



**Relio Quick AUTO MALL Season 7  
@Phoenix Marketcity, Kurla  
19 – 21 May, 2017**

IPs managed:





#automall2017

*Premium Auto Show*

PHOENIX MARKETCITY, KURLA

19 - 21, MAY, 2017

A VENTURE OF

RelioQuick™

IP MANAGED BY



**ISUZU**



Mercedes-Benz  
The best or nothing.

**N E X A**



**TATA MOTORS**

# Auto Mall @ Phoenix Marketcity : 19 - 21 May' 2017 – Event Synopsis

After the Grand Success of Auto Mall Season 6 in December 2016  
**Auto Mall Season 7 @ Phoenix Market, Kurla** was organized from **May 19 – 21, 2017**.

## **Top 7 leading automobile & finance brands participated**

BMW, FORD, ISUZU, MERCEDES, NEXA, TATA MOTORS, RUPEE BOSS

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 **503 Hot Enquires, 1509 Enquires, 208 Hot Prospects** and

Over **1.8 + Lakh people visited** Phoenix Marketcity, during Auto Mall event weekend.



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19 - 21, MAY, 2017

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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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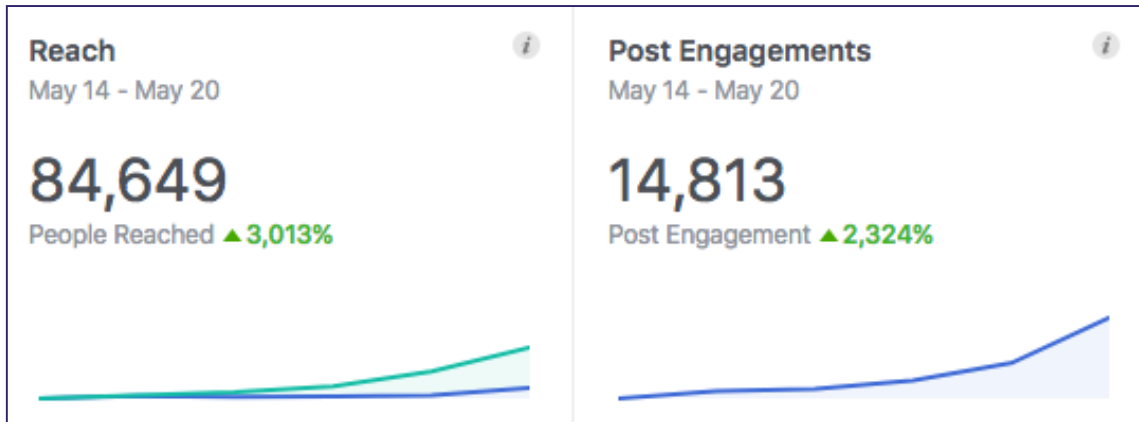




# Pre Event Promotion – On Ground Branding



# Facebook Activity - Highlights



**Reached out to 80,000+ relevant TG in Mumbai area:**

M|F in Mumbai, ages 18-60, people who have liked auto brands and have interests in cars, bikes, SUVs

**14,813 people** engaged through daily dedicated sponsored posts, sponsored event etc.

**This Week**

**90,735 ↑**  
Post Reach

Relio Quick Auto Mall shared their event.  
Sponsored · 3

Experience the latest models from your favourite Automobile Brands!  
#AutoMall2017

**Relio Quick AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

**Premium Auto Show**  
PHOENIX MARKETCITY, KURLA

**54<sup>TH</sup> AUTO MALL**  
19 - 21, MAY, 2017

MAY 19 Relio Quick Auto Mall at PMC Kurla  
May 19 - May 21 · Phoenix Marketcity - Mumbai ...  
82 people interested · 1 person going

★ Interested

**Relio Quick AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

**PHOENIX MARKETCITY**  
LBS MARG, KURLA (W)

*Premium Auto Show*  
PHOENIX MARKETCITY, KURLA

**54<sup>TH</sup> AUTO MALL**  
19 - 21, MAY, 2017



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## Live Happenings from Show post reached 40000 people in Mumbai

Relio Quick Auto Mall added 9 new photos — at Phoenix Marketcity - Mumbai.  
Published by Stratagem [?] · Yesterday at 1:45pm · Mumbai ·

Relio Quick's 54th Auto Mall is on at Phoenix Marketcity, Kurla #Mumbai. We would like to thank all participants, partners and visitors!  
#Ford #TataMotors #ISUZU #Mustang #Mercedes #BMW #Nexa #Rupeeboss #PhoenixMarketcity #CarShow #AutoShow #AutoMall2017




39,944 people reached [View Results](#)

Like Comment Share

1.3K Chronological

26 shares

View 2 more comments

 Ayaz Khan Ok I will cum  
Like · Reply · Message · 3 hrs

 Saad Khan Fahad Parmar  
Like · Reply · Message · 2 hrs

Write a comment...





# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
Published by Stratagem [v] · May 19 at 12:18pm ·

Transforms Every Trip into a Unique Adventure.  
The all new #FORD ENDEAVOUR.  
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Mumbai from 19 - 21 May #AutoMall2017



RelioQuick AUTO MALL PHOENIX MARKETCITY LBS MARG, KURLA (W)

**Boost This Post Again**  
You can view your results and add budget to get more likes, comments and shares.

11,255 people reached [View Results](#)

Like Comment Share

Azhar Khan, Guru Bk and 1.6K others Chronological

**Relio Quick Auto Mall**  
Published by Stratagem [v] · May 19 at 11:30am ·

Everyday is a Challenge. Are you Ready?  
#ISUZU V-Cross  
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Mumbai from 19 - 21 May #AutoMall2017



RelioQuick AUTO MALL PHOENIX MARKETCITY LBS MARG, KURLA (W)

9,738 people reached [View Results](#)

Like Comment Share

Suraj Sandhanshiv, Dipesh Parbalkar and 165 others Chronological


1 share

Feroz Shaikh Lovely  
Like · Reply · Message · May 19 at 9:37pm

Write a comment...

**Relio Quick Auto Mall at Phoenix Marketcity - Mumbai.**  
Published by Stratagem [v] · May 19 at 11:21am ·

Stylish. Young. Dynamic.  
#Tata Tigor "Style Back"  
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Mumbai from 19 - 21 May #AutoMall2017



RelioQuick AUTO MALL PHOENIX MARKETCITY LBS MARG, KURLA (W)

4,340 people reached [View Results](#)

Like Comment Share

Jay Kumar, Prajapati and 1.1K others Chronological

Raza Chaudhary Nice car  
Like · Reply · Message · 23 hrs

Write a comment...

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LBS MARG, KURLA (W).



# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
Published by Stratagem [🌐] · May 19 at 11:05am · 🌐

It's Back. Bigger, Stronger and Meaner.  
The new #BMW X1.  
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Mumbai from 19 - 21 May #AutoMall2017



7,516 people reached [View Results](#)

Like Comment Share

Kamlesh Shah, Akshay B Thorat and 218 others Chronological

Bharatt Shekhawat Vivek Dwivedi 🥰🥰  
Like · Reply · Message · 1 · May 19 at 5:22pm

Write a comment...

**Relio Quick Auto Mall**  
Published by Stratagem [🌐] · May 18 at 5:15pm · 🌐

Ignite the challenger in you  
#NEXA CIAZ "Challenge the Unchallenged"  
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Mumbai from 19 - 21 May #AutoMall2017



6,716 people reached [View Results](#)

Like Comment Share


Raj Venkat, Akshay More and 1.2K others

2 shares

Write a comment...

**Relio Quick Auto Mall at Phoenix Marketcity - Mumbai.**  
Published by Stratagem [🌐] · May 18 at 4:36pm · 🌐

In the corridors of Power, Don't Whisper. Roar.  
#FORD MUSTANG  
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Mumbai from 19 - 21 May #AutoMall2017



11,042 people reached [View Results](#)

Like Comment Share

Nidhi Kapoor, Sharda Shinde and 94 others

1 share





## Pre Event Promotion – Event Page on Facebook

Relio Quick Auto Mall at Phoenix Marketcity - Mumbai  
Published by Stratagem (v) · May 17 at 3:07pm · 🌐

A big reason to get restless MERCEDES - BENZ #GLA "Always Restless"! Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Mumbai from 19 - 21 May #AutoMall2017



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The best or nothing.

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

10,796 people reached [View Results](#)

Like Comment Share

👤 Dipesh Parbalkar, Danish Shaikh and 1.7K others.

4 shares

Relio Quick Auto Mall  
Published by Stratagem (v) · May 17 at 2:08pm · 🌐

Made for those who look for more performance in their everyday drive "Made of Speed"! Showcasing #Nexa BALENO RS at Relio Quick Auto Mall, #PhoenixMarketcity Kurla #Mumbai from 19 - 21 May #AutoMall2017



MARUTI SUZUKI NEXA  
BALENO RS

Relio Quick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

5,723 people reached [View Results](#)

Like Comment Share

👤 Hasan Shaikh, Vicky Sirsath and 1K others Chronological

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## Event Glimpses

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**AUTO MALL**   
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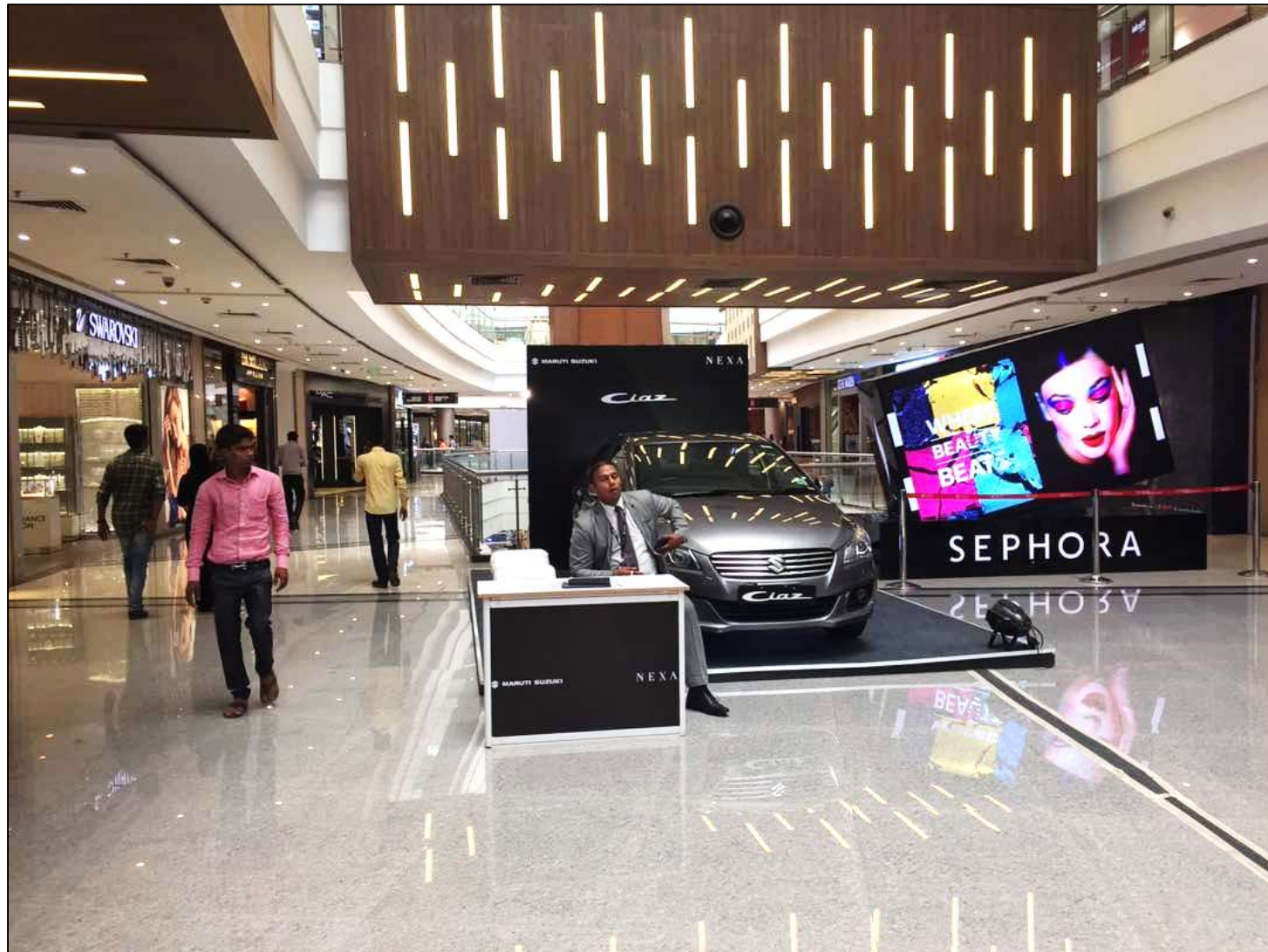
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THANK YOU



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