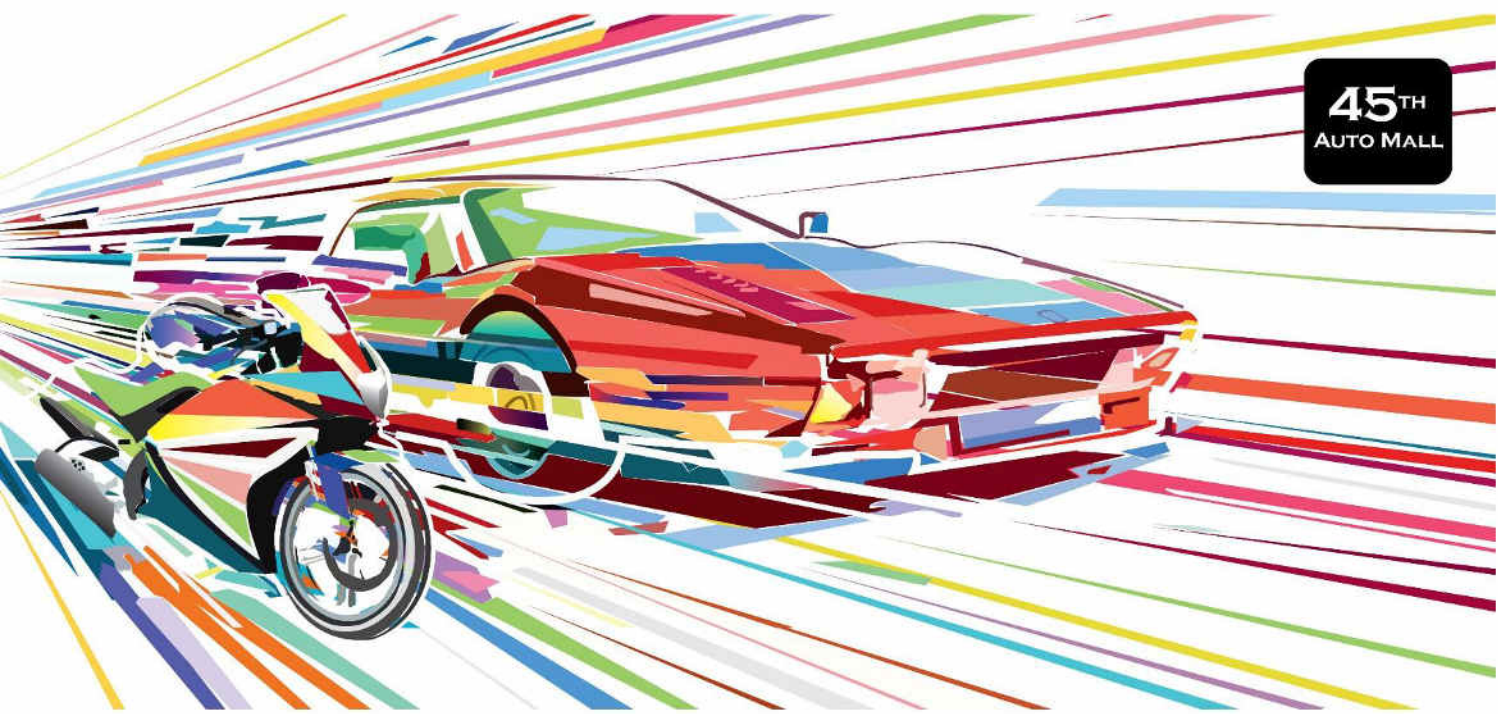




**Relio Quick AUTO MALL  
Season 6  
@Phoenix Marketcity, Kurla  
9 – 11 December, 2016**

IPs managed:





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

**#automall2016**

*Premium Auto Show*  
**PHOENIX MARKETCITY, KURLA**  
**9 - 11, DECEMBER, 2016**

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  




**N E X A**



# Auto Mall @ Phoenix Marketcity, Kurla: 9 - 11 December' 2016 – Event Synopsis

After the Grand Success of Auto Mall Season 5 in September 2016  
Auto Mall Season 6 @ Phoenix Marketcity, Kurla was organized from December 9 – 11, 2016.

**Top 7 leading automobile brands participated**  
DATSUN, HONDA, MERCEDES, JLR, NISSAN, NEXA, RENAULT

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 **2124 Enquires, 708 Hot Enquires, 354 Hot Prospects** and

**Over 2 Lakh+ people visited** Phoenix Marketcity, Kurla during Auto Mall event weekend.



**#automall2016**  
*Premium Auto Show*  
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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.



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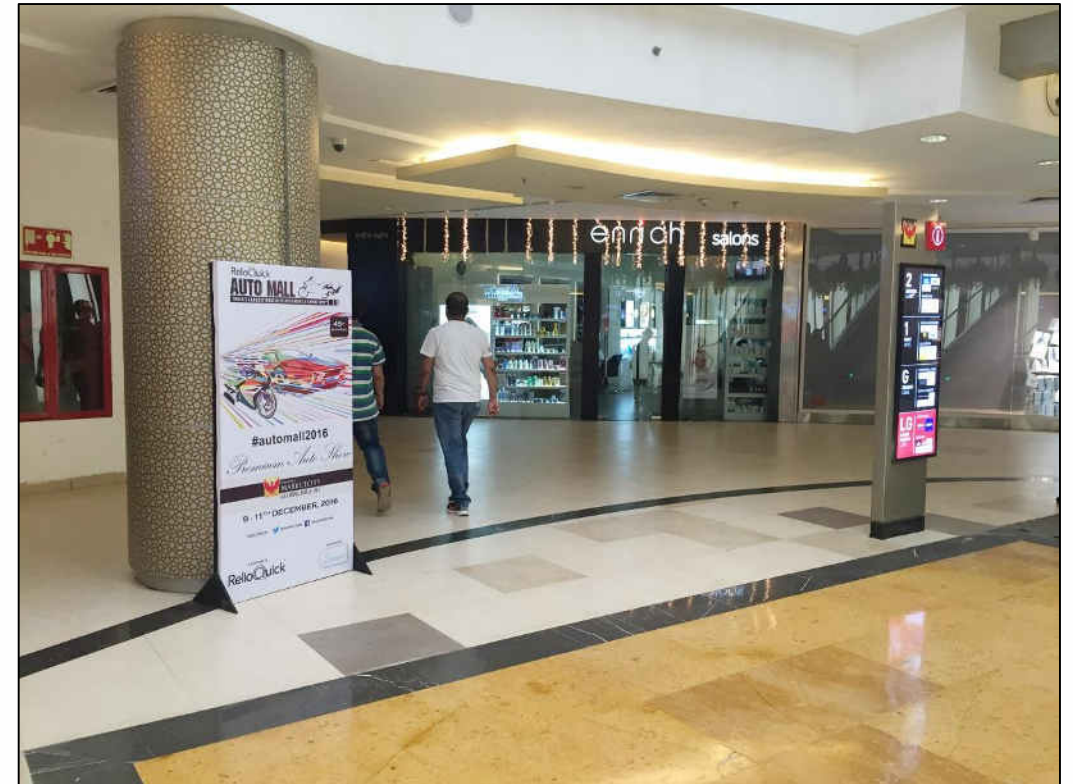
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## Pre Event Promotion – On Ground Branding



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# Pre Event Promotion – On Ground Branding



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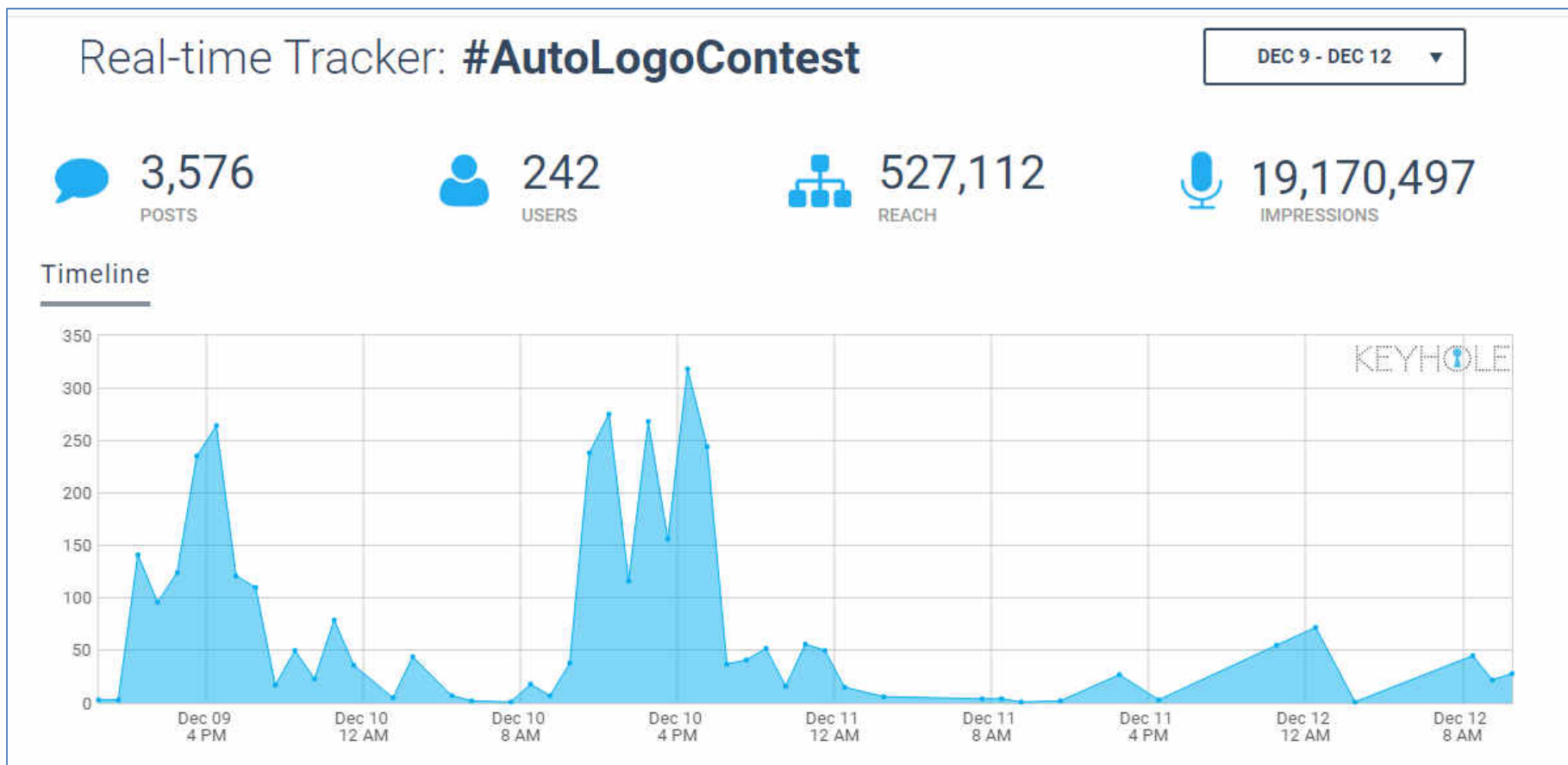


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# Pre Event Promotion – Digital

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>RelioQuickAutomall</b> @automall_india · Dec 9 Here is the #Q1 for #AutoLogoContest #Contest. #ContestAlert pic.twitter.com/0BqZIsES9Z			4,812	899	18.7%
	<b>RelioQuickAutomall</b> @automall_india · Dec 9 Here are the #Rules for #AutoLogoContest #Contest #ContestAlert #Mumbai #Kolkata #AutoMall2016 pic.twitter.com/AuJWtyOYBk			4,642	422	9.1%
	<b>RelioQuickAutomall</b> @automall_india · Dec 9 #Q2 for #AutoLogoContest is here #Contest #ContestAlert pic.twitter.com/YG6YHdFPP			3,688	676	18.3%
	<b>RelioQuickAutomall</b> @automall_india · Dec 10 Here is the #Q4 for #AutoLogoContest #Contest #ContestAlert #Automall2016 pic.twitter.com/qSgfqYM3uE			3,513	582	16.6%
	<b>RelioQuickAutomall</b> @automall_india · Dec 9 Here is the #Q3 for #AutoLogoContest #Contest #Automall2016 pic.twitter.com/5NvlvPxZTz			3,453	687	19.9%
	<b>RelioQuickAutomall</b> @automall_india · Nov 26 Tweeps Here is #Q1 for #MarutiQuiz #Contest RT, Follow and Share the world. pic.twitter.com/5NiO3wllUr			3,130	546	17.4%
	<b>RelioQuickAutomall</b> @automall_india · Dec 10 Tweeps! Here is the #Q5 for #AutoLogoContest #Contest. Spread the world! pic.twitter.com/HyULKGofqK			3,038	527	17.3%
	<b>RelioQuickAutomall</b> @automall_india · Nov 26 Guys! This is the last #Q4 for #MarutiQuiz #Contest is #Automall2016 pic.twitter.com/rUND7PnHbb			3,027	527	17.4%
	<b>RelioQuickAutomall</b> @automall_india · Dec 7 We will start a #Contest on 9th Dec. Inviting all to participate in it. #ContestAlert #AutoMall2016			2,974	247	8.3%

**Engagements**  
Showing 28 days with daily frequency

Engagement rate: 3.0%  
Dec 13: 1.1% engagement rate

Link clicks: 93  
Dec 13: 0 link clicks

On average, you earned 3 link clicks per day

Retweets: 3.1K  
Dec 13: 2 Retweets

On average, you earned 112 Retweets per day

Likes: 2.9K  
Dec 13: 4 Likes

On average, you earned 102 likes per day

Replies: 3.5K  
Dec 13: 5 replies

On average, you earned 125 replies per day



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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
9 December at 13:04

Showcasing Renault India #Duster at Phoenix Marketcity (Kurla) from 9-11 Dec. #Automall2016



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Like Comment Share

946

Chronological

Mahran Hajji Prix  
Like Reply · 10 December at 00:03

**Relio Quick Auto Mall**  
9 December at 13:01

Showcasing Nissan #Terrano at Phoenix Marketcity (Kurla) from 9-11 Dec. #Automall2016



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Like Comment Share

1k

Chronological

View 3 more comments

Sumeet Gazmer I love this car  
Like Reply · 11 December at 09:54

आकाश।पाल आकाश।पाल Very nice car  
Like Reply · 11 December at 12:29

**Relio Quick Auto Mall**  
9 December at 12:58

Showcasing Honda BR-V at Phoenix Marketcity (Kurla) from 9-11 Dec. #Automall2016



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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
7 December at 17:38 · 🌐

Showcasing Jaguar XE at Phoenix Marketcity (Kurla) from 9-11th Dec.  
#AutoMall2016



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Like Comment Share

👍❤️👍 5.5k Chronological

17 shares

View 9 more comments

**Rahul Arya Awesome c**  
Like Reply · 10 December at 21:19

**Nihal Shaikh My bae.**  
Like Reply · 11 December at 00:34

**Relio Quick Auto Mall**  
7 December at 18:00 · 🌐

Showcasing NEXA Baleno at Phoenix Marketcity (Kurla) from 9-11th Dec.  
#AutoMall2016



**MARUTI SUZUKI**

**NEXA**

**BALENO**

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Like Comment Share

👍❤️👍 68

**Relio Quick Auto Mall**  
8 December at 08:51 · 🌐

Showcasing Renault Indiat #Kwid at Phoenix Marketcity (Kurla) from 9-11th Dec.  
#AutoMall2016



**RENAULT**  
Passion for life

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
9 December at 11:32 · 🌐

Showcasing Mercedes-Benz C-class at Phoenix Marketcity (Kurla) from 9-11Dec #Automall2016



Mercedes-Benz Financial

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👍❤️👤 1.3k Chronological

Shabaj Alam Nice..  
Like · Reply · 9 December at 23:04

Smart Abhishek Mukherjee Show fast  
Like · Reply · 10 December at 08:19

**Relio Quick Auto Mall**  
9 December at 12:56 · 🌐

Showcasing Datsun RediGO at Phoenix Marketcity (Kurla) from 9-11 Dec. #Automall2016



Datsun Break Through

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Like Comment Share

👍 94

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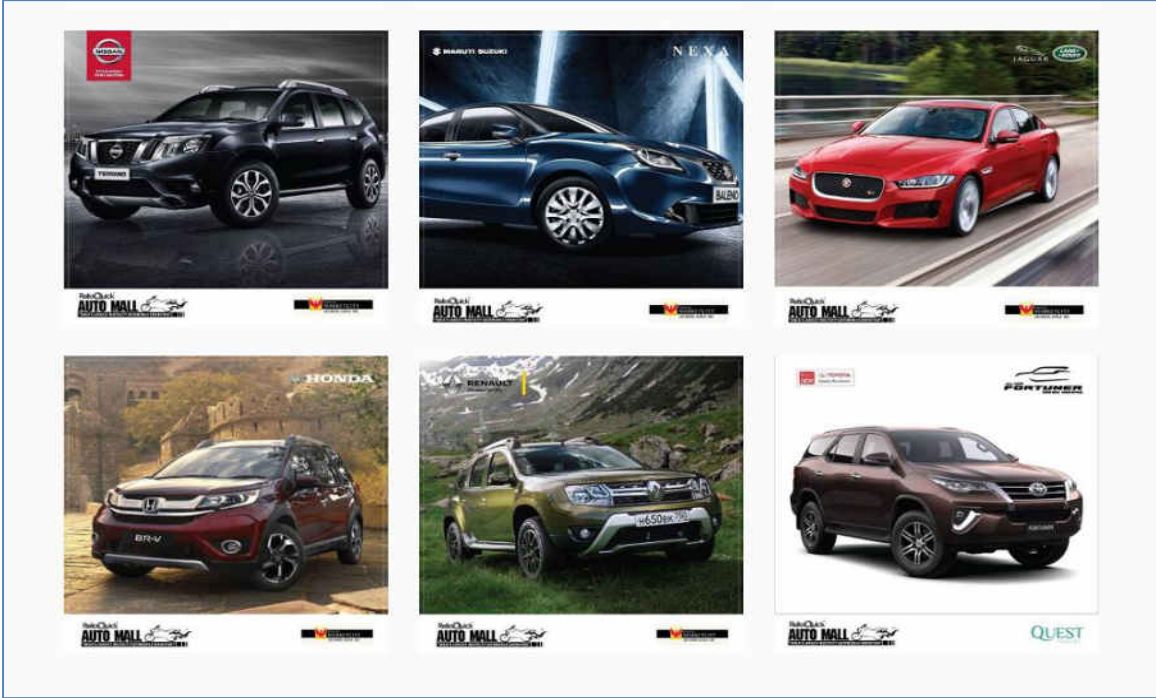
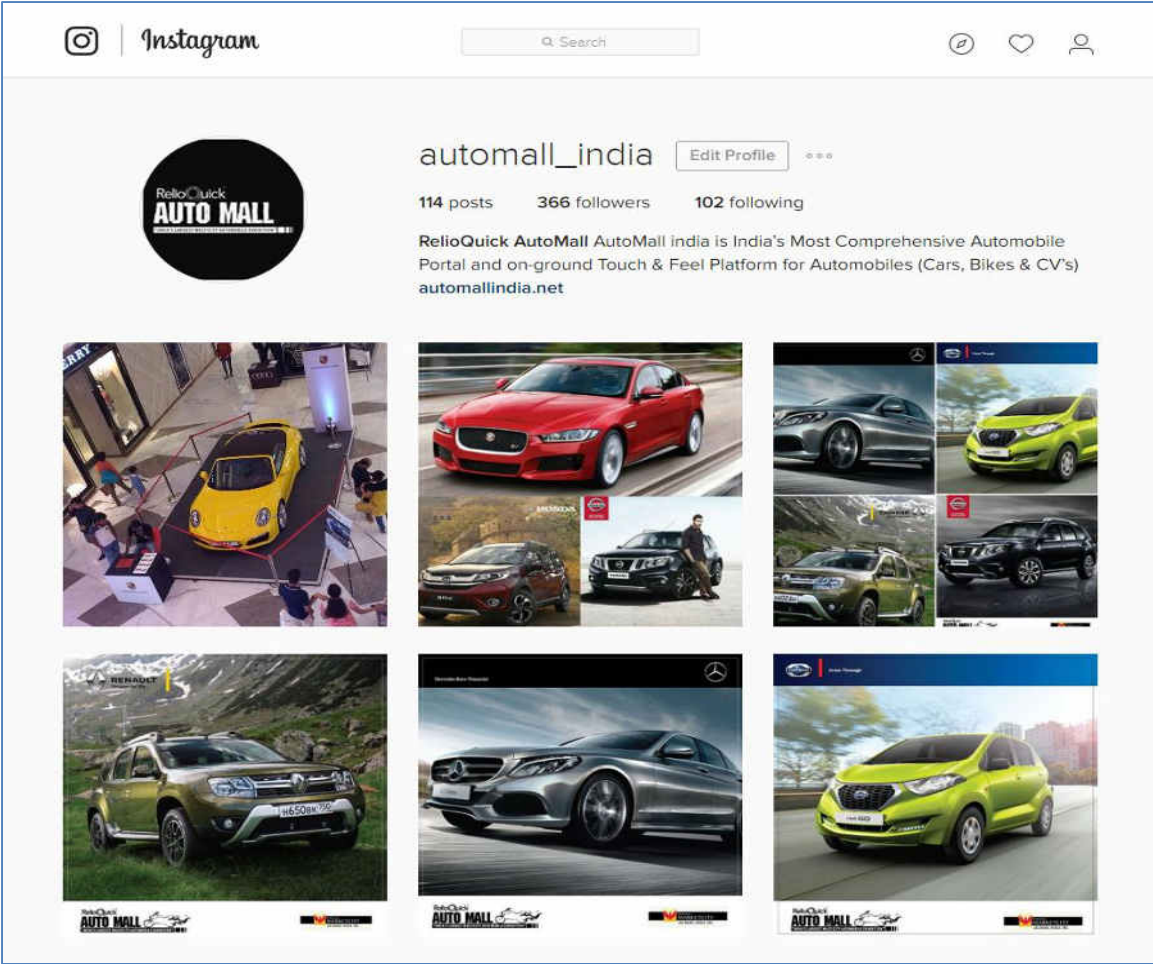
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# Pre Event Promotion – Instagram Marketing



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# Digital Campaign on Twitter (Contest)

**Tweet 1 (Dec 9):** Here are the #Rules for #AutoLogoContest #Contest #ContestAlert #Mumbai #Kolkata #AutoMall2016

**Graphic 1:** Twitter Contest #AutoLogoContest  
**Contest Rules:**  
 1. Follow Auto Mall India twitter handle and RT its tweets to become eligible.  
 2. 3 questions will be asked each day (9 - 10th Dec 2016).  
 3. Questions will be asked daily between 12:00pm to 6:00pm (IST).  
 4. Answer the shared questions with right associated hashtag.  
 5. Winners will get gift vouchers worth ₹500/- each.  
 6. Read Contest Terms & Conditions in details at our official blog.

**Tweet 2 (Dec 9):** #Q2 for #AutoLogoContest is here #Contest #ContestAlert

**Graphic 2:** #AutoLogoContest  
**Q2**  
 Guess the Logo?

**Tweet 3 (Dec 9):** Here is the #Q3 for #AutoLogoContest #Contest #Automall2016

**Graphic 3:** #AutoLogoContest  
**Q3**  
 Guess the Logo?

**Tweet 4 (Dec 10):** Tweeps! Here is the #Q5 for #AutoLogoContest #Contest. Spread the world !

**Graphic 4:** #AutoLogoContest  
**Q5**  
 Guess the Logo?

**Tweet 5 (Dec 10):** Tweeps! #Q6 is here for #AutoLogoContest #Contest. Spread the world !

**Graphic 5:** #AutoLogoContest  
**Q6**  
 Guess the Logo?

**Tweet 6 (Dec 9):** Here are the T&Cs for #AutoLogoContest #Contest #ContestAlert #AutoMall2016

**Graphic 6:** Twitter Contest #AutoLogoContest  
**Terms & Conditions:**  
 1. Follow RT, Share and tag your followers with hashtag #AutoLogoContest & #AutoMall2016 to become eligible.  
 2. The Contest starts, spread of responses, the number of RT, share with the hashtag and the influence of the twitter use will be assessed for determining the winner.  
 3. Winner will be chosen at random.  
 4. Contest is applicable to all the residents of India.  
 5. The correct and fastest answer will win Prizes (all rights are reserved at AutoMallIndia).  
 6. Winner will get gift vouchers worth ₹500/- each.  
 7. Contest Terms & Conditions apply.





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*Premium Auto Show*

**PHOENIX MARKETCITY**  
MUMBAI  
9 - 11 DECEMBER, 2016  
**45**  
RELIO QUICK AUTO MALL

45th AutoShow at Phoenix Marketcity, Kurla Mumbai

Did you go?  
Yes +9 guests

Event photos  
View photos (8)

Details  
Created by RelioQuick Automallindia - Public event  
Fri, Dec 9, 10:00 AM - Sun, Dec 11, 10:30 PM  
Phoenix Marketcity

RelioQuick AutoMall Presents, 45th Premium Auto Show at Phoenix Marketcity Kurla, Mumbai featuring Top Car and Bike Brands from 9th to 11th December.  
Celebrate your weekend with an adrenaline pumping Auto Show and experience top Auto Brands at Phoenix Marketcity Kurla, Mumbai

**RelioQuick Automallindia**  
Shared publicly - Dec 10, 2016

**RENAULT**  
Kwid

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**PHOENIX MARKETCITY**

Guests: Message Invite more

Went (30)

- RelioQuick Automallindia +9 guests
- Santosh Singh Dagur +9 guests

Not Responded (3)

- RelioQuick AutoMall
- Property Affairs
- Santosh Singh Dagur



#automall2016  
*Premium Auto Show*  
9 - 11, DECEMBER, 2016





# Pre Event Promotion – Facebook Event Promotion

The screenshot shows a Facebook event page for the '45th Auto Mall at Mumbai'. The event is titled 'Premium Auto Show' and is scheduled for December 9-11, 2016. The location is Phoenix Marketcity (Kurla), Mumbai. The page features a colorful graphic of a car and a motorcycle. The event is hosted by Stratagem Business Consulting LLP and RelioQuick. The page includes a 'Details' section with the event description, a 'Recent Posts' section with a post from Aman Tripathi asking about entry fees, and an 'INSIGHTS' section showing 5.8K reached, 327 viewed, and 108 responded. The page also has a 'Write Post' section and a 'Details' section with the event description.

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*Premium Auto Show*  
9 - 11, DECEMBER 2016

**45**  
RELIO QUICK AUTO MALL

Public Hosted by Stratagem Business Consulting LLP and Relio...

December 9 – December 11  
Dec 9 at 10 AM to Dec 11 at 10 PM

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**

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**Recent Posts**

Aman Tripathi — Is there any entry fees ..? If yes kindly let us know how much per person ?  
December 11 at 12:17pm

**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

Bhavik went

86 interested 22 went 709 shared with

**INSIGHTS**

5.8K Reached  
+3.5k this week

327 Viewed  
+134 this week

108 Responded  
+59 this week

Since 11/29/2016 See More



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## Event Glimpses

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NISSAN  
 REDI-GO

SHOWCASING  
 DATSUN @ RELIO QUICK AUTO MALL  
 PHOENIX MARKETCITY, KURLA

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