



**AUTO MALL Season 3  
@DLF Place, Saket  
20 – 22 January, 2017**

IPs managed:

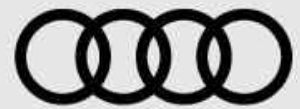




#automall2017  
*Premium Auto Show*  
**DLF PLACE, SAKET**  
**20 - 22, JANUARY, 2017**

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY



# Auto Mall @ DLF Place, Saket : 20 – 22, JANUARY' 2017 – Event Synopsis

After the Grand Success of Auto Mall Season 2 in September 2017  
Auto Mall Season 3 @ DLF Place, Saket was organized from January 20 – 22, 2017.

## Top 9 leading automobile brands participated

AUDI, BMW, DUCATI, DATSUN, JLR, NISSAN, TOYOTA, VOLVO, VINTAGE WEDDING CAR

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 **378 Hot Enquires, 1134 Enquires, 47 Hot prospects**

Over **1.2+ Lakh people visited** DLF Place during Auto Mall event weekend.



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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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# Pre Event Promotion – On Ground Branding



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Real-time Tracker: #Automallinsaket

JAN 20 - JAN 24

PDF

XLS

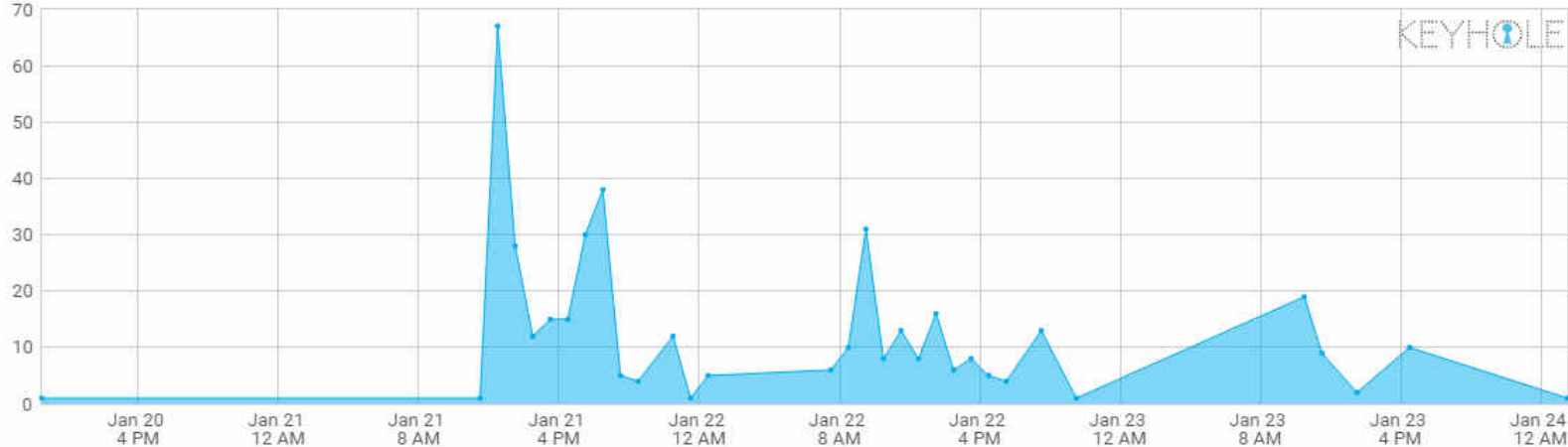
404  
POSTS

39  
USERS

81,114  
REACH

730,005  
IMPRESSIONS

Timeline



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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
January 21 at 12:01pm · 🌐

Showcasing #Volvo #S90 at DLF Place Saket from 20-22nd Jan  
#AutoMall2017 #AutoMallInSaket



**VOLVO**



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Like Comment Share

15 Chronological


Girija Kriz @automall\_india  
Join guys  
Bharat Sindhwani... See More  
Like Reply · 23 hrs

**Relio Quick Auto Mall**  
January 19 at 6:08pm · 🌐

Showcasing Toyota #Innova #Crysta in 47th Auto Mall at DLF PLACE, SAKET from 20-22 Jan, 2017 #AutoShow #AutoMall2017




TOYOTA  
Quality Revolution



INNNOVA  
CRYSTA

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2 Chronological

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall** at **DLF PLACE, SAKET**  
January 19 at 5:31pm · 🌐

Showcasing Datsun #RediGO at DLF PLACE, SAKET from 20-22nd Jan  
#AutoMall2017 #Auto




The advertisement features a bright green Datsun RediGO car driving on a road. At the top left of the ad is the Datsun logo with the slogan "Break Through". At the bottom left is the "Relio Quick AUTO MALL" logo with the tagline "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION". At the bottom right is the "DLF PLACE SAKET" logo.

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**Relio Quick Auto Mall**  
January 19 at 5:25pm · 🌐

Showcasing Ducati #Panigale959 at DLF PLACE, SAKET from 20-22nd Jan  
#AutoMall2017 #Auto



The advertisement shows a rider on a white and red Ducati Panigale959 motorcycle leaning into a turn on a road. The background shows mountains and a clear sky. The Ducati logo is in the top right corner. At the bottom left is the "Relio Quick AUTO MALL" logo with the tagline "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION". At the bottom right is the "DLF PLACE SAKET" logo.

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
January 19 at 3:24pm · 🌐

Showcasing Vintage Wedding #Car at DLF PLACE, SAKET from 20-22nd Jan #AutoMall2017



**Vintage Wedding Car**

1933 Chevrolet Master Eagle  
Previously owned by Prime Minister of Jamnagar

1933 Ford Early    1931 Chrysler C/W    1933 Buick Road Master    1928 Buick 1 Sedan Limousine    1932 Ford Model B

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**Relio Quick Auto Mall**  
January 19 at 2:36pm · 🌐

Showcasing Jaguar #XJ at DLF PLACE, SAKET from 20-22nd January #AutoMall2017 #Auto #Car #JaguarXJ



JAGUAR LAND ROVER

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
January 19 at 12:32pm · 🌐

Showcasing #AudiQ7 in 47th Auto Mall at DLF PLACE, SAKET from 20-22 Jan, 2017 #AutoShow Audi India Audi Sport #AutoMall2017



Audi Vorsprung durch Technik



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**Relio Quick Auto Mall**  
January 20 at 11:07am · 🌐

Showcasing BMW #5Series at DLF PLACE, SAKET from 20-22nd Jan #AutoMall2017 #AutoShow BMW India BMW 5 Series



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8 Chronological

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**47**  
RELIO QUICK AUTO MALL

**JAN 20** 47th Premium Auto Mall

Public · Hosted by Relio Quick Auto Mall

Duplicate Event Invite Edit ...

January 20 – January 22  
Jan 20 at 10 AM to Jan 22 at 11 PM

DLF PLACE, SAKET  
No.A 4, District Center, Press Enclave Road, New Delhi, India 1100... Show Map

Subscribed to Relio Quick Auto Mall's events Subscribed

About Discussion

**EVENT TIPS** Next Tip

Help People Find Your Page's Events

Reorder the tabs on Relio Quick Auto Mall's Timeline so Events is one of the first tabs.

Manage Tabs

Write Post Add Photo / Video Create Poll

Write something...

Jatin and Santosh went

5 interested 10 went 798 invited

**Details**

RelioQuick AutoMall Presents, 47th Premium Auto Show at DLF Place Saket featuring Top Car and Bike Brands from 20th to 22nd January. Celebrate your weekend with an adrenaline pumping Auto Show and experience top Auto Brands at DLF Place Saket

**Recent Posts**

**Relio Quick Auto Mall** — Leading Auto Brands participating in 47th Auto Show in DLF PLACE, SAKET from 20-22nd Jan 2017  
January 19 at 6:14pm

**Relio Quick Auto Mall** — Showcasing #Toyota Innova Crysta in 47th Auto Mall at DLF PLACE, SAKET from 20-22 Jan, 2017 #AutoShow #AutoMall2017  
January 19 at 6:07pm

**Relio Quick Auto Mall** — Showcasing Jaguar #XJ at DLF PLACE, SAKET from 20-22nd January #AutoMall2017 #Auto #Car #JaguarXJ  
January 19 at 2:37pm

**INSIGHTS**

1.1K Reached +31 this week

91 Viewed +8 this week

17 Responded +1 this week

Since 01/12/2017 See More

**Related Events** See More

48th Premium Auto Mall Friday at Orion Mall  
Bhavik Bareja is going Interested · Going

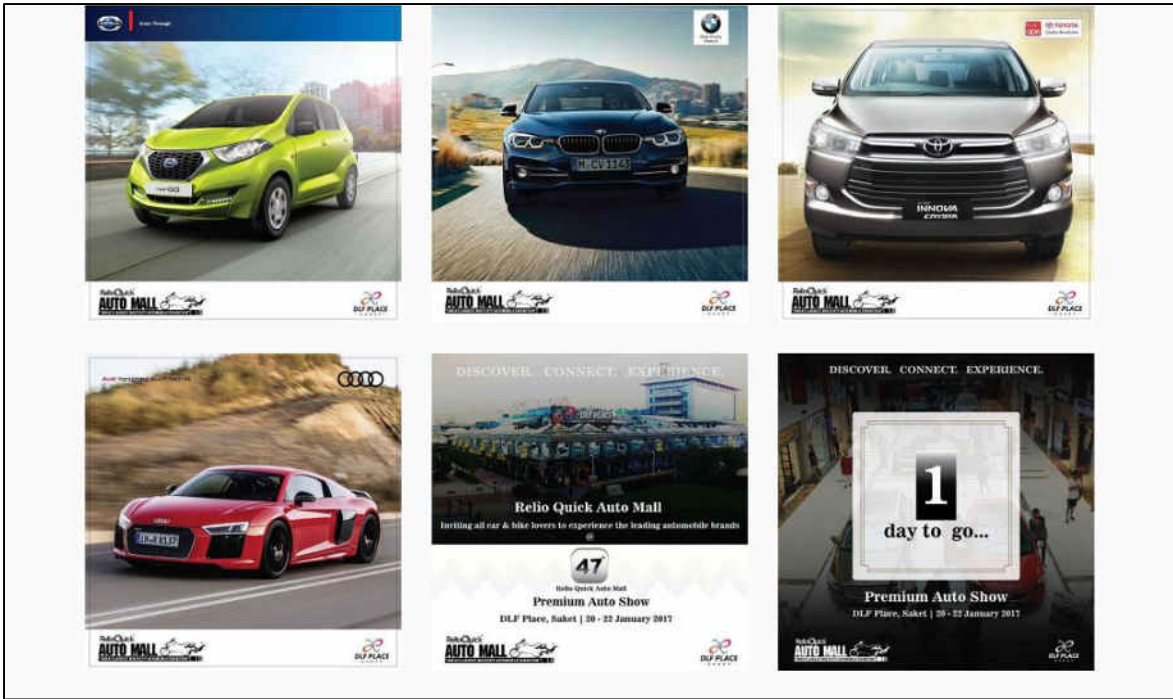
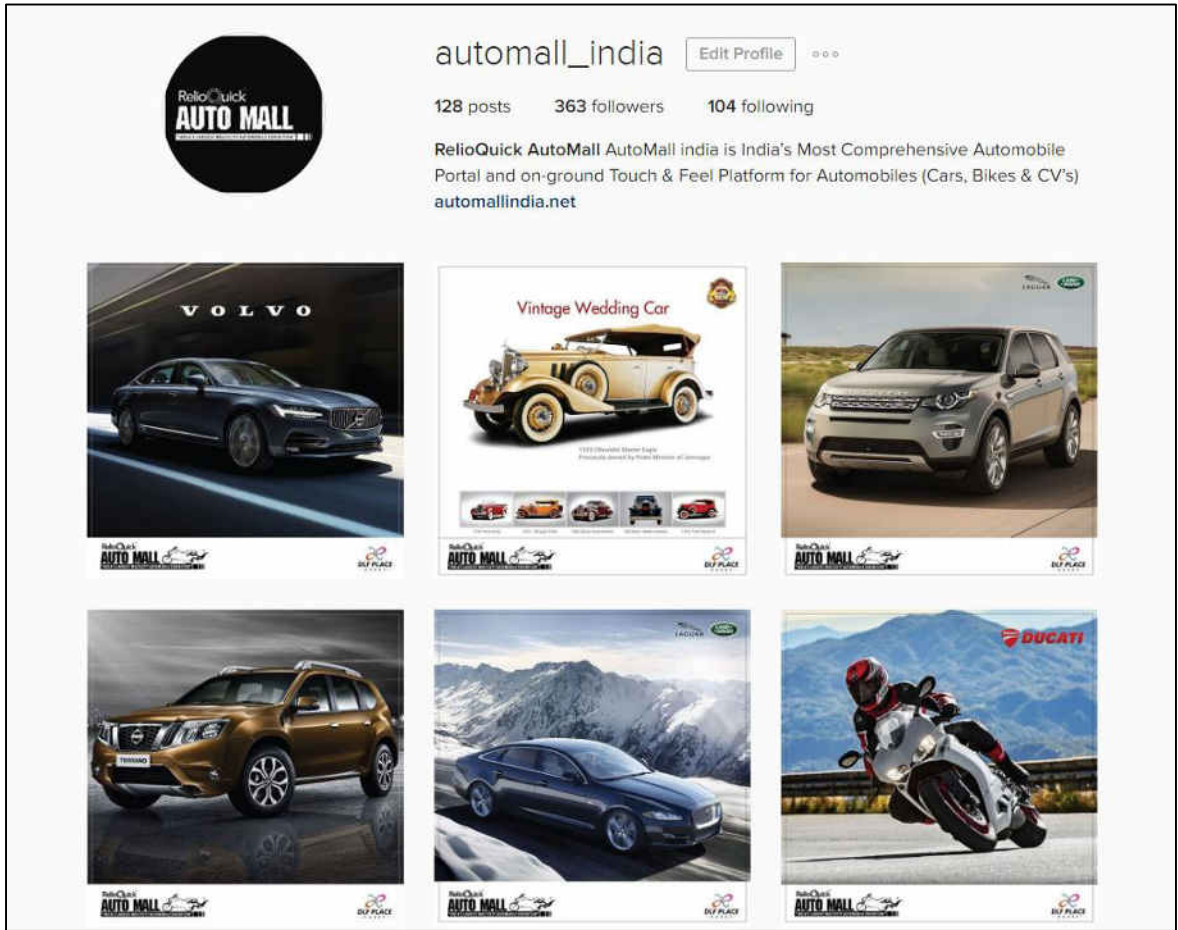
2017 Woodstock Rally Friday UTC+13 at Hokitika, Ne...  
164 guests Interested · Going




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RelioQuick AutoMall  
By Editors at AutomallIndia




**Showcasing Vintage car at DLF Place Saker**

Let the journey begin Whether it is arriving at your wedding or riding off with your life partner into the first sunset, the wedding wheels are important. And nothing quite packs a punch than a vintage luxury car – gleam...




**Datsun RediGO at DLF Place Saker**

Presenting the Datsun redi-GO. India's first Urban Cross! It's beauty with brawn and style with substance. All in all, the best fun & functional piece-of-art you can own today!




**Showcasing Nissan Terrano and Micra at DLF Place Saker**

Slip into the spacious interior and be dazzled by the vast array of premium features and comfort amenities that you'll appreciate with every drive. [Read More](#)




**Showcasing BMW 5 Series and Gran Turismo at DLF**

The BMW 5 Series Sedan is tailor-made to meet the highest requirements. Intelligent networking and the latest technologies from BMW Connected Drive pave the way for previously unattainable latitude and flexibility. Perfe...




**Showcasing Land Rover Discovery Sport and Jaguar XJ**

XJ is an exhilarating combination of power, beauty and all-round refinement. XJ is perfect whether you're in the mood to drive, or to stretch out, relax and be driven.




**Volvo is showcasing its S90 and V40 at DLF Place Saker**

The Volvo V40 Cross Country is the compact premium hatchback that's perfectly suited to an adventurous urban life. With updated styling and intuitive technology, it's a more distinctive choice than ever.



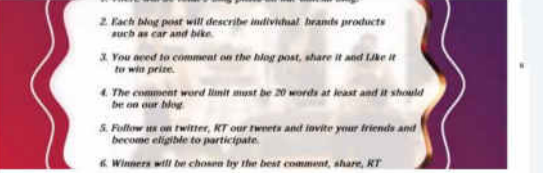
**Showcasing Ducati Xdiavel, Scrambler and Superbike 959 at 47th AutoMall**

Completing the exclusive equipment of the XDiavel S are the billet rear view mirrors, frame plates and forged, machine-finished foot peg plates, the seat with bi-material upholstery, the natural, brushed anodized swing...



**Showcasing Audi R8 and Q7 at 47th AutoMall**

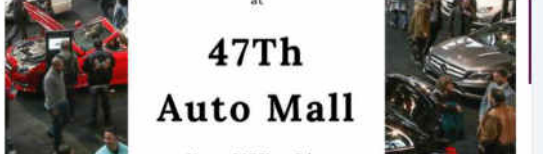
The Audi Q7 is a full-size luxury crossover SUV of the German manufacturer Audi, unveiled in September 2005 at the Frankfurt Motor Show.



- Each blog post will describe individual brands products such as car and bike.
- You need to comment on the blog post, share it and Like it to win prize.
- The comment word limit must be 20 words at least and it should be on our blog.
- Follow us on twitter, RT our tweets and invite your friends and become eligible to participate.
- Winners will be chosen by the best comment, share, RT.

**Twitter contest #AutoMallinSaker starts from today**

#AutoMallinGurgaon" hereafter called "Contest", shall begin at 8:00 AM, July 21st and shall end on July 24th. At 11:59:59 PM. This Contest shall be run by Relioquick AutomallIndia. You should follow twitter Teams and co...



**47Th Auto Mall**



DISCOVER. CONNECT. EXPERIENCE.

**1**  
day to go...

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**2**  
days to go...

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Inviting all car & bike lovers to experience the leading automobile brands  
@

**47<sup>th</sup>**  
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## Event Glimpses

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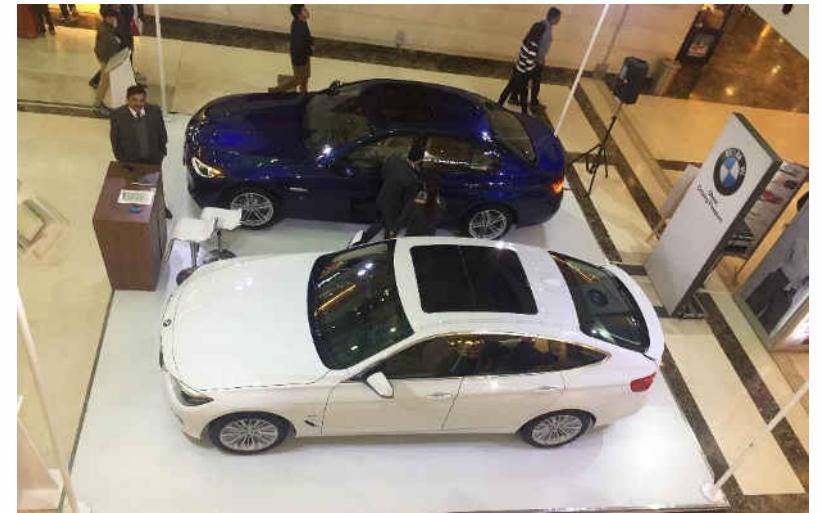
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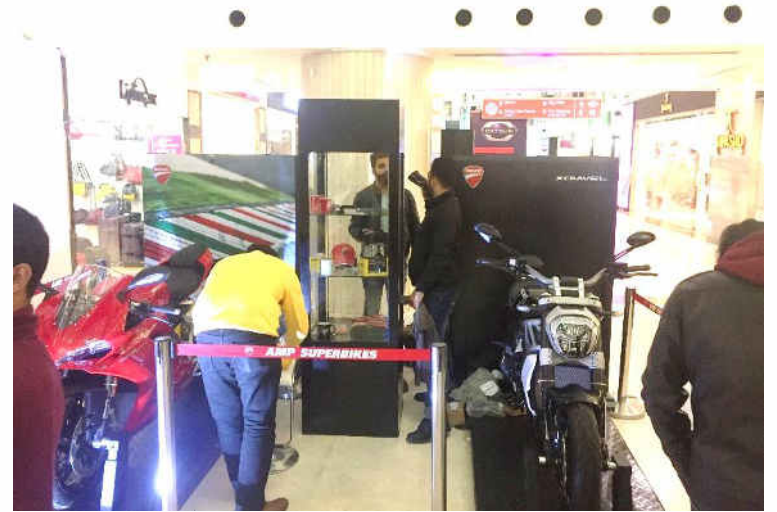
20 - 22, JANUARY, 2017

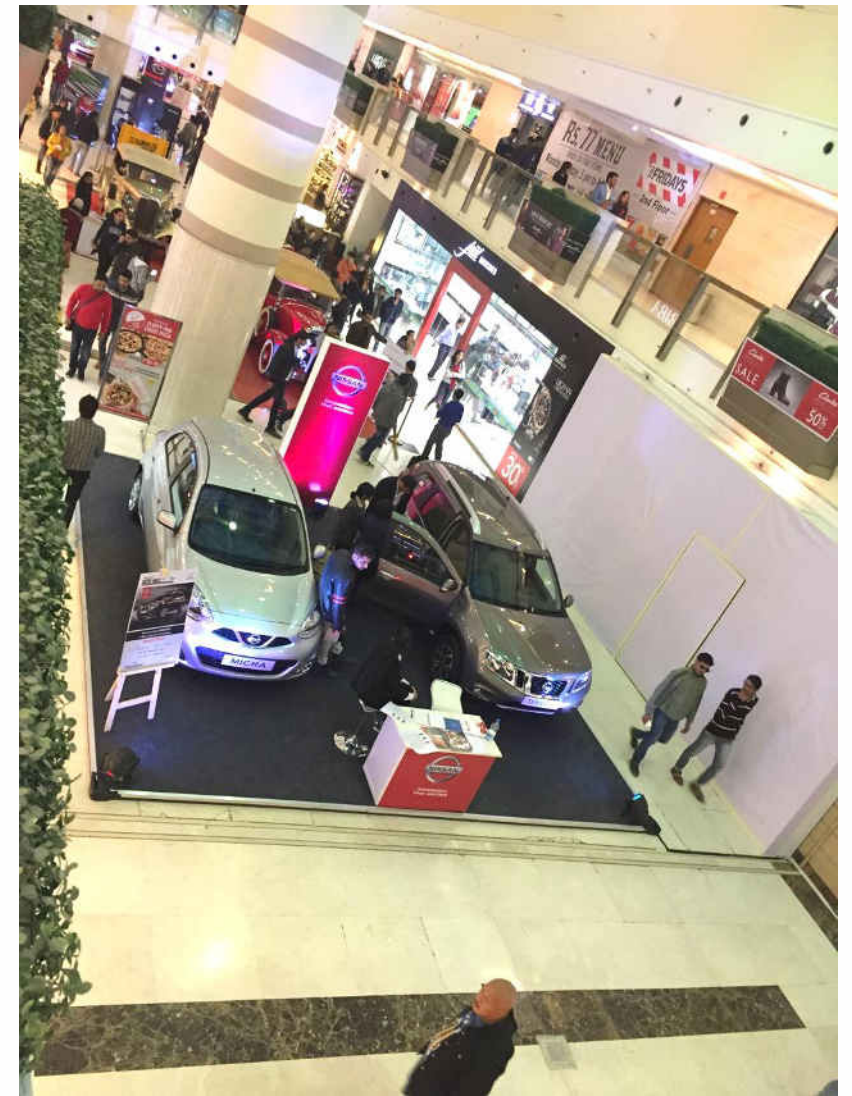
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