



**AUTO MALL Season 5  
@Phoenix Marketcity, Kurla  
23 – 25 September, 2016**

IPs managed:



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



PHOENIX  
MARKETCITY  
LBS MARG, KURLA (W).

41<sup>TH</sup>  
AUTO MALL

#automall2016

*Premium Auto Show*  
PHOENIX MARKETCITY, KURLA  
23 - 25 SEPTEMBER, 2016

A VENTURE OF

RelioQuick™

IP MANAGED BY



**Mahindra**  
Rise.



Break Through

N E X A



**RENAULT**  
Passion for life



Mercedes-Benz  
The best or nothing.

**TATA MOTORS**



**TOYOTA**  
Quality Revolution

Vespa

aprilia

**ROYAL  
ENFIELD**

# Auto Mall @ Phoenix Marketcity, Kurla: 23 - 25 SEPTEMBER' 2016 – Event Synopsis

After the Grand Success of Auto Mall Season 4 in June 2016

**Auto Mall Season 5 @ Phoenix Marketcity, Kurla** was organized from **September 23 – 25, 2016**.

## **Top 10 leading automobile brands participated**

MERCEDES, TATA MOTORS, MAHINDRA, NISSAN, DATSUN, NEXA, RENAULT, TOYOTA, ROYAL ENFIELD,  
VESPA & APRILIA

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

Auto Mall @ Phoenix Marketcity, Kurla showcased automobiles for all budgets.

All the brands put together generated over **1066 Hot Enquires, 3200 Enquires, 380 Hot prospects** and **13 Spot Bookings**.

Over **2.8+ Lakh people visited** Phoenix Marketcity during Auto Mall event weekend.



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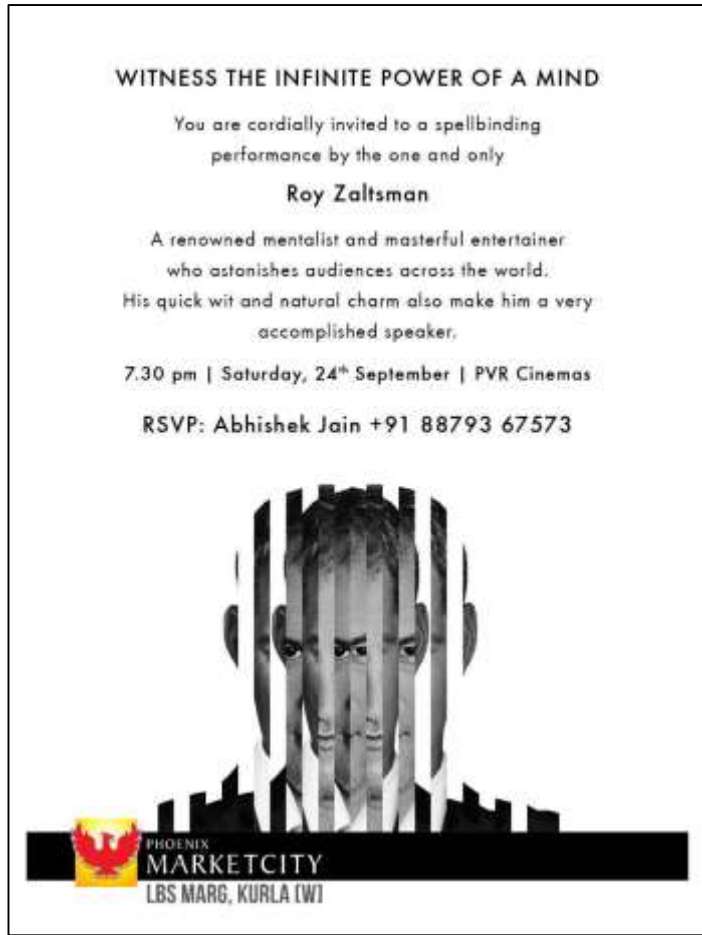




# Concurrent Shows at the Mall during Relio Quick Auto Mall



Live Concert by Singer **Ankit Tiwari**



Spellbinding Performance by **Roy Zaltsman**



Biggest Inter-Corporate Bowling Championship by **ColorPlus**



## 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 3 days



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## Pre Event Promotion – On Ground Branding



## Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
21 September at 15:41 · 🌐

Showcasing Toyota India #Innovacrysta at Phoenix Marketcity (Kurla) on 23-25 Sept #Cars #Bikes #Automall2016

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TOYOTA

INNOVA  
CRYSTA

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👍 Like    💬 Comment    ➦ Share

👍❤️ 196

**Relio Quick Auto Mall**  
21 September at 16:47 · 🌐

Showcasing Tata Motors #Zest at Phoenix Marketcity (Kurla) on 23-25 Sept #AutoMall2016 #Cars #Bikes

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TATA MOTORS

ZEST

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👍 149

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
22 September at 15:38 · 🌐

Showcasing NEXA #Scross at Phoenix Marketcity (Kurla) on 23-25 Sept  
#Cars #Bikes #Automall2016

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**MARUTI SUZUKI** NEXA



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👍 Like    💬 Comment    ➦ Share

👍 6

**Relio Quick Auto Mall**  
22 September at 16:14 · 🌐

Showcasing Datsun IndiaIndia #RediGo at Phoenix Marketcity (Kurla) on 23-25 Sept  
#Cars #Bikes #Automall2016

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**DATSUM** Break Through



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👍 Like    💬 Comment    ➦ Share

👍 🤖 372

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
21 September at 11:33 · 🌐

Showcasing Mercedes-Benz #GLA at Phoenix Marketcity (Kurla) on 23-25 Sept #Cars #Bikes #Automall2016



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Mercedes-Benz Financial

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Like Comment Share

1.3k

**Relio Quick Auto Mall**  
23 September at 13:38 · 🌐

Showcasing Royal Enfield at Phoenix Marketcity, Kurla #Mumbai from 23-25 Sept 2016 #Automall2016 #AutoShows



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Like Comment Share

151 Chronological

Girija Kriz AWESOME bike  
Like · Reply · 23 September at 15:03



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## Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
21 September at 10:00 · 🌐

Showcasing NEXA #Baleno at Phoenix Marketcity (Kurla) on 23-25 Sept  
#Cars #Bikes #Automall2016

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MARUTI SUZUKI NEXA

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Like Comment Share

722 Chronological

**Relio Quick Auto Mall**  
21 September at 10:42 · 🌐

Showcasing Mahindra Scorpio at Phoenix Marketcity (Kurla) on 23-25 Sept  
#AutoMall2016 #Cars #Bikes

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Mahindra Rise SCORPIO

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166

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
19 September at 18:30 · 🌐

Showcasing Aprilia Official at Phoenix Marketcity (Kurla) on 23-25th Sept  
#AutoMall2016 #Auto #Cars #Bikes

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**23 - 25, SEPTEMBER 2016**



aprilia

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Like Comment Share

👍❤️👍 1.1k Chronological ▾

12 shares

**Relio Quick Auto Mall**  
20 September at 17:49 · 🌐

Showcasing Nissan #Terrano at Phoenix Marketcity (Kurla) on 23-25th Sept  
#AutoMall2016 #Auto #Cars #Bikes

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NISSAN  
Innovation that excites

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Like Comment Share

👍👍 250 Chronological ▾

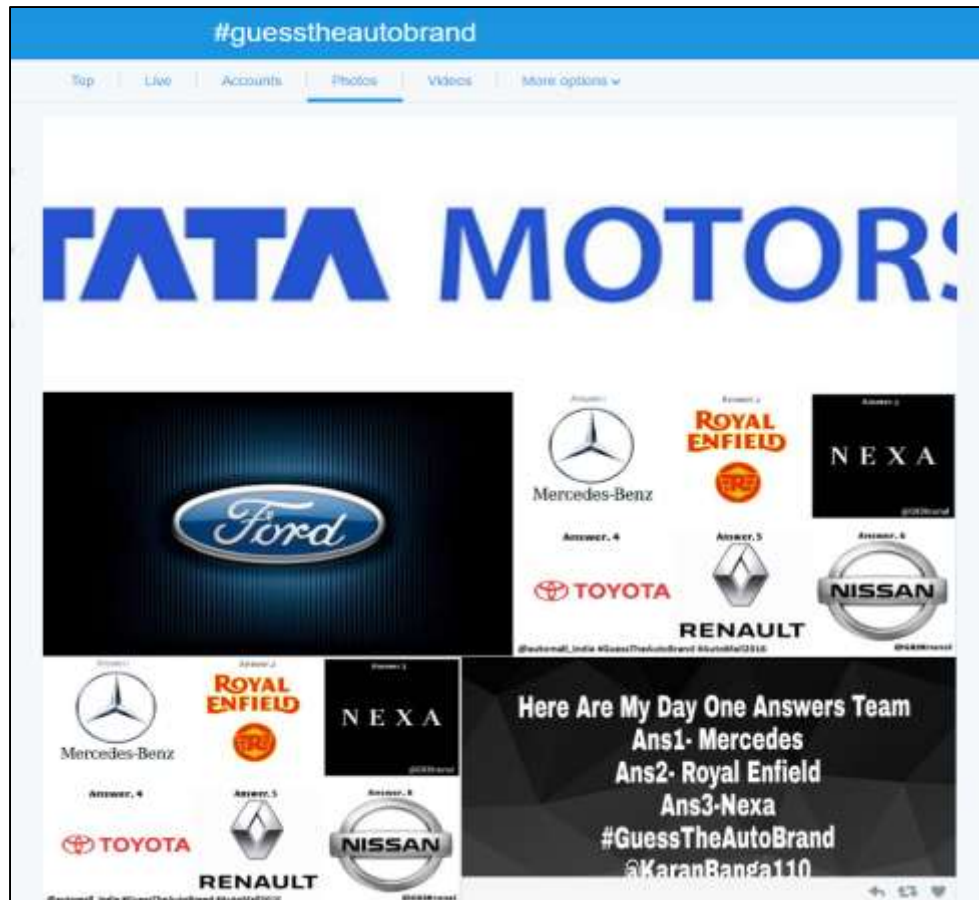


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# Digital Campaign on Twitter ( Contest )





# Pre Event Promotion – Linked In

Auto Mall India shared · Following · 2d

Showcasing Nissan Terrano in 41st Mall at Phoenix Marketcity, Kurla Mumbai on 23-25th Sept



Like · Comment · Share · 2

The advertisement features a black Nissan Terrano SUV parked on a light-colored surface. A man in a dark shirt and trousers is leaning against the rear of the vehicle. The Nissan logo is in the top left corner, and the 'AUTO MALL' logo is in the bottom left corner.

Auto Mall India shared · Following · 2d

Showcasing Aprilia Vepsa at Phoenix Marketcity, Kurla Mumbai on 23-25th Sept



Unlike · Comment · Share · 2

The advertisement shows a red Aprilia Vepsa scooter on a blue background with a pink diagonal stripe. The Aprilia logo is in the top right, and the 'AUTO MALL' logo is in the bottom left.

Auto Mall India shared · Following · 2d

Showcasing Nissan Micra in 41st Mall at Phoenix Marketcity, Kurla Mumbai on 23-25th Sept



Like · Comment · Share · 1

The advertisement features an orange Nissan Micra car. A stylized orange ribbon graphic is on the right side. The Nissan logo is in the top left, and the 'AUTO MALL' logo is in the bottom left.

Auto Mall India shared · Following · 2d

Showcasing Toyota Crysta in 41st Mall at Phoenix Marketcity, Kurla Mumbai on 23-25th Sept



Unlike · Comment · Share · 2

The advertisement shows a maroon Toyota Crysta van from a front-three-quarter view. The Toyota logo is in the top right, and the 'AUTO MALL' logo is in the bottom left.

Auto Mall India shared · Following · 1d

Showcasing Nexa S-cross in 41st Mall at Phoenix Marketcity, Kurla Mumbai on 23-25th Sept



Like · Comment · Share · 1

The advertisement features a blue Nexa S-cross car in a modern, brightly lit interior setting. The Maruti Suzuki logo is in the top left, and the 'AUTO MALL' logo is in the bottom left.



# Pre Event Promotion – Google & You Tube

42nd Auto Mall in Aurangabad - Register Now for this AutoShow  
विज्ञापन [www.automallindia.net/events/registration](http://www.automallindia.net/events/registration) 011 4506 6521  
RelioQuick AutoMall on 23-25th Sept. at Prozone Mall, Showcasing Top Auto Brands

Auto Show in Kurla, Mumbai - Top Auto Brands at one place  
Ad [automallindia.net/events/registration](http://automallindia.net/events/registration)  
Experience the leading Auto Brands in 41st AutoMall at Phoenix Marketcity Kurla

The image shows a YouTube video player interface. The video content is a promotional graphic for the '41st AutoMall at Phoenix Marketcity Kurla, Mumbai'. The graphic features a stylized, multi-colored car and motorcycle in motion, with the text 'RelioQuick AUTO MALL' and 'INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION'. Below this, it says 'Premium Auto Show', 'MUMBAI', and '23 - 25 SEPTEMBER, 2016'. The YouTube player shows a video duration of 0:02 / 1:05. Below the video, the title '41st AutoMall at Phoenix Marketcity Kurla, Mumbai' is displayed, along with the channel name 'RelioQuick Automallindia' and '18 views'. There are also buttons for 'Add to', 'Share', and 'More'.



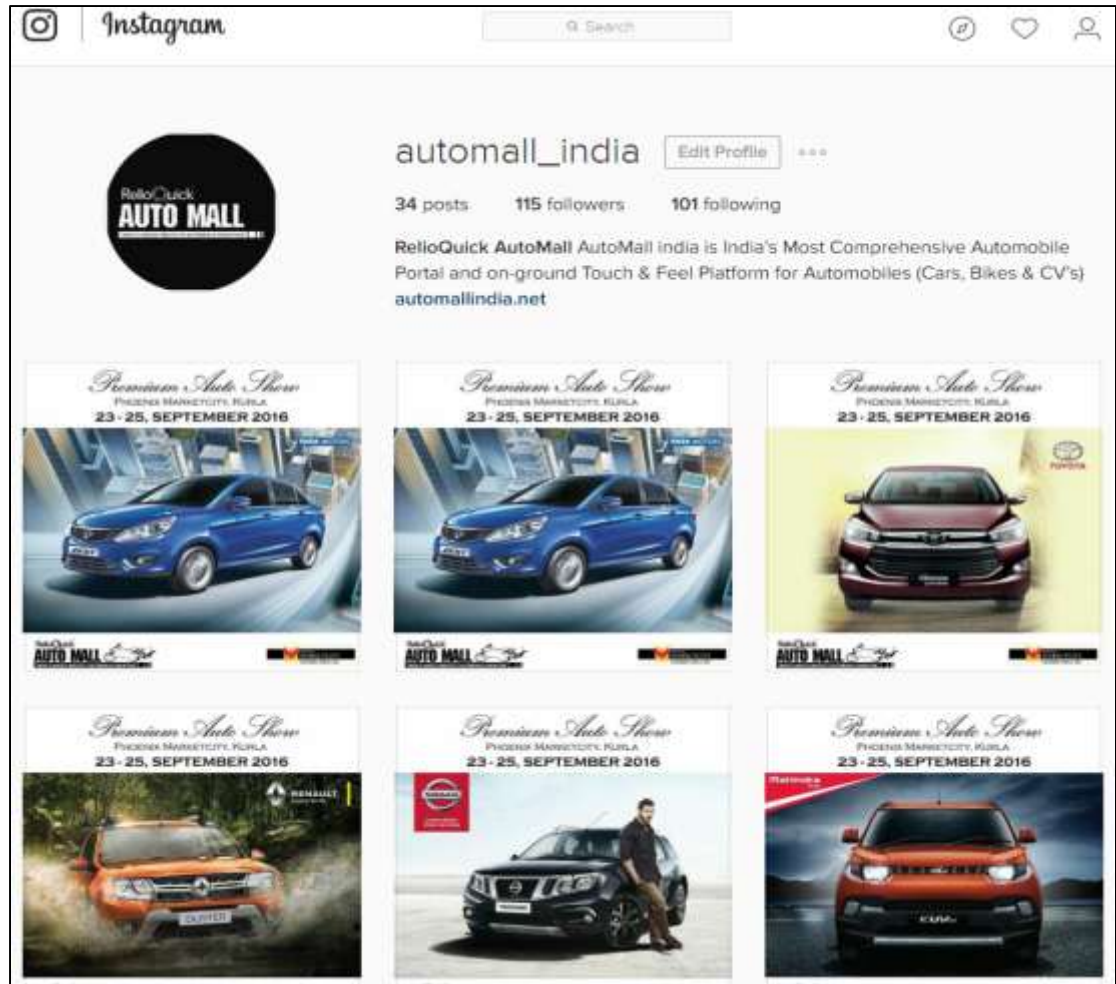
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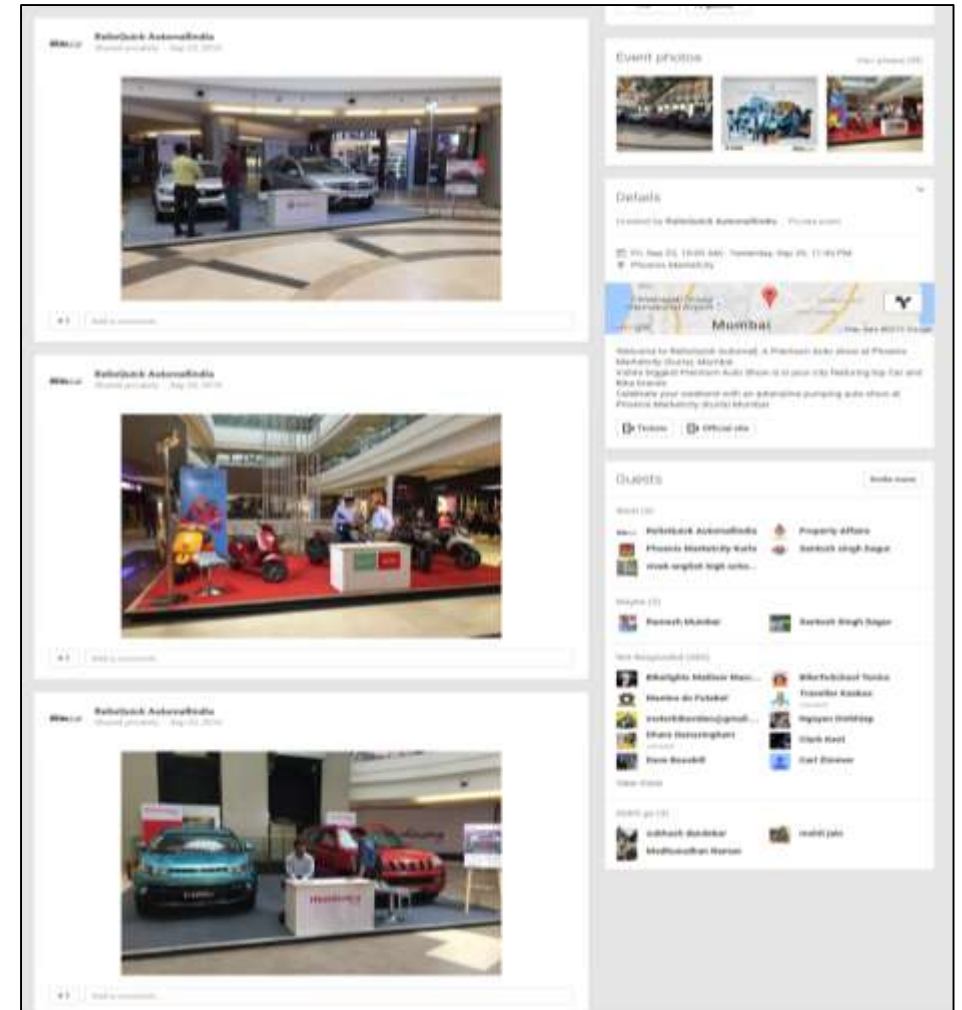
# Pre Event Promotion – Instagram



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# Pre Event Promotion – Digital Campaign on Facebook

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*Premium Auto Show*

MUMBAI  
23-25, SEPTEMBER 2016  
41

PROZONE  
AURANGABAD  
23-25, SEPTEMBER 2016  
42

SEP 23 A Premium Auto Show at Mumbai

Public · Hosted by Relio Quick Auto Mall and 2 others

Interested + Going Invite Edit ...

Public · Hosted by Relio Quick Auto Mall and 2 others

Interested + Going Invite Edit ...

September 23 – September 25  
Sep 23 at 10 AM to Sep 25 at 11 AM

Phoenix Marketcity (Kurla)  
Phoenix Marketcity, L. B. S. Marg, Kurla West, Mumbai, India 400070

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Details

Welcome to RelioQuick Automall, A Premium Auto show at Phoenix Marketcity (Kurla), Mumbai  
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 Phoenix Marketcity (Kurla) Mumbai

Recent Posts

Relio Quick Auto Mall — Leading Auto Brands showcasing their #Cars and #Bike at Phoenix Marketcity, Kurla (Mumbai) #AutoMall2016  
September 23 at 3:50pm

EVENT TIPS Next Tip

Create New Event

Have another event by Relio Quick Auto Mall coming up? Create an event to let people know about it.

Create

Santosh went

117 interested 38 went 152 shared with

INSIGHTS

10K Reached  
+4.8k this week

411 Viewed  
+158 this week

157 Responded  
+45 this week

Since 09/13/2016 View All Insights



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# Pre Event Promotion – Digital

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>RelioQuickAutomall</b> @automall_india · Sep 23	Tweeps! Here is the #Q1 for #GuessTheAutoBrand #Contest #ContesAlert RT, Follow and Share it pic.twitter.com/HtRr634lug		5,104	977	19.1%
	<b>RelioQuickAutomall</b> @automall_india · Sep 23	Tweeps!! Here are the T&Cs for #GuessTheAutoBrand #Contest! Follow us, Share it, and RT it to join. #AutoMall2016 pic.twitter.com/IBY5HzLU4W		4,070	616	15.1%
	<b>RelioQuickAutomall</b> @automall_india · Sep 23	Tweeps! Here is #Q2 for #GuessTheAutoBrand #Contest RT, Follow and Share it pic.twitter.com/KGgJawFHYU		4,050	804	19.9%
	<b>RelioQuickAutomall</b> @automall_india · Sep 24	Tweeps! Here is the #Q4 for #GuessTheAutoBrand #Contest #ContesAlert RT, Follow and Share it pic.twitter.com/UD6vrK85Ta		3,995	829	20.8%
	<b>RelioQuickAutomall</b> @automall_india · Sep 23	Tweeps! Here is the #Q3 for #GuessTheAutoBrand #Contest RT, Follow and Share it pic.twitter.com/4FVlxm1LbO		3,861	747	19.3%
	<b>RelioQuickAutomall</b> @automall_india · Sep 24	Tweeps! Lets Ans #Q5 for #GuessTheAutoBrand #Contest #ContesAlert RT, Follow and Share it pic.twitter.com/hzJbkpjF9		3,727	806	21.6%

**Engagements**  
Showing 7 days with daily frequency

ENGAGEMENT RATE  
7.8%  
8.5% engagement rate

LINK CLICKS  
119  
2 link clicks

On average, you earned 17 link clicks per day

RETWEETS  
2.5K  
20 Retweets

On average, you earned 357 Retweets per day

LIKES  
2.1K  
24 Likes

On average, you earned 304 likes per day



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## Real-time Tracker: #GuessTheAutoBrand



9,436  
POSTS



1307  
USERS

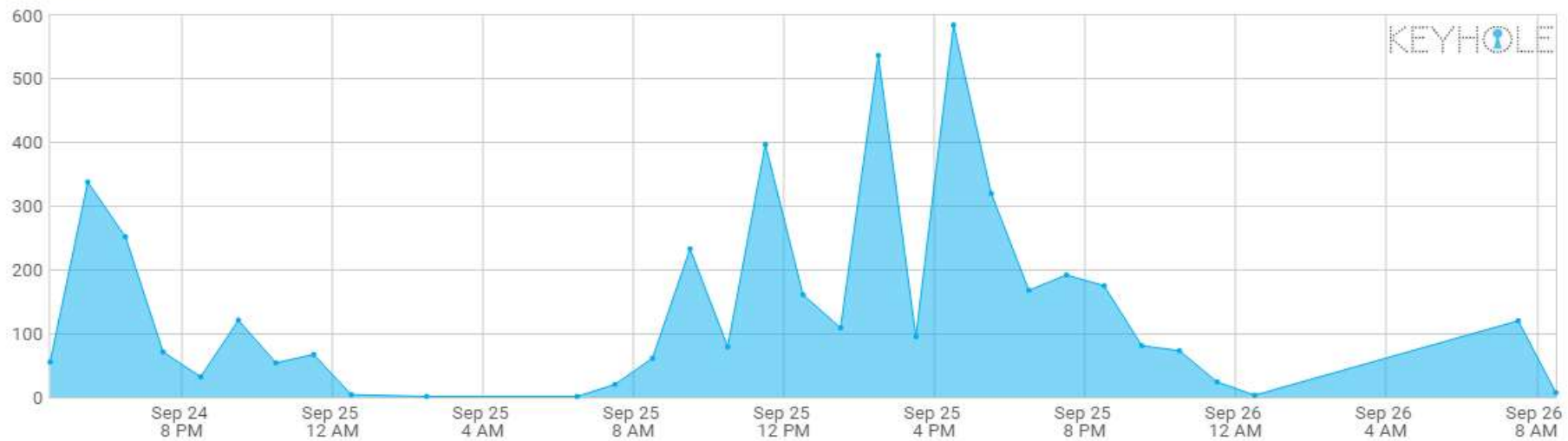


3,42,147  
REACH



37,220,069  
IMPRESSIONS

### Timeline



## Event Glimpses



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THANK YOU



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