



AUTO MALL
@ Phoenix Market City, PUNE
20 – 22 November, 2015

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN



Premium Auto Show

20 - 22, NOVEMBER 2015

A VENTURE OF
RelioQuick

IP MANAGED BY




NEXA



Premium Auto Show @ Phoenix Market City : 20-22, November 2015 – Event Synopsis

After the grand success of Auto Mall season 2 in July 2015,
Premium Auto Show was organized from **November 20-22, 2015**

The event has **participation from 13 leading automobile brands**
AUDI, FORD, FIAT, HARLEY DAVIDSON, HERO, KTM, MARUTI SUZUKI, MAHINDRA, NEXA, SKODA, TRIUMPH
TOYOTA, VOLVO

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall @ Phoenix Marketcity, Pune showcased automobiles for all budgets.

All the brands put together generated over **2628 enquiries, 347+ Hot Leads** and **7 Spot Bookings**.
Over **1.75 lakh people visited** Phoenix Market City, Pune 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 facebook created great visibility, awareness and engagement with the Event

On ground branding at the Mall was done 2 weeks prior to the event through Backdrops and Standees Screens to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried for 7 days



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Pre Event Promotion – On Ground Branding, E-mailer



Event Glimpses



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Thank You...



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