HERO BIKE CARNIVAL @ Delhi
First of its Kind Bike Carnival by
Hero MotoCorp in Delhi
(Mega Loan & Exchange Carnival)

HERO BIKE CARNIVAL – New Delhi

- **Period :** 4th Feb – 5th Feb, 2012

- **Venue :** Ramlila Ground, Geeta Colony

- **Participating Dealers :**   **Financers**
  - AUTO NEEDS HERO   >   HDFC Bank
  - HIMGIRI HERO
  - AMAN HERO
  - R. K. HERO

OBJECTIVE

- To show case the Hero MotoCorp Product range to the TG.

- To build an excitement about the product range of Hero MotoCorp.

- To provide touch and feel experience of the product range.

- To extend product experience to the TG by providing Test Rides.

- To build an excitement around Impulse by doing Stunt Biking Shows.

- To provide exchange, Finance, Insurance under one roof at the Carnival.

PROMOTION MEDIA

Hero Bike Carnival was promoted with the help of following media.
(Pre – publicity)

- Promotion at the Dealerships

- Leaflet Distribution

- Newspaper Advertisement

- SMS Blast

- Bike Tagging

- Placing Banners at touch points like colleges
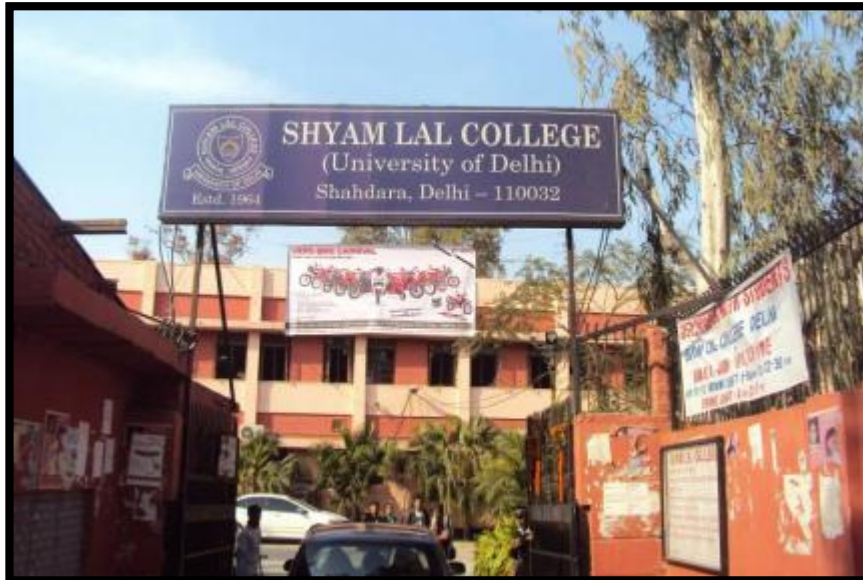
Promotion at the Dealership

Promotion at the Colleges

Promotion at Metro Stations

Bike Tagging

VENUE

Aerial Front View

Aerial Back View

CHIEF GUEST : Dy. Zonal Head – Hero MotoCorp

Lamp Lighting Ceremony

MR. Kamal Khachroo
(Dy Zonal Head) Hero MotoCorp

Lucky Draw

REGISTRATION ZONE

CUSTOMER INTERACTION / DEMO

PREMIUM ZONE

Impulse Zone

Scooter Zone

100-125CC Bikes Zone

Test Ride Zone

Impulse Performance Zone

Magic Show

Tattoo Zone

VISTORS SHARING THEIR EXPERIENCE

Lucky Draw/Winners

Team Hero

Results

Registrations	850
Enquiries	205
Booking	115
Test Ride	190
Finance enquiries	85
Delivered	12

Thank You