  
DESIGN

 Break Through

DSK  **Benelli**

Go Further 


**ISUZU**

**Mahindra**  
Rise.

 **KONCEPT MAHINDRA**  
Your Satisfaction Our Striving

  
**NISSAN**  
Innovation that excites

  
**TOYOTA**

  
VOLVO CARS

  
**Volkswagen**

# Auto Mall @ DLF Place, Saket : 9 - 11 SEPTEMBER' 2016 – Event Synopsis

After the Grand Success of Auto Mall Season 1 in May 2016  
Auto Mall Season 2 @ DLF Place, Saket was organized from **September 9 – 11, 2016.**

## Top 10 leading automobile brands participated

DC DESIGN, DATSUN, DSK BENELLI, FORD, ISUZU, MAHINDRA, NISSAN, TOYOTA, VOLVO CARS, VOLKSWAGEN

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

Auto Mall @ DLF Place, Saket Showcased automobiles for all budgets.

All the brands put together generated over **816 Hot Enquires, 2450 Enquires, 56 Hot prospects** and **7 Spot Bookings.**

Over **1.6+ Lakh people visited** DLF Place during Auto Mall event weekend.

DC Design '**Avanti**' was an the Special highlight of the Event.



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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 Ground Branding



# Pre Event Promotion – On Ground Branding



www.dlfplace.in

**DLF PLACE SAKET**

*Fall in Love with*  
**Fashion & Music**  
*at DLF Place*  
 3<sup>rd</sup>-25<sup>th</sup> Sept

*If you have a keen eye for fashion and an ear for music, there's no better place than DLF Place. Treat yourself to an irresistible combination of fashion and music. Swing to the beats of music while you sashay down from one store to another to check out the latest collection.*

**Auto Expo**  
 Don't miss the biggest spectacle on display at the Auto Show at DLF Place, Saket on 9th-10th Sept.

**Love for Delhi Indie Project**  
 Calling all music lovers for the Delhi Indie Project on 27th September. Also enjoy rock, blues, a symphony along with all the classic music in the country.

**Love For Grandparents**  
 Treat your grandparents for a special event on 22nd of Sept. 10. Write to us at [dfplace@dfplace.in](mailto:dfplace@dfplace.in) to register.

**Fashion Forward**  
 Be the first one to grab latest of Fall collection of our fashion brands and get off your feet from participating brands.

**Star In Magazine**  
 Grab a copy of the next magazine, Snapchat as [@dlfplacein](https://www.dlfplace.in) and tell us what you love it. Stand a chance to win a free bag from leading designers in the next magazine.

**DLF Place loves Snapchat**  
 DLF Place is now on Snapchat. Stay updated with the latest brand alerts, studio deals, as well as special reveals and styling content. For a customizable shopping experience, add us [@dlfplacein](https://www.dlfplace.in) on Snapchat.

**Fashion Lovers**  
 All who love shopping at our fashion brands will get a special shopping bag to free their shopping. Every week one lucky winner will win an exclusive shopping bag from participating brands.

**Participating brands:** MANISH KUMAR, KAZU, [dlfplace.in](https://www.dlfplace.in)

**THE PLACE to be in**

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## Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
7 September at 17:29

Showcasing Datsun India #RediGO at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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Like Comment Share

362

1 share

**RelioQuick Automall India**  
7 September at 17:50

Showcasing DC Design #Avanti at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMallQuiz #AutoMall2016

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2 shares

Chronological

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## Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
7 September at 17:55 · 🌐

Showcasing Isuzu Motors India Pvt. Ltd. #SUZUDMAX at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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The Adventure Begins  
**BOOK NOW!**

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Like Comment Share

👍👎👤 437 Chronological

Shah Shekhar Nyc  
Like Reply · 8 September at 15:24

**RelioQuick Automall India**  
7 September at 17:55 · 🌐

Showcasing Ford India #EcoSport at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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Go Further 



**Ford** ECOSPORT

We don't want anything to get in your way.

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**RelioQuick Automall India**  
8 September at 09:50 · 🌐

Showcasing Volkswagen #Ameo at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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👍 Like    💬 Comment    ➦ Share

👍 291

2 shares

**RelioQuick Automall India**  
8 September at 10:50 · 🌐

Showcasing Volvo Cars #XC60 at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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👍 🗨️ 📢 511

1 share

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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
8 September · 🌐 · 📍

Inviting everyone at DLF Place, Saket at 40th AutoMall. Experience leading auto brands from 9-11 Aug. #AutoMall2016

*Fall in Love with Fashion & Music at DLF Place*  
3<sup>rd</sup>-25<sup>th</sup> Sept

Auto Expo  
The Place  
KAZO

Like Comment Share

You and 4 others

1 share

**RelioQuick Automall India**  
9 September at 13:19 · 🌐

Showcasing DSK Benelli India #TNT600i at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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DSK Benelli DSK

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14



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
8 September at 13:15 · 🌐

Showcasing Mahindra KUV100 at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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Mahindra Rise

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👍 399

2 shares

**RelioQuick Automall India**  
9 September at 13:19 · 🌐

Showcasing DSK Benelli India #TNT600i at DLF PLACE, SAKET in 40th AutoMall from 9-11 Sept #AutoMall2016

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DSK Benelli

DSK

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👍 14

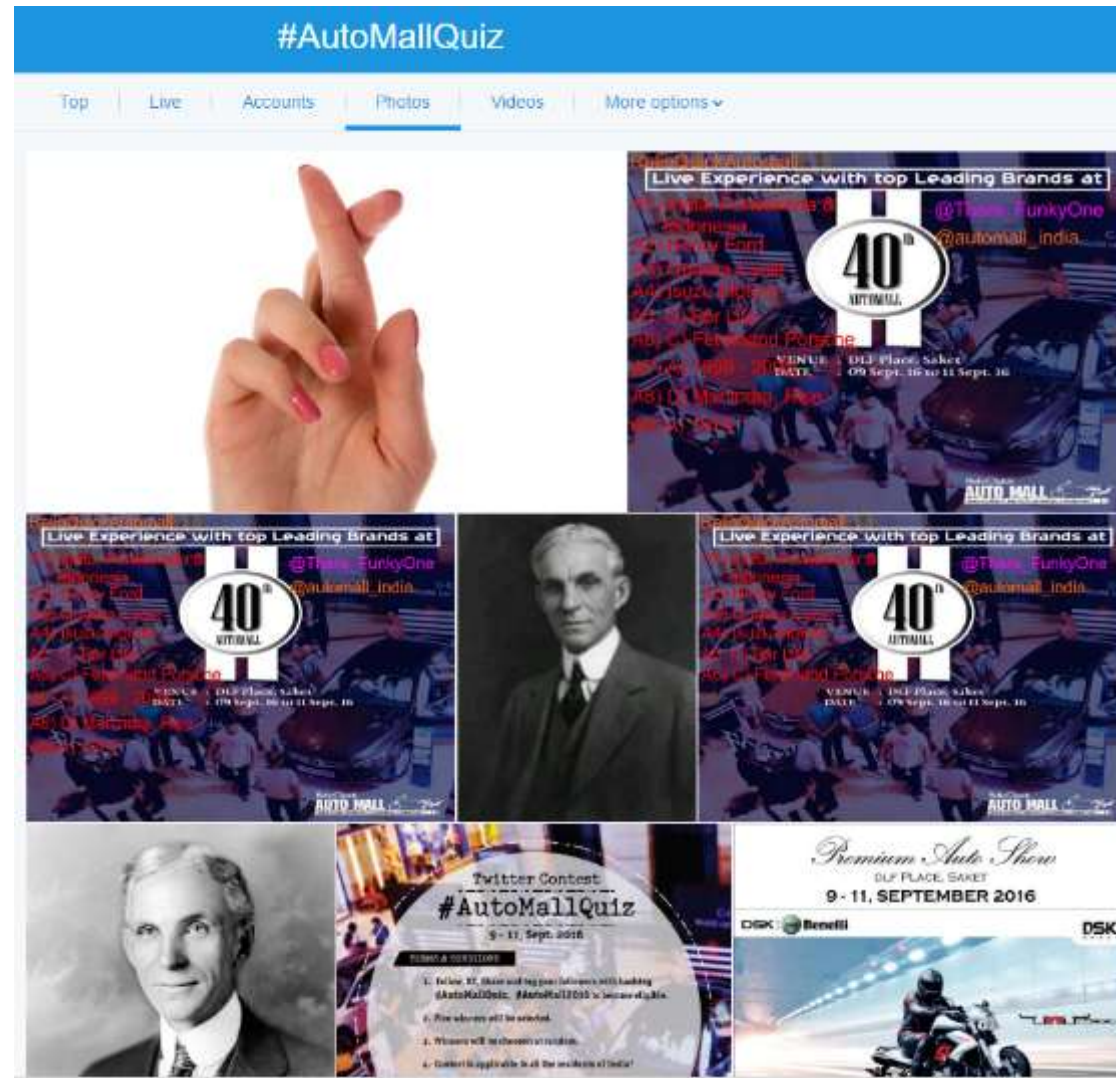


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# Digital Campaign on Twitter ( Contest )

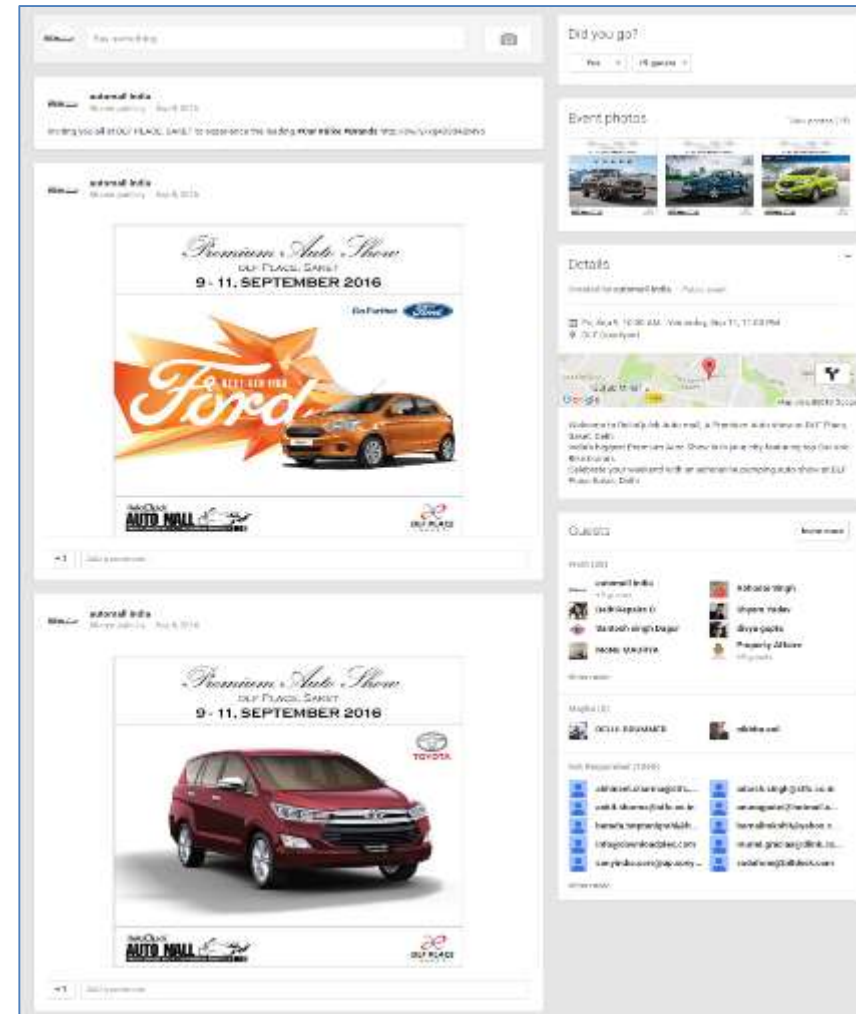


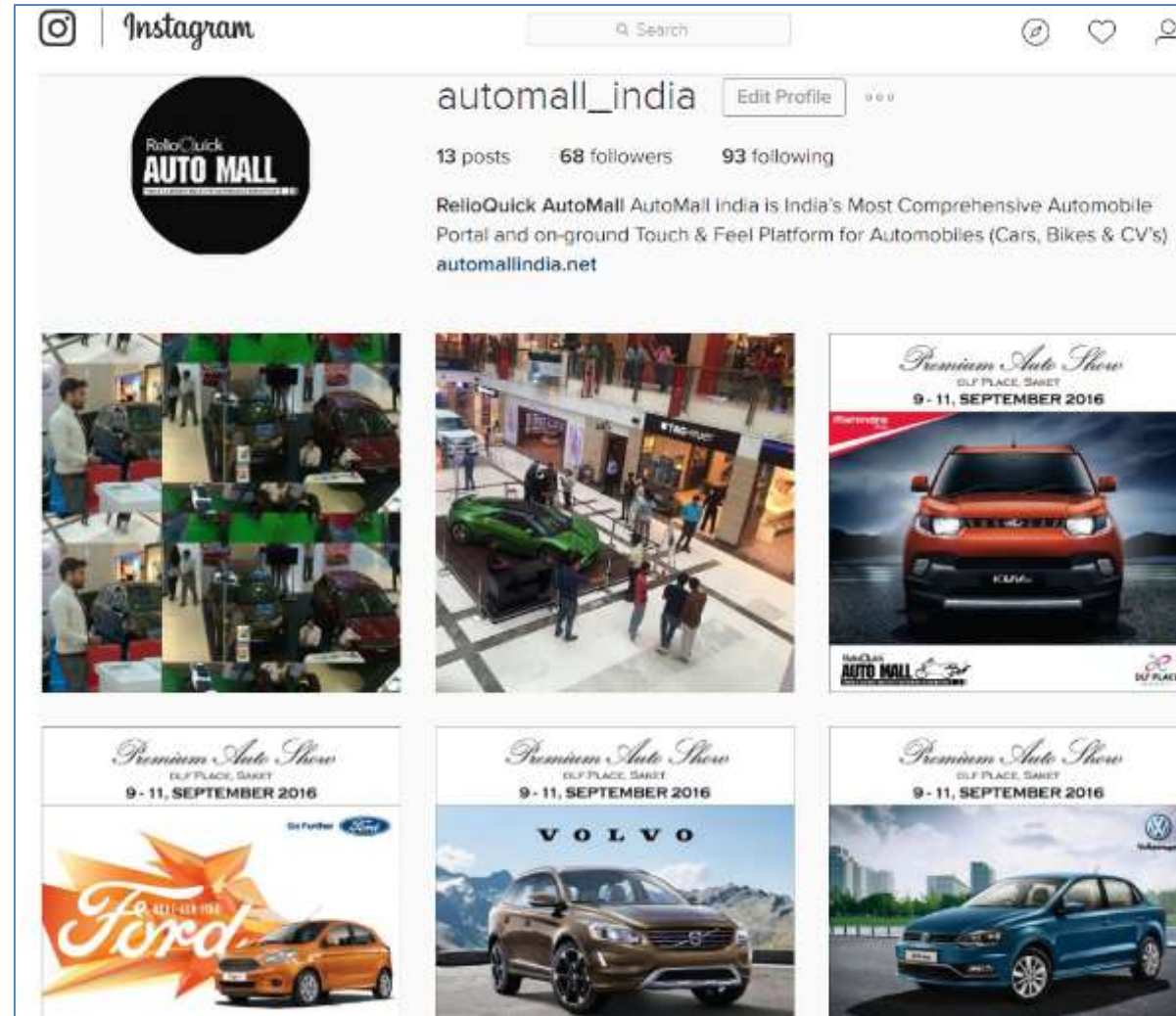
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# Pre Event Promotion – Webs & Blogs



A screenshot of a Facebook post from the page '40th AutoMall India'. The post is dated September 9, 2016, and has 44,736 other followers. The main text of the post reads: '40th AutoMall by RelioQuick India and Strategem Business Consulting LLP at DLF Place Saket. Top Leading Auto Brands at DLF Place Saket premises'. Below this, it says: 'Following are the top Auto brands at DLF Place Saket from 9-11 Sept. 2016 between 10:00 AM to 10:00 PM'. The post features a vertical carousel of images for various car brands: a red car, a green motorcycle, a Ford SUV, another Ford SUV, and an Isuzu SUV. On the right side of the post, there are sections for 'Follow Blog via Email', 'Recent Comments' (with three comments), and 'Follow me on Twitter' (with two tweets).



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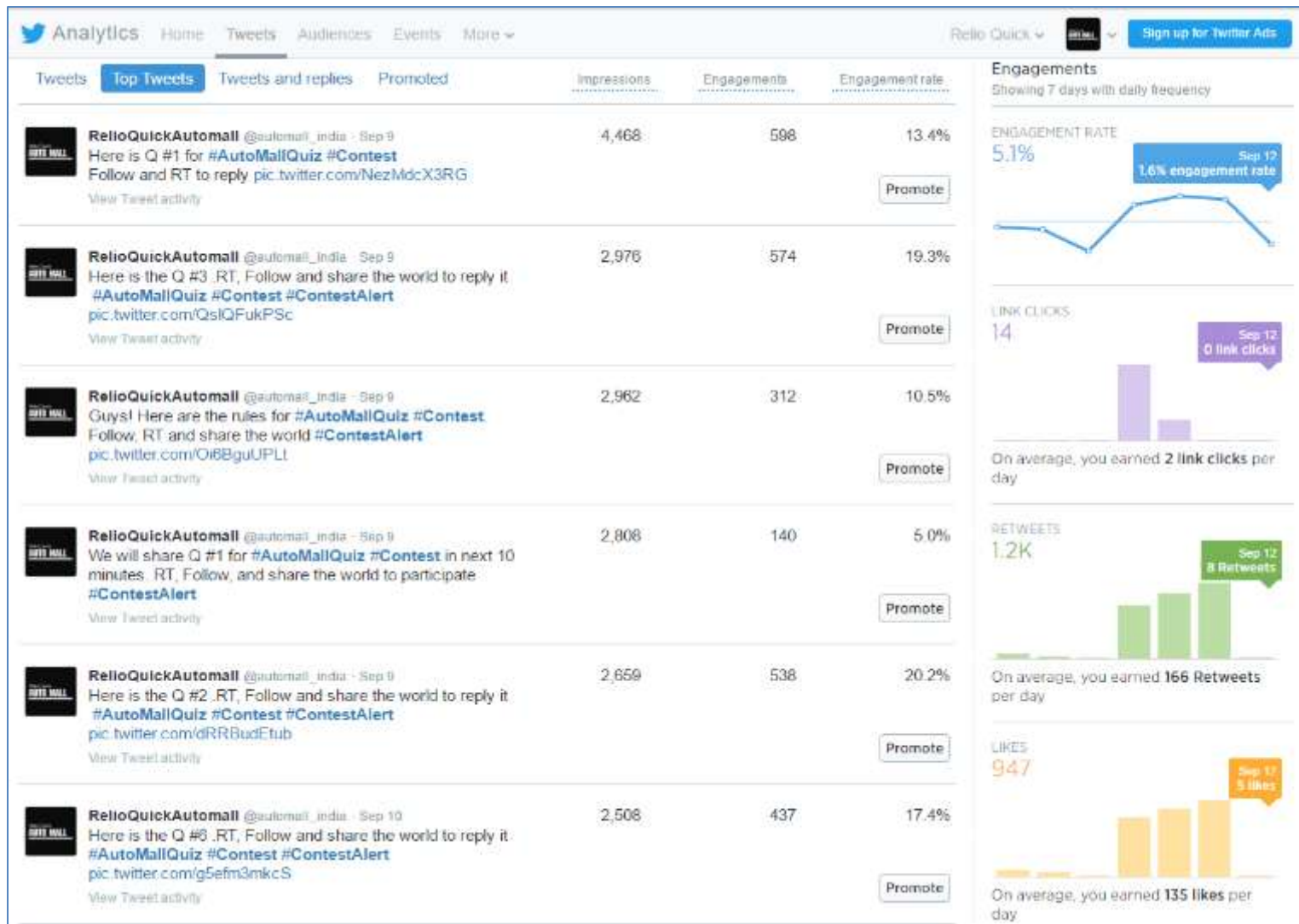
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## Real-time Tracker: #AutoMallQuiz

SEPT 6 - SEPT 12

5,002  
POSTS

248  
USERS

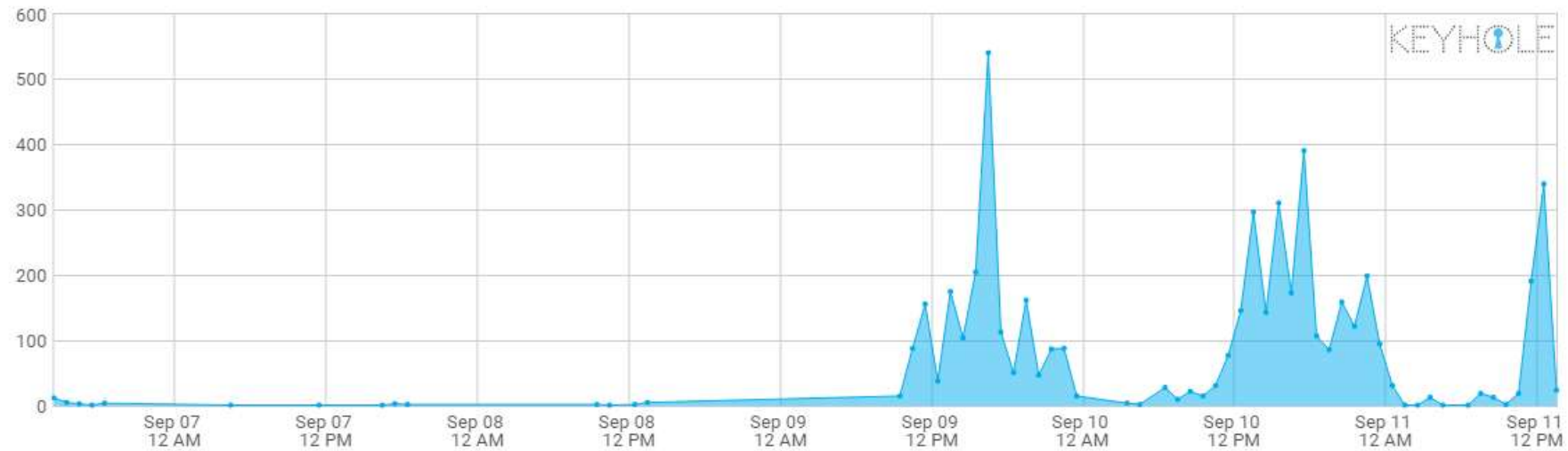
299,248  
REACH

173,41,163  
IMPRESSIONS

### Timeline

</>

DOWNLOAD



## Event Glimpses



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**THANK YOU**