Stratagem
BUSINESS CONSULTING LLP

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

IPs managed:

www.automallindia.net | www.propertyaffaire.com

ReliQuick™

AUTO MALL™

"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

PHOENIX MARKETCITY
LBS MARG, KURLA [W].

#automall2016

Premium Auto Show

PHOENIX MARKETCITY, KURLA

23 - 25 SEPTEMBER, 2016

A VENTURE OF ReliQuick™

IP MANAGED BY Stratagem

Mahindra Rise.

NISSAN Innovation that excites

DATSUN Break Through

NEXA

RENAULT Passion for life

Mercedes-Benz The best or nothing.

TATA MOTORS

BUILT ON QDR 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

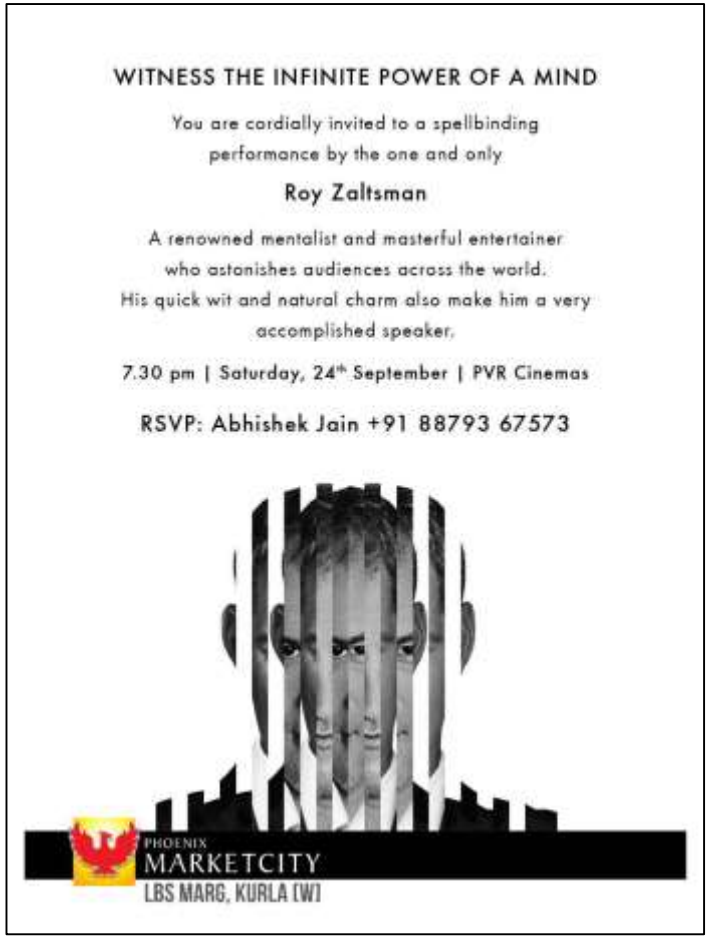
Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall @ Phoenix Marketcity, Kurla showcased automobiles for all budgets.

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.

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

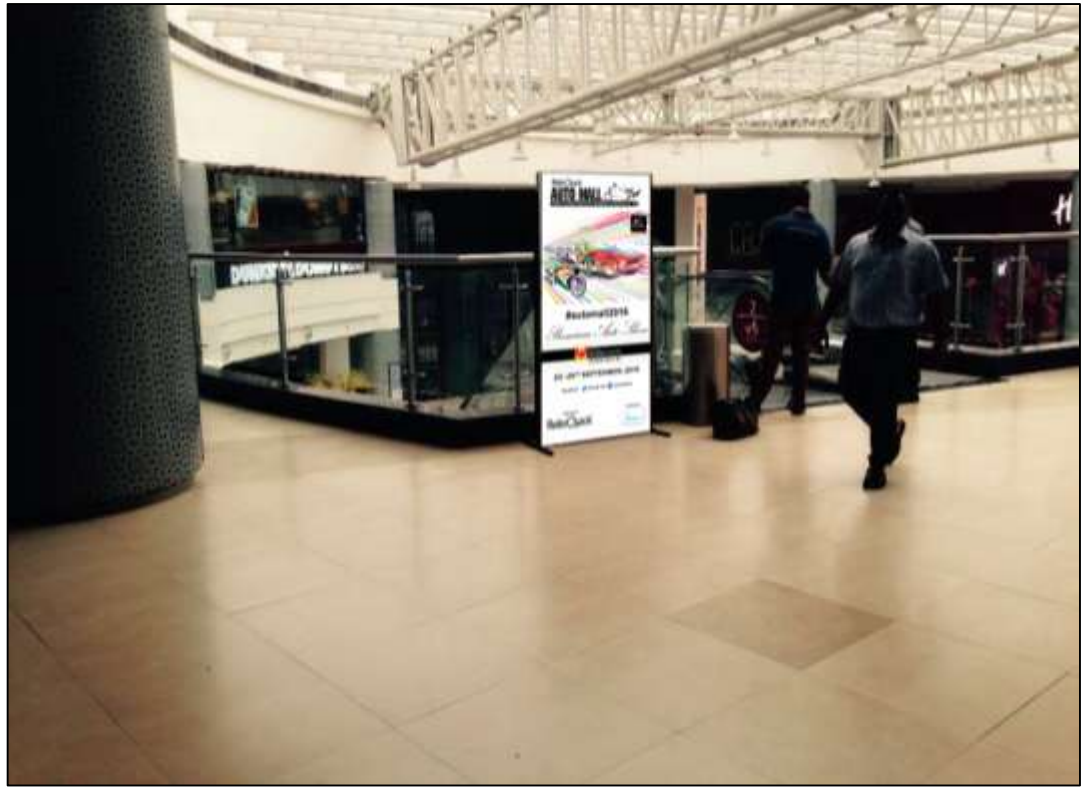
To generate visibility and awareness, Auto Mall event was promoted well in advance

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

Pre Event Promotion – On Ground Branding



Pre Event Promotion – EDM on Facebook

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

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

Like Comment Share

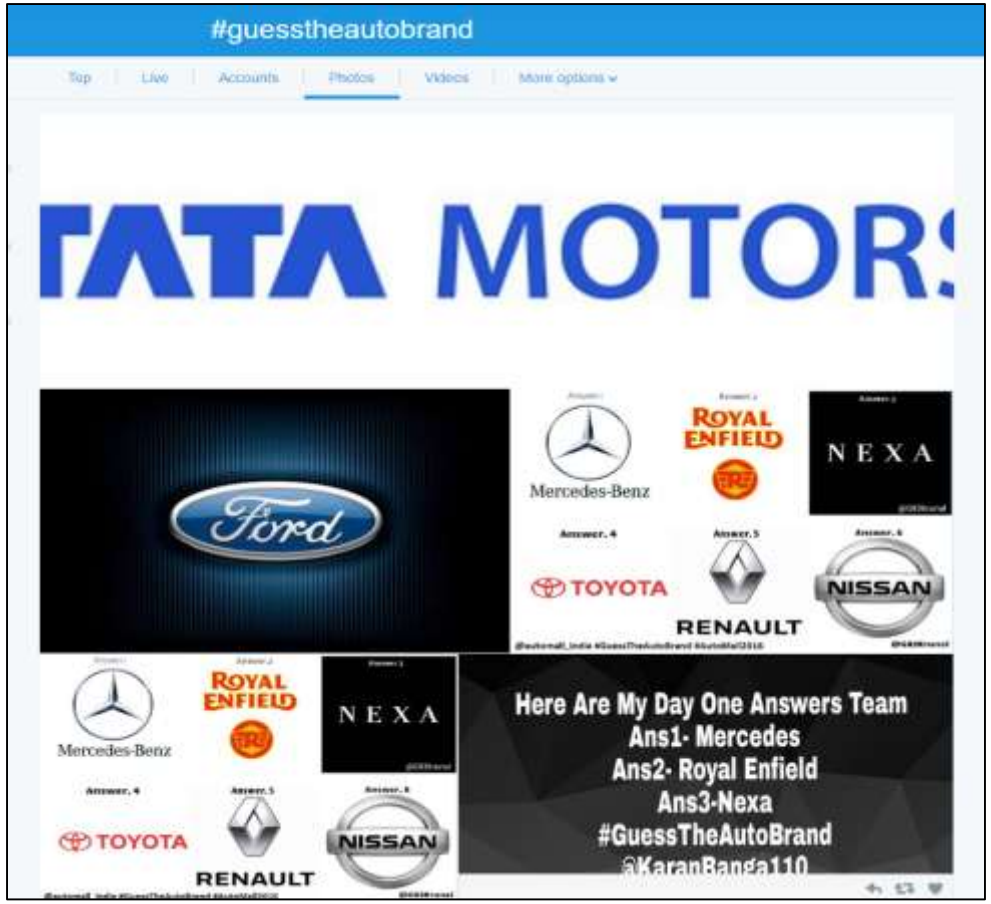
372

Pre Event Promotion – EDM on Facebook

Pre Event Promotion – EDM on Facebook

Pre Event Promotion – EDM on Facebook

Digital Campaign on Twitter (Contest)



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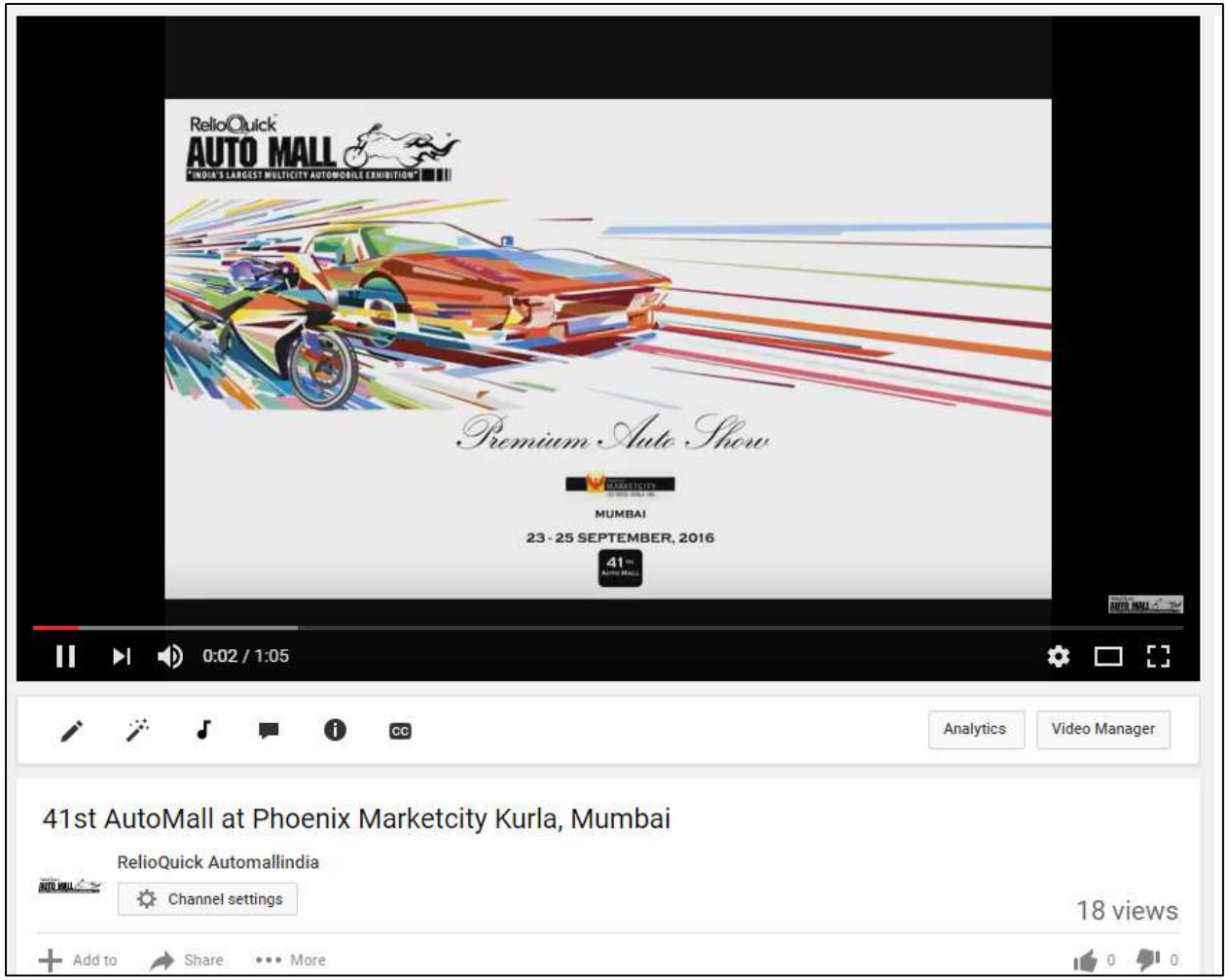
Pre Event Promotion – Linked In

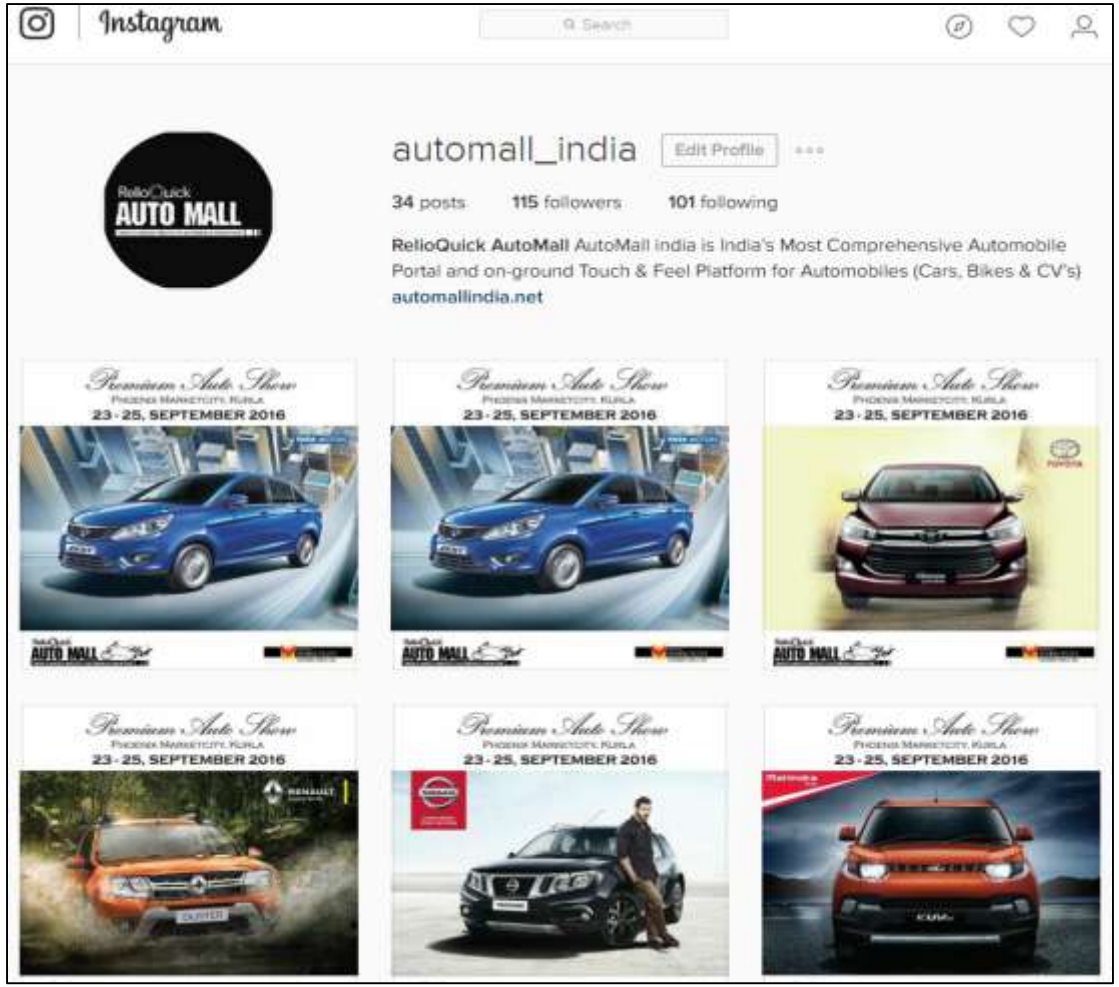
Pre Event Promotion – Google & You Tube

42nd Auto Mall in Aurangabad - Register Now for this AutoShow
विज्ञापन 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
Experience the leading Auto Brands in 41st AutoMall at Phoenix Marketcity Kurla



Pre Event Promotion – Instagram



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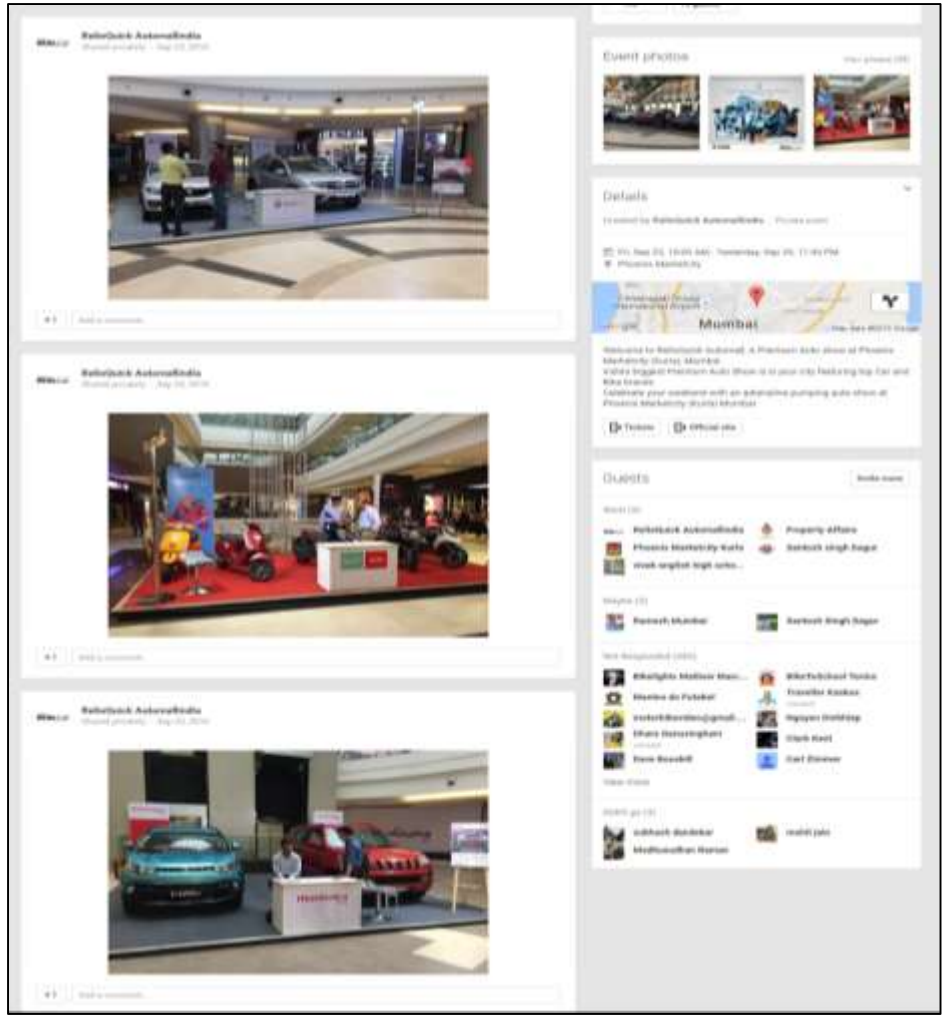
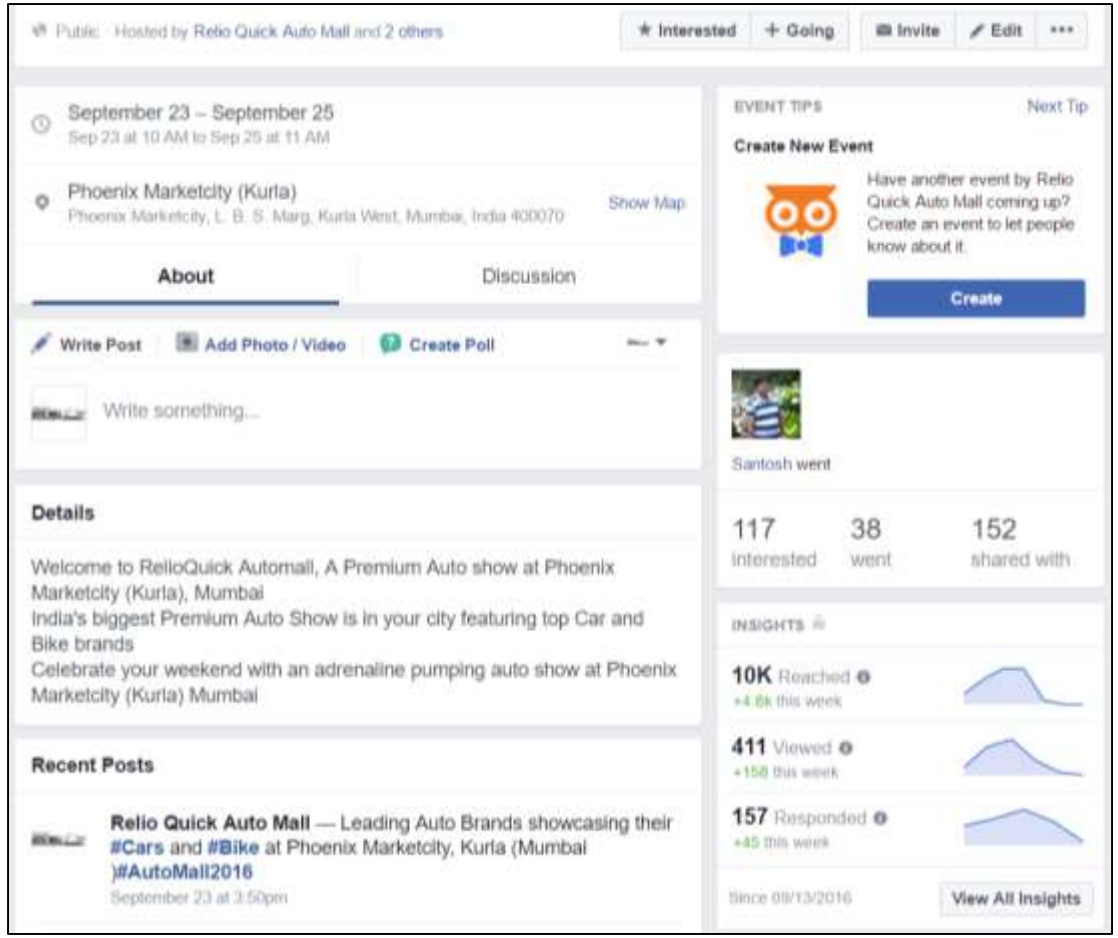
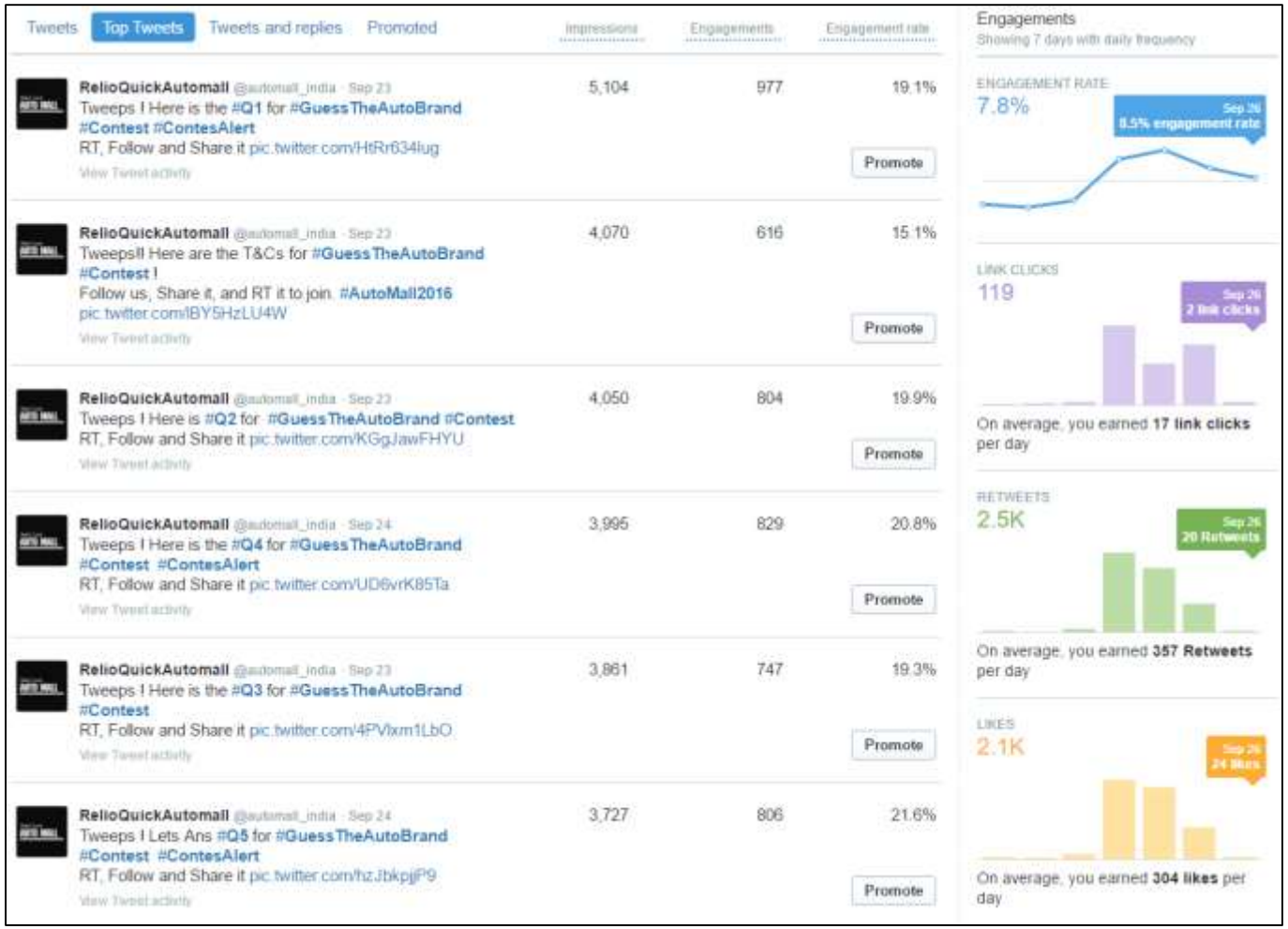
Event Promotion – Google+



Pre Event Promotion – Digital Campaign on Facebook



Pre Event Promotion – Digital



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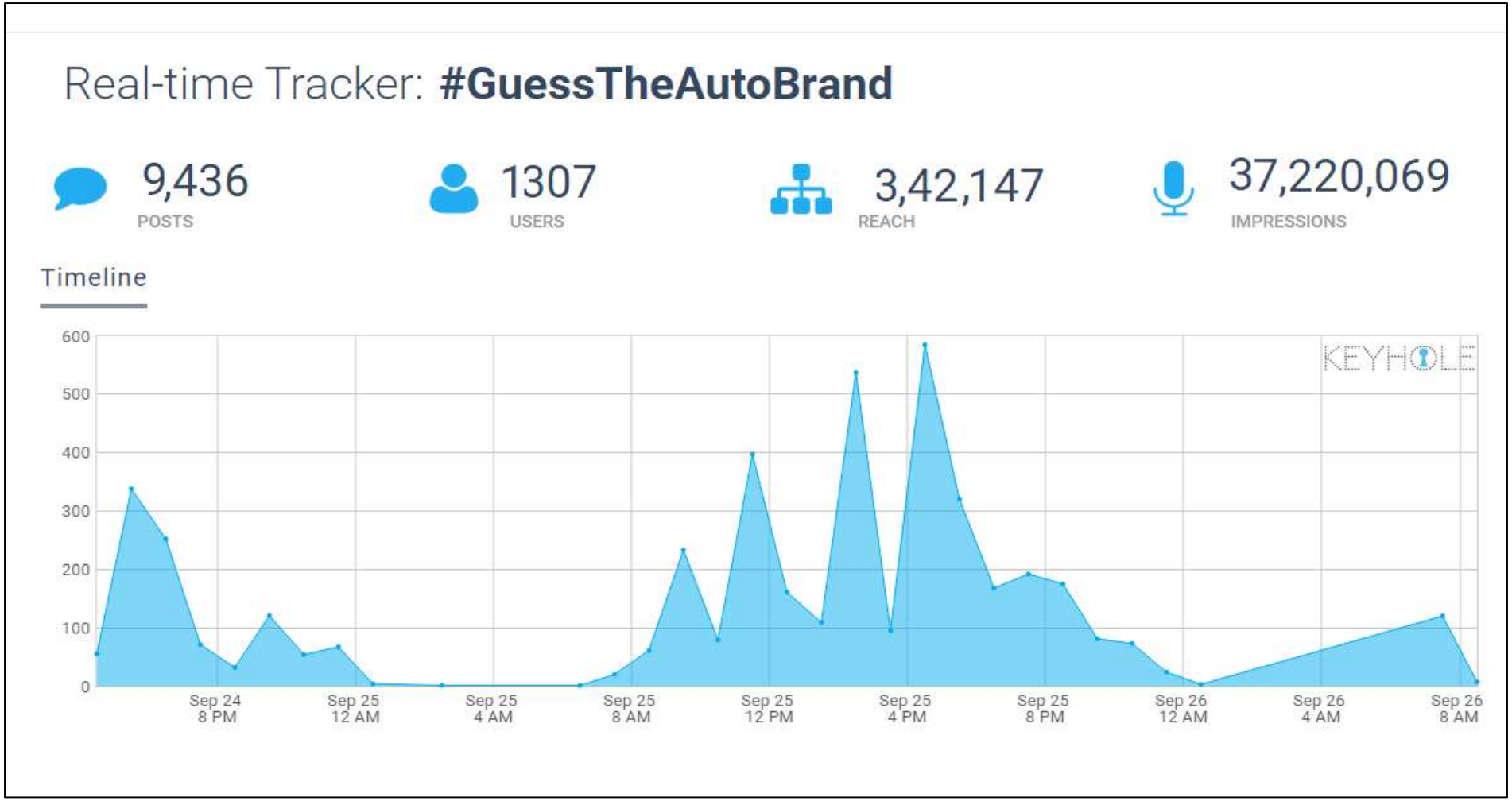
Event Promotion – Digital Campaign on Twitter Analytics



Event Glimpses

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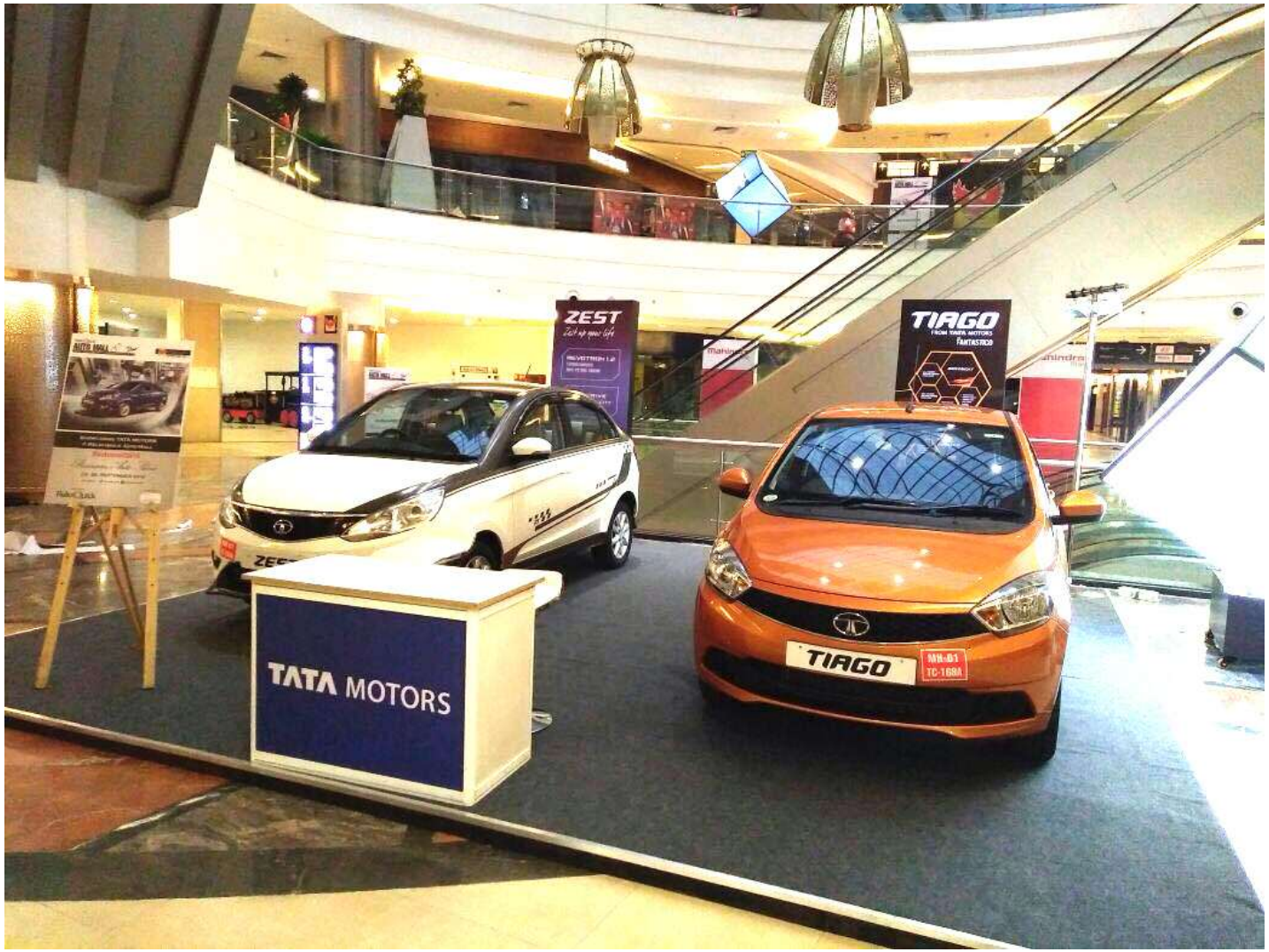

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