

RELIO QUICK AUTOMALL
@
PHOENIX MARKET CITY, KURLA
25 – 27 July, 2014

**Set the
Pulse Racing**



RelioQuick
AUTO MALL 
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Presents

**HOTTEST
AUTO SHOW
IN TOWN**

*Cear up for an
exciting weekend at*



25, 26 & 27 July, 2014

A VENTURE OF

RelioQuickTM

**Turn on
the Heat**



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OF INDIA



Go Further



Mahindra
Rise.

MARUTI SUZUKI

Way of Life!



Mercedes-Benz
The best or nothing.



autohangar
Dealer for Mercedes-Benz Passenger Cars



Shaman TRIUMPH



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Volkswagen
Dealership Network

Preferred Finance Partner
sbi **सबसे**
INTOUCH

Auto Mall @ Phoenix Market City, Kurla – Event Synopsis

- This first-of-its-kind in Mumbai, **Auto Mall @ Mall** was organized at **Phoenix Market City, Kurla** from **July 25 and 27**. The event has **participation from 13 leading automobile brands** DATSUN, FORD, HARLEY DAVIDSON, HERO MOTOCORP, HONDA MOTORCYCLES, JAGUAR, LAND ROVER, MAHINDRA, MARUTI SUZUKI, MERCEDES BENZ, MITSUBISHI, NISSAN, TRIUMPH and VOLKSWAGEN. SBI Intouch was the preferred Finance Partner.
- Auto Mall @ Phoenix Market City served as a one stop destination for Mumbaikars thinking of driving home a car. Auto Mall showcased automobiles for all budgets.
- All the brands but together generated over **3196 enquiries** and **328 hot prospects, 114 Test Drive registrations** and **18 Bookings**. Close to **1.5 lakhs people visited** the Mall during Auto Mall event weekend.
- To generate visibility and awareness, the event was promoted well in advance on digital and social media platforms along with e-mailer campaign to Auto Mall, Relio Quick & Mall data base.
- On ground branding at Phoenix Mall was done prior to the event through Hoarding, Backdrops, Standees and Dropdown Banners. Radio partner Red FM carried campaign for 7 days.



PRE EVENT PROMOTION

To generate large visibility and awareness, the event was promoted well in advance on digital and social media platforms along with emailer campaign to Auto Mall, Relio Quick and Mall data bases.

On ground branding at Phoenix Mall was done two weeks prior to the event through Hoarding, Backdrops, Standees and Dropdown Banners to generate awareness. Radio campaign for 7 days on Red FM.



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Phoenix Marketcity
@MarketcityKurla

Follow

#GearUp for luxury at AutoMall 2014!
Coming soon! #WhatDrivesYou
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4:03 AM - 16 Jul 2014

Flag media

Don't miss any updates from Phoenix Marketcity



COMING SOON...

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Integrated Marketing Communication Experts

Radio Partner
RED FM 93.5
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Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.



marketcitykurla

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19 hours ago

#GearUp for luxury at Auto Mall 2014! Coming soon.
Tell us #WhatDrivesYou. # AutoShow #Cars #Mall
#Mumbai #Luxury # vehicles

pratik_d31, j_oye7, ohhey_its_priya and lgramaddict like this.



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Phoenix Marketcity (Kurla)

#GearUp for luxury at AutoMall 2014! Coming soon!

#WhatDrivesYou

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EVENT REPORT





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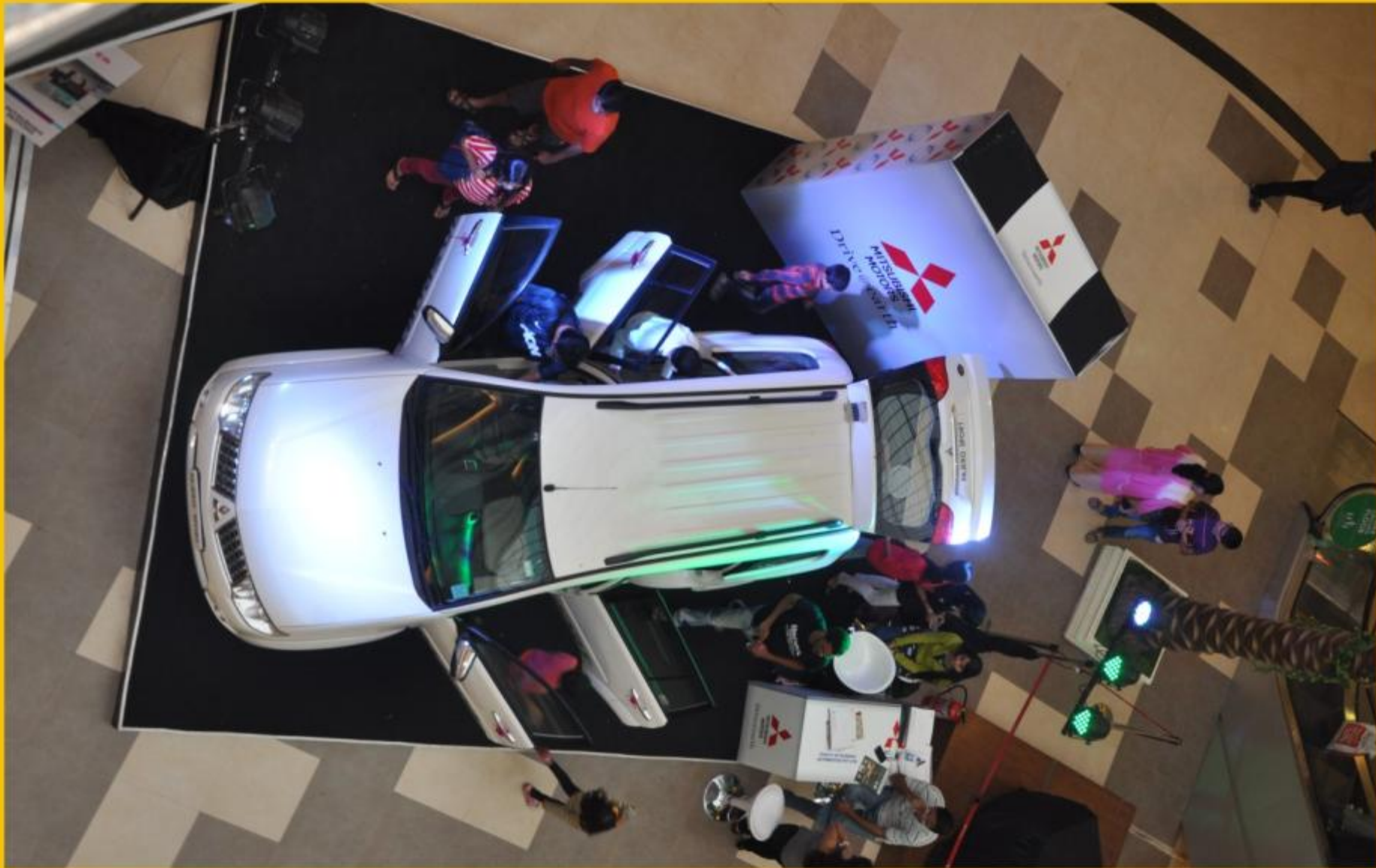
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VOLKSWAGEN
Downtown Mumbai



Volkswagen. Das Auto.

POLO



Shaman Cars Pvt Ltd
Volkswagen Downtown Mumbai

Vento



Volkswagen. Das Auto.

Shaman Cars Pvt Ltd
Volkswagen Downtown Mumbai

Prabhadevi
6604 4444
98704 99940

New Polo

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