

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

IPs managed:













THE HOTTEST AUTO SHOW IN TOWN







20-22, NOVEMBER 2015







A VENTURE OF























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.











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













Pre Event Promotion – On Ground Branding, E-mailer











#automall2015

Premium Auto Show



Event Glimpses





#automall2015

Premium Auto Show















Premium Auto Show

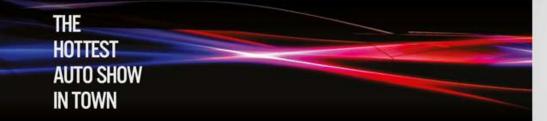












Premium Auto Show













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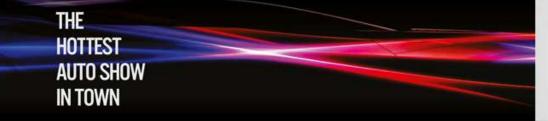












Premium Auto Show











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Thank You...











