

**TOUCH. FEEL. TRY
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4th Telangana
International
Kite
Festival
2019

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

A VENTURE OF

RelioQuick™

JANUARY
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15 TUE

IP MANAGED BY
Team
Stratagem



NEXA

TVS Racing



MARUTI SUZUKI ARENA

TATA MOTORS
Connecting Aspirations



Relio Quick Auto Mall @ TIKF, Hyderabad: 13th – 15th Jan'19 – Event Synopsis

Relio Quick Auto Mall partnered with Telangana International Kite Festival Season 4 organised by Govt of Telangana.
The Mega Event was held from **Jan' 13 – 15, 2019.**

The event was extensively promoted across Hyderabad and was inaugurated by Hon. Vice President of India Shri Venkaiah Naidu. TIKF 2019 saw footfalls of **9 lac+**

Top 7 leading automobile brands participated
MARUTI SUZUKI, NEXA, TATA MOTORS, KTM, TVS, UM, VESPA-APRILIA

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.

All the brands put together generated over **1200+** hot and warm enquiries, and
Over **9 Lac** people visited TIKF, during Auto Mall event weekend.

Pre-Event OOH



Pre-Event OOH



Home » Hyderabad » Telangana » Andhra Pradesh » India » World » Entertainment » Sport » Business


Home » Hyderabad » Telangana International Kite Festival from Jan 13

Telangana International Kite Festival from Jan 13

42 international kite flyers, 60 national kite flyers will exhibit their skills

Facebook Twitter Google+ LinkedIn Pinterest

By TelanganaToday | Published: 7th Jan 2019 11:40 pm



Telangana Tourism Secretary B Venkateshram at a press conference in connection with International Kite and Sweet Festival at the Secretariat on Monday. Also seen are staff members who are making arrangements for the programme.

Hyderabad: Offering a riot of colours, fun and entertainment, the Telangana International Kite Festival (TIKF) will be conducted at Parade Grounds from January 13 to 15.

With every passing year, the festival continues to grow in numbers and promises lot of activity this time as it will have participation from 19 countries with 42 international kite flyers and over 60 national kite flyers exhibiting their skills.

4th International kite festival in city on January 13-15

THE HANS INDIA | © Jan 08 2019, 02:02 AM IST

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4th International kite festival in city on January 13-15

Secunderabad: The 4th Telangana International Kite Festival (TIKF) - 2019 will be held from January 13 to 15 at Parade Grounds. The Government of Telangana, in coordination with the Union Ministry of Tourism, is organizing the festival. The kite-flying tradition during Sankranthi festival has been taking place for many decades in Telangana State. During 2016 and 2017, TIKF was organized at Aga Khan Academy, and in 2018 the kite festival was held at Parade Grounds where around 8-lakh visitors witnessed the event.

TIKF-2019 is a 3-day festival celebrated with fervor, and it coincides with Makara Sankranthi, a harvest festival, to bring regional arts, crafts, cuisines and an array of national and international kites together. It accommodates visitors from different countries. People from about 19 countries – 42 international and 60 national kite flyers – are expected to participate in the festival. Different types of kites of various sizes will be flown during the festival. Various cultural programmes will also be organized to promote the local culture of

Media Coverage

VP Naidu inaugurates Telangana International Kite, Sweet Festival in Hyderabad

ANI | Hyderabad (Telangana) [India]
Last Updated at January 13, 2019 23:51 IST



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J-K Governor greets people on Lohri, Makar Sankranti

Nitish greets people on Makar Sankranti, Lohri

This Makar Sankranti kites featuring PM Modi, Rahul to fly high in the sky

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Vice President Venkaiah Naidu on Sunday inaugurated the fourth International Kite Festival and Second International Sweet Festival, organised by the Telangana government as a part of Sankranti celebrations, at the Parade Grounds in Secunderabad.

While speaking on the occasion, Naidu said that festivals are occasions for social bonding and inculcate a spirit of communal harmony and national integrity. "They symbolise renewal, rejuvenation, and revival of our traditions and heritage and bring in the sense of togetherness, unity, love and brotherhood in today's fast-paced world," he added.

Calling Makar Sankranti a "celebration of life and vitality," he said, "These festivals hold great historical and religious significance. It is the festival of Sun God who is often regarded as the symbol divinity and wisdom. Those who celebrate this occasion of thanksgiving and merry-making revel in anticipation and joy."



On Ground Branding

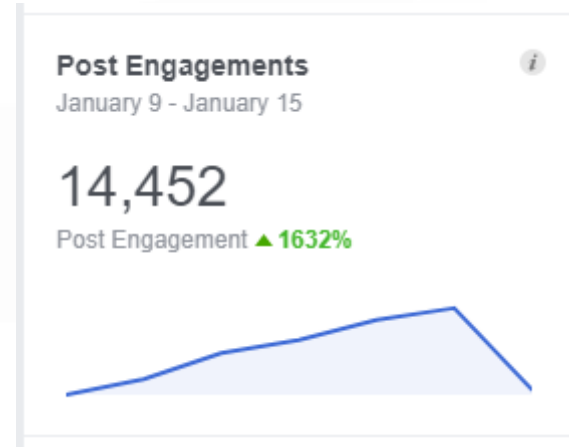


On Ground Branding



Auto Mall FB Page Engagement


High Facebook Page *Targeted Reach & Engagement* around show dates



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall added an event. January 4 at 5:09 PM

Auto Mall is a Proud Sponsor of TIKF 2019 - The 4th Edition of Telangana International Kite Festival organised by Govt. of Telangana - Telangana Tourism! Get ready to experience the latest cars and bikes, along with lots of Kite Flying and entertainment at TIKF 2019, Parade Grounds #Secunderabad! 13-15 January! #automall2019 #tikf2019 #kitefest #autoshow




SUN, JAN 13
Auto Mall @ TKIF 2019 Hyderabad!
 Parade Ground, Secunderabad · Secunderabad

★ Interested

You like Relio Quick Auto Mall

Relio Quick Auto Mall
 Published by Shrey Kapoor (?) · January 13 at 4:04 PM

#Hyderabad! Presenting Relio Quick Auto Mall at Telangana International Kite Fest 2019, inaugurated today by Hon. Vice President of India Shri Venkaiah Naidu. Visit Parade Ground Secunderabad, 13-15 Jan to experience your favourite cars and bikes from #MarutiSuzukiArena (Range Display) #Nexa (Range Display) #TataMotors #KTM #TVS #Vespa #UJM Avail Special Offers and take Test Drives while enjoying Live Kite Flying! #skitefest #automall2019



17,856
 Profile Picture

2,501
 Engagements

Boost Again

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Parade Ground, Secunderabad. Published by Shrey Kapoor [?] · January 12 at 8:30 PM · Secunderabad ·

Hello #Hyderabad! One of the most awaited events of the year is here - Telangana International Kite Fest 2019! Check out the latest bikes from #UM at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground, Secunderabad! 13-15 Jan! #tskitefest #automall2019



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UMI
CREATE THE WORLD

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Telangana Tourism

7,796 People Reached 1,220 Engagements [Boost Again](#)

Relio Quick Auto Mall is at Parade Ground, Secunderabad. Published by Shrey Kapoor [?] · January 12 at 8:29 PM · Secunderabad ·

Hello #Hyderabad! One of the most awaited events of the year is here - Telangana International Kite Fest 2019! Check out the latest models by #TataMotors at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground, Secunderabad! 13-15 Jan! #tskitefest #automall2019



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JANUARY
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Telangana Tourism

3,099 People Reached 670 Engagements [Boost Again](#)

Relio Quick Auto Mall is at Parade Ground, Secunderabad. Published by Shrey Kapoor [?] · January 12 at 8:29 PM · Secunderabad ·

Hello #Hyderabad! One of the most awaited events of the year is here - Telangana International Kite Fest 2019! Check out the latest models by #TataMotors at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground, Secunderabad! 13-15 Jan! #tskitefest #automall2019



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Telangana Tourism

3,145 People Reached 661 Engagements [Boost Again](#)

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Relio Quick Auto Mall is at Parade Ground, Secunderabad. ...
 Published by Shrey Kapoor [?] · January 11 at 8:39 PM · Secunderabad · 🌐

Hello #Hyderabad! One of the most awaited events of the year is here -
 Telangana International Kite Fest 2019! Check out the #MarutiSuzukiArena
 Range Display at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground,
 Secunderabad! 13-15 Jan! #tskitefest #automall2019

4,399 People Reached **969** Engagements [Boost Again](#)

Relio Quick Auto Mall is at Parade Ground, Secunderabad. ...
 Published by Shrey Kapoor [?] · January 11 at 8:38 PM · Secunderabad · 🌐

Hello #Hyderabad! One of the most awaited events of the year is here -
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 Quick Auto Mall zone, TIKF 2019, Parade Ground, Secunderabad! 13-15
 Jan! #tskitefest #automall2019 #readytorace

4,635 People Reached **829** Engagements [Boost Again](#)

Relio Quick Auto Mall is at Parade Ground, Secunderabad. ...
 Published by Shrey Kapoor [?] · January 10 at 6:16 PM · Secunderabad · 🌐

Hello #Hyderabad! One of the most awaited events of the year is here -
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 Range Display at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground,
 Secunderabad! 13-15 Jan! #tskitefest #automall2019 #baleno #ignis #scross
 #ciaz

2,006 People Reached **521** Engagements [Boost Again](#)

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Relio Quick Auto Mall is at Parade Ground, Secunderabad.
Published by Shrey Kapoor [?] · January 10 at 6:15 PM · Secunderabad · 🌐

Hello #Hyderabad! One of the most awaited events of the year is here - Telangana International Kite Fest 2019! Check out the #Vespa display at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground, Secunderabad! 13-15 Jan! #tskitefest #automall2019



2,538 People Reached 604 Engagements [Boost Again](#)

Relio Quick Auto Mall is at Parade Ground, Secunderabad.
Published by Shrey Kapoor [?] · January 10 at 6:14 PM · Secunderabad · 🌐

Hello #Hyderabad! One of the most awaited events of the year is here - Telangana International Kite Fest 2019! Check out the #KTM display at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground, Secunderabad! 13-15 Jan! #tskitefest #automall2019 #readytorace



2,693 People Reached 530 Engagements [Boost Again](#)

Relio Quick Auto Mall is at Parade Ground, Secunderabad.
Published by Shrey Kapoor [?] · January 10 at 6:13 PM · Secunderabad · 🌐

Hello #Hyderabad! One of the most awaited events of the year is here - Telangana International Kite Fest 2019! Check out the #TVSRacing display at Relio Quick Auto Mall zone, TIKF 2019, Parade Ground, Secunderabad! 13-15 Jan! #tskitefest #automall2019



2,745 People Reached 556 Engagements [Boost Again](#)

Event Glimpses





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Telangana International
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TVS *Racing*



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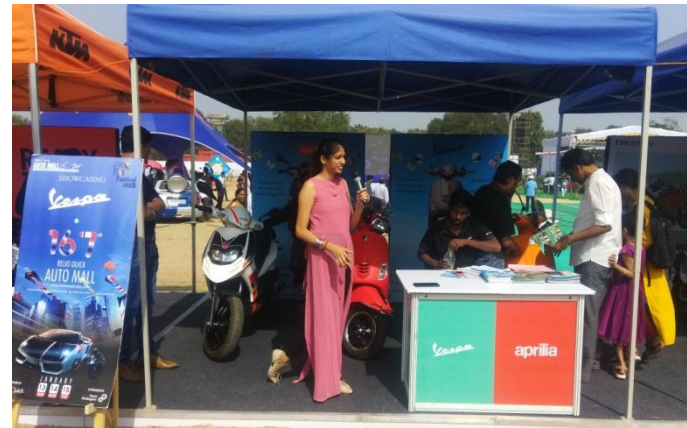
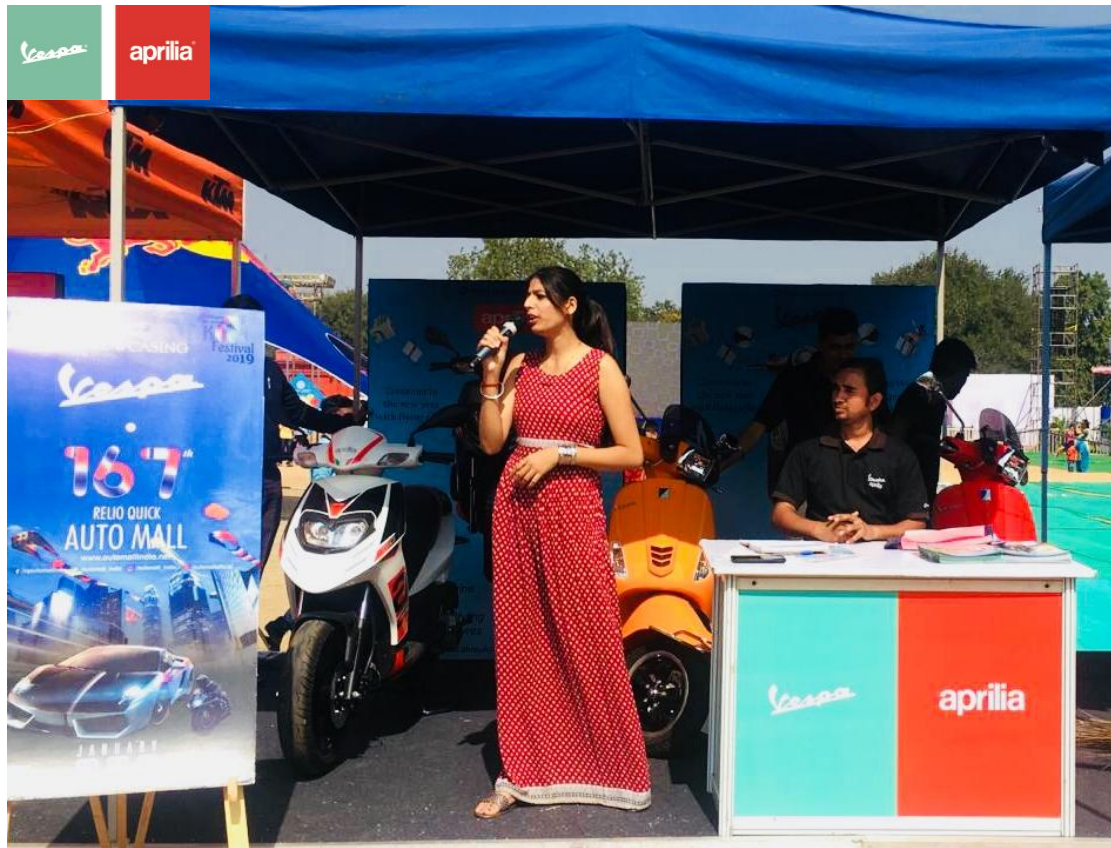
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