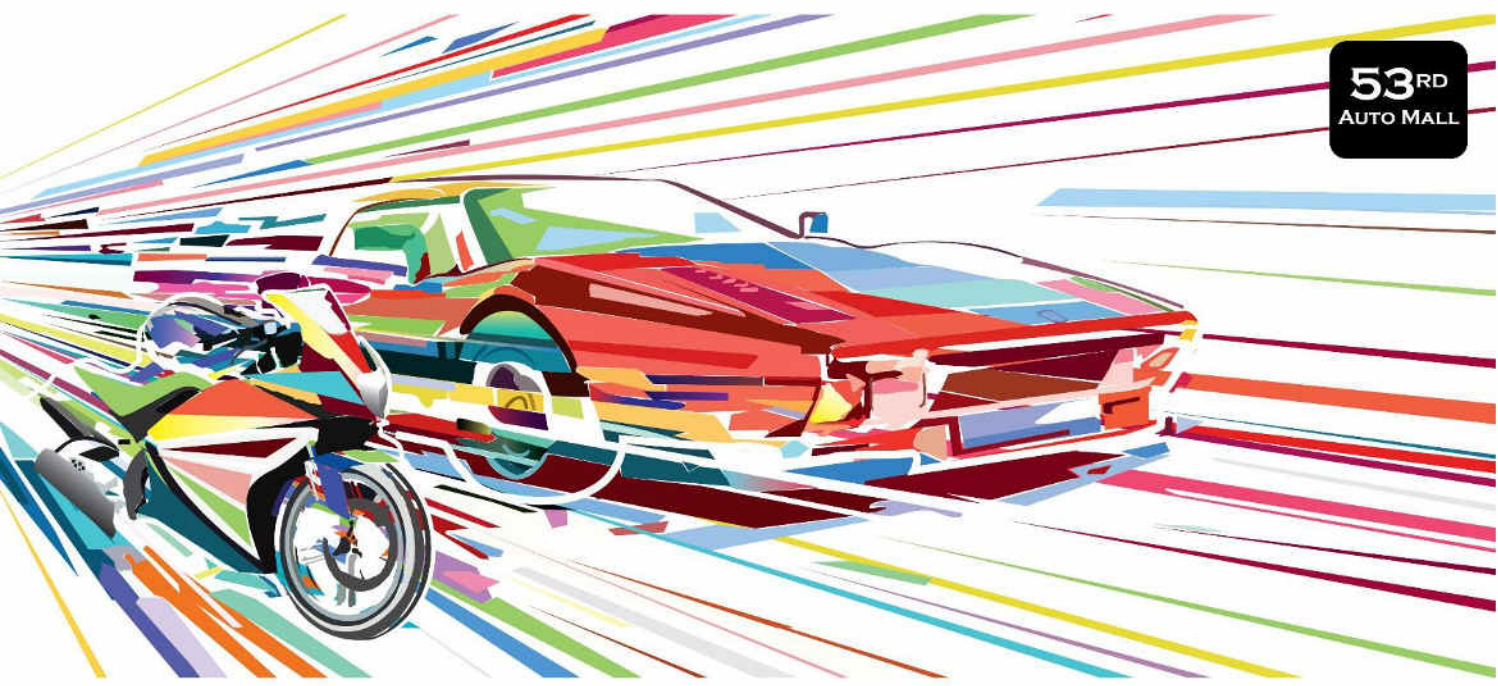




**AUTO MALL Season 4
@DLF Place, Saket
28 – 30 April, 2017**

IPs managed:





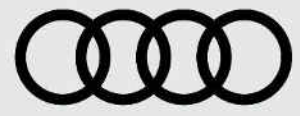
53RD
AUTO MALL

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Premium Auto Show
DLF PLACE, SAKET
28 - 30, APRIL, 2017

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Auto Mall @ DLF Place, Saket : 28 – 30, APRIL' 2017 – Event Synopsis

After the Grand Success of Auto Mall Season 3 in January 2017
Auto Mall Season 4 @ DLF Place, Saket was organized from April 28 – 30, 2017.

Top 7 leading automobile brands participated

AUDI, JAGUAR, LANDROVER, DUCATI, TOYOTA, TATA MOTORS, FORD

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 **325 Hot Enquires, 1023 Enquires, 45 Hot prospects**
Over **1.25+ 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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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem (?) · April 27 at 1:31pm · 🌐

Showcasing Jaguar XF at #DLF Place #Saket from 28 - 30 April
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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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👤 Majid Shaik, Sandeep Kapoor and Sangeet Padhee

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Published by Stratagem (?) · April 27 at 1:30pm · 🌐

Showcasing Ducati Motorcycles at #DLF Place #Saket from 28 - 30 April
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MULTISTRADA
1200

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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem (?) · April 28 at 12:32pm · 🌐

Showcasing DUCATI MOTORCYCLES #Xdiavel dark at #DLF Place #Saket from 28 - 30 April #AutoMall2017
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👤 Arvind Bora, Mahaimi Vashum and Sandeep Kapoor

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Relio Quick Auto Mall
Published by Stratagem (?) · April 28 at 12:27pm · 🌐

Showcasing TATA MOTORS #hexa at #DLF Place #Saket from 28 - 30 April #AutoMall2017
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Published by Stratagem [?] · April 28 at 12:09pm · 🌐

Showcasing LANDROVER at #DLF Place #Saket from 28 - 30 April #AutoMall2017
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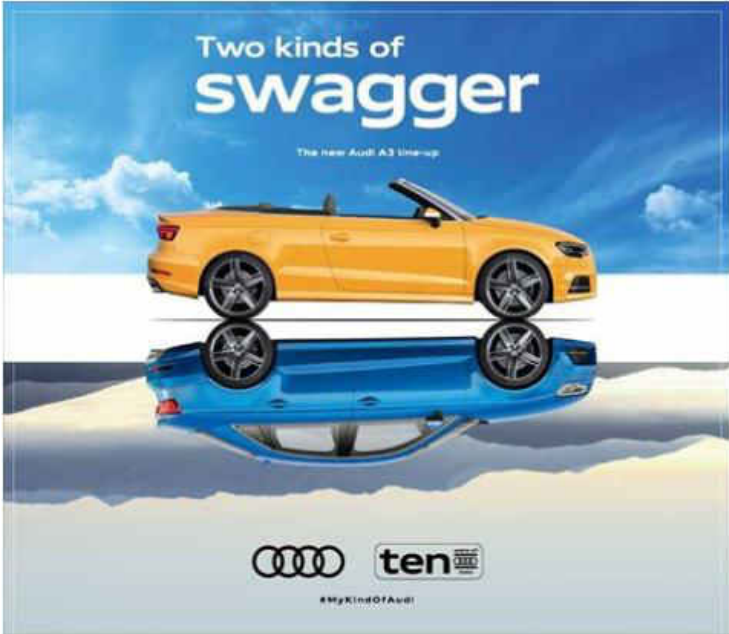


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Relio Quick Auto Mall
Published by Stratagem [?] · April 28 at 12:04pm · 🌐

Showcasing AUDI at #DLF Place #Saket from 28 - 30 April #AutoMall2017
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Relio Quick Auto Mall
Published by Stratagem [?] · April 27 at 2:28pm · 🌐

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Relio Quick Auto Mall added 8 new photos — at **DLF PLACE, SAKET**.
Published by Shrey Kapoor (7) · 23 hrs · New Delhi ·

Live Happenings from the last day of Relio Quick's 53rd Auto Mall at DLF Place Saket! We would like to thank all participants, partners and visitors! #Ford #Jaguar #LandRover #Audi #Ducati #Tata #Toyota #DLFPPlace #Delhi #Cars #Bikes #CarShow #AutoShow #AutoMall2017



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Nitin Rawat, Rishabh Chawla and 1,3K others Chronological*

11 shares

Relio Quick Auto Mall
Published by Stratagem (7) · April 28 at 12:15pm ·

Organising 53rd Relio Quick Auto Mall at #DLF Place #Saket from 28 - 30 April #AutoMall2017
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Event Glimpses



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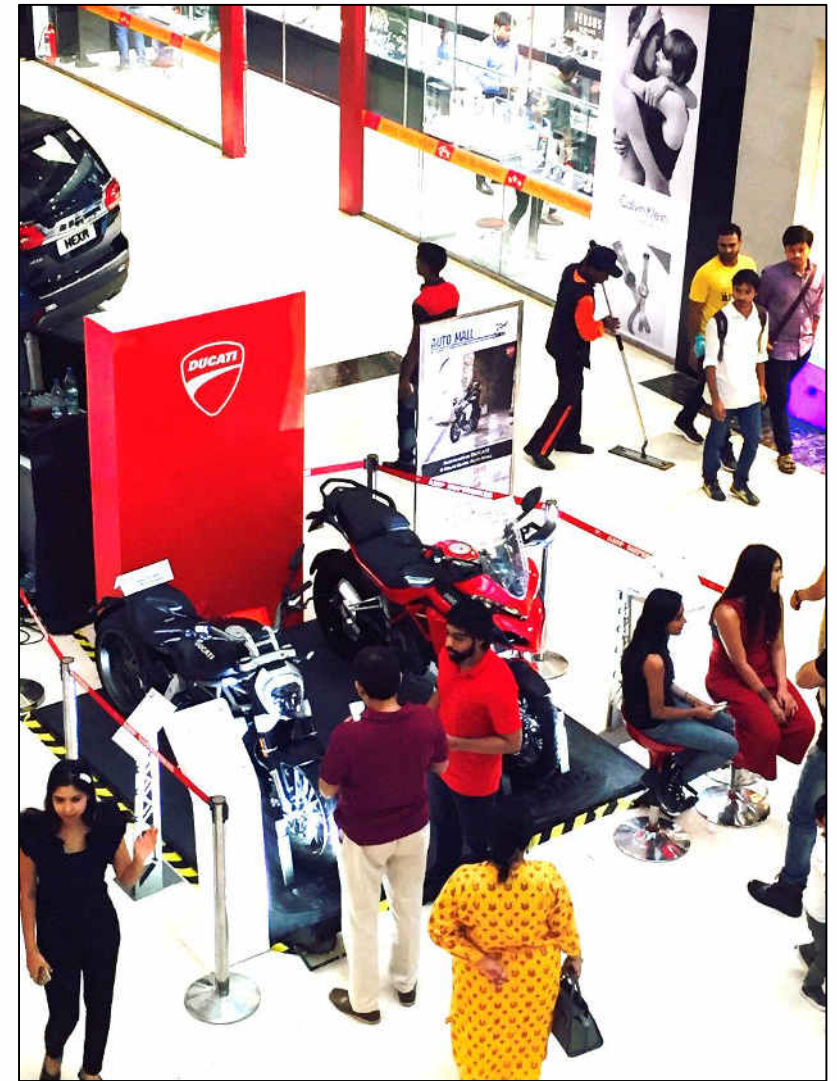
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