



OBJECTIVES :

- To offer Sahara Mall as a place of :
 - Super Value for Money
 - Family Outing
 - Entertainment
- To increase footfalls
- Brand Building of Sahara Mall
- Great investment for investors

PROPOSED EVENT :

Sahara Mall Carnival

Date : 20th Dec'03 - 4th Jan'04

ATTRACTIONS :

Get a coupon against every Rs. 500/- shopping

OFFERS:

- 4 Gift Vouchers worth Rs. 11,000/- everyday
- Raymond Suit-Length worth Rs. 3000/- everyday
- Mega Draw on 25th, 31st of December 2003 and Bumper Draw on 4th January 2004

ACTIVITIES :

Entertainment inside the Mall

Regular Activities :

- Emcee for all the days
- Dance Troupe performance
- Music, Sound & Light arrangements

Special Activities :

Celebrities invited on all the special occasions

- Christmas - Ms. Geetika Ganju
 - New Year's Eve - Ms. Nikita Anand (Femina Miss India-2003)
 - 3rd Jan.'04 - Mr. Sampath Singh (Finance Minister-Haryana)
 - 4th Jan.'04 - Ms. Blossom Kochhar (Aromatherapist)
- Mr. Sushil Sarwan (City Magistrate)

Entertainment outside the Mall

- Sahara Mall in festive looks
- Performance by Mika and his troupe

SPONSORSHIPS COLLECTED

TVS, Honda Scooter, Haier, Fiat

- 2 TVS Victor Bikes • 1 TVS Fiero Bike • 3 Honda Eterno Scooters • 2 Refrigerators from Haier
- 1 Washing Machine from Haier • 1 Fiat Adventure Car • 3 Digital Satellite Radios from WorldSpace

ACTIVITIES ON X-MAS (25th DEC.'03)

- Interactive activities by Emcee Geetika Ganju • Special Dance Troupe performance • Santa Claus for distributing gifts
- Mega Draw by Mrs. Bhavna & Mr. Suresh Kilam with Geetika Ganju & Mr. Sandeep Kapoor



TVS Fiero



1 TVS Victor



1 Honda Eterno Scooter



1 Digital Satellite Radio

Haier



1 Haier Refrigerator



ACTIVITIES ON 31st DEC'03

- Special dance troupe performance by 'Angels'
- Live performance by 'Tatva-the 5th element'
- Interactive activities by Emcee
- Special Sound & Light arrangements
- Special Guest Ms. Nikita Anand -Femina Miss India'03 for Mega Draw



TVS Fiero



1 TVS Victor



ETERNO
Geared Scooter

1 Honda Eterno Scooter



1 Digital Satellite Radio

Haier



1 Washing Machine



ACTIVITY ON 4th JAN'04

- Special performance by Mika and troupe
- Special Guest - Ms. Blossom Kochhar & Mr. Sushil Sarvan for Bumper Draw



Fiat Adventure



1 Fiat Adventure Car



ETERNO
Gasped Scooter

1 Honda Eterno Scooter



1 Digital Satellite Radio

Haier



1 Washing Machine



IN A NUT SHELL

- Very High Footfall
- Place for Complete Family Outing
- Festival Celebration
- Brand Building of the Mall
- Level III launched with a bang
- All participating outlets were highlighted

TOOLS FOR EFFECTIVE PUBLICITY AND MANAGEMENT

COUPON

SAHARA MALL presents **Delhi Times**
MALL Carnival
The Brand Super Mall

EXCLUSIVE OFFERS FOR THE TIMES OF INDIA READERS

1. Daily Lucky Draw - 1 Gift Voucher worth Rs. 11000/-*
2. Shop at **The Raymond Shop** & Win a Suit Length worth Rs. 3000/-* daily
3. 25% Discount for Senior Citizens & 10% for all others from SIP 'N' BITE
4. 10% Discount on all purchase from Archies, Ginger, Bliss, Lotus Feet, Munchin & Himalaya Opticals

* Conditions Apply
To avail this offer get this Coupon to Sahara Mall

EVENT MANAGERS
Relio Quick

COUPON

SAHARA MALL presents **Delhi Times**
MALL Carnival
The Brand Super Mall

EXCLUSIVE OFFERS FOR THE TIMES OF INDIA READERS

1. Daily Lucky Draw - 1 Gift Voucher worth **Rs. 11000/-***
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The Brand Super Mall

EXCLUSIVE OFFERS FOR THE TIMES OF INDIA READERS

Daily Lucky Draw - 1 Gift Voucher worth **Rs. 11000/-***

Shop at **THE Raymond SHOP** and you can **Win a Suit Length Daily worth Rs. 3000/-***

* Conditions Apply
To avail this offer get the cutting of this Coupon to Sahara Mall

EVENT MANAGERS
Relio Quick

BUNTING

SAHARA MALL presents **Delhi Times**
MALL Carnival
The Brand Super Mall

20th Dec to 4th Jan* 2004

Radio Channel Partners
AMUL, ANA, BOLLYWOOD, BIRDL, RANGHRI, RANGHRI

Total Masti !!! @ Rs. 500/-

MEGA DRAWS ON 25TH & 31ST DEC. 2003 AND 4TH JANUARY 2004

Prizes Sponsored By: **FTAI TVS Haier BIONDA**

DAILY LUCKY DRAW 4 Gift Vouchers worth Rs. 11,000/-

To be declared daily on Radio Mirchi (One Voucher exclusively for Delhi Times Readers, Please get your Ad copy along)

EVENT MANAGERS
Relio Quick

* Conditions Apply

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SAHARA MALL presents **Delhi Times**
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Relio Quick

* Conditions Apply

PRESS RELEASE

Mika enthralls shoppers at Sahara Mall

■ Ruchi Challu

THE curtains came down on the Sahara Mall carnival on January 4. The highlight of the evening was a live performance by Mika, a Punjabi pop singer who had everyone dancing to his tune. Other attractions included a live performance by a dance troupe called Vibrations and a few random games conducted by two young anchors Vidya and Nagender.

Also present on the occasion, much to the delight of the crowd, was TV celebrity Gaurav, better known to most of us as 'Nandu' of the very famous *Jassi Jaisi Koi Nahin*.

The announcement of the bumper prize 'Fiat Adventure' marked the grand finale of this 15-day long carnival, with Blossom Kochhar announcing the names of the winners. The carnival which was organised in association with Delhi Times and Radio Mirchi commenced on December 20, 2003.

The carnival generated excitement not only in the neighbourhood, but also attracted shoppers from as

far as Delhi, Noida and Faridabad. "We got a commendable response from the customers with footfalls rising by 40 per cent during the carnival," says Vivek Seth, marketing head, Sahara Mall.



Wednesday, January 7, 2004

DELHI

The Times of India, New Delhi

Sahara carnival ends with a bang

The Sahara Mall at Gurgaon became the preferred destination for shoppers and party-hoppers this season, what with an assortment of activities and events that were organised here. As the city's young and old turned out in full force at the Mall and soaked in the festive spirit, the carnival with its array of gifts and offers, swept everyone off their feet.

Sampat Singh, Honble Finance Minister visited the Mall on January 3, however, it was on January 4, the last



Aromatherapist Blossom Kochhar draws winners' names.

day of the carnival, when the curtains were pulled down with a blast.

The gala event witnessed a dance troupe performance besides a performance by Mika. Celebrated beautician Blossom Kochhar picked the lucky winners of the Mega

Draw, which saw the winners take home, vehicles and consumer goods.

Also gracing the occasion were the City Magistrate and Sunderlal from Sahara India Pariwar.

The lucky winners — Neeru Sethi from Garden Estate Gurgaon won a Honda scooter, Girish Yadav from Saraswati Vihar Gurgaon won the TVS Fiero, Renu Sharma, Vasant Kunj, ND won a digital satellite radio from BOSE electronics, Aishwarya Deep from Sec 17, Faridabad won a Haier refrigerator, and the bumper prize Fiat Adventure was won by Kaushik Bose from C R Park, ND.

These prizes were in addition to the four daily lucky draws worth Rs 11,000 each that were given out throughout the 15 days of the carnival.



Miss India Universe 2003 Nikita Anand at Sahara Mall Carnival with Vivek Seth from Sahara and Sandeep Kapoor from Relio Quick — Event Managers.

Sahara Mall enters '04 in style

New Year's eve at the Sahara Mall was celebrated with Miss India 2003 Nikita Anand adding colour to the carnival which has been a big success.

Lucky draws were taken out for Bikes, Honda Scooters, Washing Machines and Space Radio in addition to daily draws of Rs 11,000 each. The Raymond suit length was Rs 3,000.

The band, *Tatva*, enthralled visitors to Sahara Mall with their performance. The dance troupe, *Angles*, was also at its best.

Celebration was at its peak with a European dance troupe performing at Odyssey. A live band with a DJ performed at Tangerine. The grand finale of the carnival is on January 4 where winners will take home bumper prizes from Fiat, Honda Scooter TVS and Haier.



दिल्ली विकास प्राधिकरण

ज्ञापन

श्री जगमेर सुपुत्र श्री हरिसिंह निवासी-ग्राम-भटल डाक-पोस्ट, जनपद बागपत 30 प्र०/स्थानीय पवा श्री जगमेर सुपुत्र श्री हरिसिंह मन्दिर के पास, ताहिर पुर थाना सीमापुरी, दिल्ली जो कि इस कार्यालय में सर्वसाधारण (30) साली के सह पर कार्यरत



PUBLICITY & PROMOTION FOR SAHARA MALL CARNIVAL

● **NEWS PAPER ADS.**

Tie-up with Delhi Times (Times of India)

05 Nos. Half Page Ads. in Delhi Times

02 Nos. Half Page Ads. in Delhi Times
(for Level III)

● **FM PUBLICITY**

Tie-up with Radio Mirchi

1500 Sec's (20 sec. spots)

Sponsorship of Programme "Total Filmi"
(12.00 - 13.00 Hrs) for 15 days

RJ Mentions from 17.00 - 20.00 Hrs.

Winner Announcements at 20.30 Hrs.

● **PRESS COVERAGE**

Coverage in TOI Publications

Times of India (Main) 4th & 7th Jan.'04

Times of India (Gurgaon Plus) 7th Jan.'04

HANDBILLS/N.P. INSERTS

-1,00,000 NOS.

**DAILY COUPON IN TOI
FOR TOI READERS**

SAHARA
MALL
The Brand Super Mall



EVENT MANAGERS
Relio Quick
We connect, we manage... we reduce costs.

PRESS PUBLICITY 20th DECEMBER'03

20th Dec - 4th Jan

Delhi Times
presents

SAHARA
MALL
The Brand Super Mall

Carnival

Get One Coupon against every Rs. 500/- Shopping

Radio Channel Partners
AARAA ALPHA BOLLYWOOD STATION

The Joy of Fine Dining only at 'LEVEL III' - Sahara Mall

Prizes Sponsored By :

Total Masti !!! @ Rs. 500/-

MEGA DRAWS ON 25TH & 31ST DEC. AND 4TH JANUARY 2004

Bumper Prize

Fiat Adventure

TVS Victor XL

Haier

ETERNO

SAHARA MALL
in festive look
welcomes you on
**Christmas
&
New Year**

DAILY LUCKY DRAW

4 Gift Vouchers worth Rs. 11,000/-

To be declared daily on Radio Mirchi

(One Voucher exclusively for Delhi Times Readers. Please get your Ad copy along)

BIG BAZAAR
It's all under one roof.

Pantaloon's
India's Family Store

HALLMARK
The world's first gift.

AFFINITY

SAHARA

ASWERA

Reebok

BERTINI RETAIL

BLISS

Cafe

GINGER

handbags optical

LAST CHANCE

LA-UN-GAN-15

LIPUPU

LOTUS FEET

MAT

MUNCHIN

Mynah

P.R.S.M.

ROSLIN ROBBINS

ROYAL SPORTING HOUSE

SALSA

SIP BITE

SWEET WORLD

TANGLED

threads

SAHARA
MALL
The Brand Super Mall

Sector-28,
Mehrauli-Gurgaon Road, Gurgaon

EVENT MANAGERS
Relio Quick
We connect, we manage... we reduce costs.

relioquick.com

PRESS PUBLICITY 24th DECEMBER'03

20th Dec - 4th Jan

SAHARA
MALL
The Brand Super Mall

Delhi Times
presents

Carnival

Radio
Channel
Partners

SAHARA
MALL
The Brand Super Mall

Welcome aboard **The Odyssey**. The largest, longest, tallest, widest & most luxurious standalone fine dining restaurant in India, its anchored at the dry docks of **Sahara Mall** and would be simulated alternative to conventional luxury cruising. The **Odyssey** would entertain and enthrall as you chart a course or navigate a change from **fine dining to dancing**. The Dock is casual alternative to fine dining. Like on luxury liner you have **multiple dining options** and can sample some of the world's finest dishes. Choice is the key element of **The Odyssey** dining experience, rich in menus and venues.



The rivers will be in full flow this Christmas and New Year's Eve; the **Crave** will also be treated to an exquisite feast. So let the festivities begin at **Crave**! This **Kitchen Lounge Bar** has many facets to it. The **Cosy Corner** offers an intimate setting. Added bonus is the **Hookahs** with flavoured tobacco. Another semi-enclosure provides a setting for a formal gathering. If you are in the mood to feast on the choicest of fiery, savoury dishes or boogie the night away on the dance floor, then have a blast at the **Crave**.
Contact: 95124-5048013/14

Crave
kitchen lounge bar



only at level III
**SAHARA
MALL**
The Brand Super Mall

First of its kind in India

EVENT MANAGERS

Relio Quick

Thai cuisine is one of man's most delicious and exciting culinary art forms. Our Thai chefs' creations range from hot curries to mildly aromatic desserts and can sometimes surprise you with the combination of sweet and salty elements in the same dishes. You will also be overwhelmed to see pure vegetarian creation of our chefs. Experience the culinary journey of Thai cuisine at its best with live Thai music to celebrate Christmas and New Year Eve.
Contact: 95124-5048072-75, 9611007376



Always fresh, quality food, fast service & great value for money. Yet another 'first' from the **Fa Yian** group. The **Fa Yian Express**.
Contact: 95124-5048779/89/99



Mediterranean, Lebanese, South-east Asian, African or Chinese, the lounge takes you on a culinary adventure no matter what you choose to eat. Interior Designer **Sarabjit Singh** has given the lounge a **fresh, casual, yet classy** feel. To make your experience even more worthwhile there is a **live band** belting out popular numbers. Besides dining, the restaurant is also an excellent venue for **corporate dos and parties**. Get more for Christmas & New Year as **Tangerine** gets dressed and brings to you **live band with DJ**. Also waiting are a flurry of **Gifts & Prizes**.
For Reservation: 95124-5048530/31



SAHARA
MALL
The Brand Super Mall

Sector-28,
Mehrauli-Gurgaon Road, Gurgaon

* Conditions Apply

relio@relioquick.com

SAHARA
MALL
The Brand Super Mall



EVENT MANAGERS



PRESS PUBLICITY 25th DECEMBER'04

20th Dec - 4th Jan

Delhi Times presents

Get One Coupon against every Rs. 500/- Shopping

Radio Channel Partners
AAPAA BOLLYWOOD STATION

The joy of Fine Dining only at 'LEVEL III' - Sahara Mall

Prizes Sponsored By :

The BEST Place to head this Christmas

MEGA DRAWS ON 25TH, 31ST DEC. 2003 AND 4TH JAN. 2004

Total Masti !!!
@ Rs. 500/-

Fiat Adventure

Bumper Prize

TVS Fiero

Haier

ETERNO

SAHARA MALL
in festive look
welcomes you on
Christmas & New Year

DAILY LUCKY DRAW
4 Gift Vouchers worth Rs. 11,000/-
To be declared daily on Radio Mirchi
(One Voucher exclusively for Delhi Times Readers, Please get your Ad copy along)

BIG BAZAAR

India's Family Store

Pantaloons

India's Family Store

THE RAYMOND SHOP

SAHARA MALL
Sector-28,
Mehrauli-Gurgaon Road,
Gurgaon

Deliveries of Prizes after 4th Jan' 2004 from :
CARS - Atul Auto - 55698202 / 03
BIKES - Veer TVS - 32745145
SCOOTERS - Ganpati Autos - 9810019639
HAIER PRODUCTS - 26952470

MORE GIFTS TO BE WON
3 Digital Satellite Radios from **WORLDSPACE**
1 Suit Length worth Rs. 3000/- per day from **THE RAYMOND SHOP**
25% discount for Senior Citizens from **SIP 'N' BITE**

* Conditions Apply

EVENT MANAGERS

PRESS PUBLICITY 29th DECEMBER'03

20th Dec - 4th Jan

SAHARA
MALL
The Brand Super Mall

Delhi Times
presents

Carnival

Radio
Channel
Partners

SAHARA
MALL
AFRO AFRO BOLIVOOD STATION

THE ODYSSEY
A CULINARY VOYAGE

Welcome aboard The **Odyssey** the largest, longest, tallest, widest and most luxurious stand alone **fine dining** restaurant in India. You revel in a luxurious sense of space as you look for your place in the sun on the two **Decks**, stroll the **Promenade**, check out the view from the **Bridge** or settle into **The Captains Table**. The **Odyssey** would entertain and enthral as you chart a course or navigate a change from **fine dining** to **dancing**. Choice is the key element of the **Odyssey** dining experience, rich in **menus and venues**. With skilled and practiced sleight of hand, our food consultant with help from **Chefs** from **China, Thailand, Iran and India** present a symphony of nations.

Special Attraction for New Year's Eve
Lavish Buffet, 6 cuisines, Unlimited Beverages
Dance performance by European Troupe
& DJs mixing all night long.
Contact: 95124-5048031/32/33/34,
9810004122, 9810025261

The rivers will be in full flow this **New Year's Eve**; the **Cravers** will also be treated to an exquisite feast. So let the festivities begin at **CRAVE!** This **Kitchen Lounge Bar** has many facets to it. The **Cozy Corner** offers an intimate setting. Added bonus is the **Hootch** with flavoured tobacco. Another semi-enclosure provides a setting for a formal gathering. If you are in the mood to feast on the choicest of many savoury dishes or boogie the night away on the dance floor, then have a blast at the **CRAVE**.
Contact: 95124-5048013/14

Crave
kitchen | lounge | bar

**FINE DINING
& ENTERTAINMENT**
only at **level III**
SAHARA
MALL
The Brand Super Mall

First of its kind in India

Always fresh, quality food, fast service & great value for money. Yet another 'first' from the **Fa Yian** group. **The Fa Yian Express**.
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Experience the culinary journey of Thai cuisine at its best with live Thai music to celebrate this New Year Eve.
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Ros Thai
The Thai Flavour

Mediterranean, Lebanese, South-east Asian, African or Chinese, the lounge takes you on a culinary adventure no matter what you choose to eat. Interior Designer Sarabjit Singh has given the lounge a **fresh, casual, yet classy feel**. To make your experience even more worthwhile there is a **live band** belting out popular numbers. Besides dining, the restaurant is also an excellent venue for **corporate dos and parties**. Get more for this New Year Eve as **Tangerine** gets dressed and brings to you **live band with DJ**. Also waiting are a flurry of **Gifts & Prizes**
For Reservation: 95124-5048530/31

TANGERINE
T.P.E. LOUNGE

SAHARA
MALL
The Brand Super Mall

Sector-28,
Mehrauli-Gurgaon Road,
Gurgaon

* Conditions Apply

EVENT MANAGERS
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SAHARA
MALL
The Brand Super Mall



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We connect, we manage... we reduce costs.

PRESS PUBLICITY 31st DECEMBER'03

20th Dec

4th Jan

Delhi Times
presents

SAHARA MALL
The Brand Super Mall

Carnival

Get One Coupon against every Rs. 500/- Shopping

Radio Channel Partners
AARAA ALPHA BROADCAST STATION

The Joy of Fine Dining only at 'LEVEL III' - Sahara Mall

Prizes Sponsored By:

FTAT **TVS** **Haier** **HONDA**

Total Masti !!!
@ Rs. 500/-

The BEST Place to head this New Year's Eve

MEGA DRAWS TODAY AND ON 4TH JAN. 2004

PRIZES TO BE WON TODAY !

- TVS Victor Bike
- Haier Washing Machine
- Honda Eterno Scooter
- Digital Satellite Radio
- Raymond Suit Length

Bumper Prize



Fiat Adventure



TVS Victor



Haier



ETERNO
Scooter

Today's Attractions
...Musical Extravaganza
& **Live Band**

DAILY LUCKY DRAW

4 Gift Vouchers worth Rs. 11,000/- each
(To be declared daily on Radio Mirchi between 8.00 - 8.30 pm)
1 Gift Voucher exclusively for The Times of India Readers
To avail this offer get this AD copy to Sahara Mall

Haldharam's

WORLDSPACE

BIG BAZAAR

Pantaloon's

THE RAYMOND SHOP

Haldharam's

AFFINITY

SAHARA

AMOKIDS

ASWERA

Reebok

BERTINI RETAIL

BLISS

Cafe

EXPERIENCE

FLAVO

digitech

GINGER

HALLMARK

himalaya opticals

Amokids

AMOKIDS GROUP

AMOKIDS

KADAMBARI

KIDZ

LAST CHANCE

LA-UN-GAN-1-S

Liliput

Le PROF

LG

LOTUS FEET

MAT

Munchin's

MUNCHIN

Mynah

Pizza Hut

P.R.M.

Baskin Robbins

Ros Thai

ROYAL SPORTING HOUSE

SAHARA

Unique

SALSA

SALSA

SIP

SWEET

Woods

SAHARA MALL
The Brand Super Mall

Sector-28, Mehrauli-Gurgaon Road, Gurgaon

Deliveries of Prizes after 4th Jan' 2004 from :

CARS - Atul Auto - 55698202 / 03

BIKES - Veer TVS - 32745145

SCOOTERS - Ganpati Autos - 9810019639

HAIER PRODUCTS - 26952470

MORE GIFTS TO BE WON*

3 Digital Satellite Radios from **WORLDSPACE**

1 Suit Length worth Rs. 3000/- per day from **THE RAYMOND SHOP**

25% Discount for Senior Citizens & 10% for all others from **SIP 'N' BITE**

10% Discount on all purchase from **Archies, Ginger, Bliss, Lotus Feet, Munchin & Himalaya Opticals**

Get a Reebok Bag worth Rs. 599/- on purchase of Rs. 1999/- & above

* Conditions Apply

EVENT MANAGERS
Relio Quick
We connect, we manage... we reduce costs.

SAHARA
MALL
The Brand Super Mall



EVENT MANAGERS



PRESS PUBLICITY 4th JANUARY'04

Delhi Times
presents

SAHARA MALL
The Brand Super Mall

Carnival

Get One Coupon against every Rs. 500/- Shopping

Radio Channel Partners
AARAA APNA BOLLYWOOD STATION

The joy of Fine Dining only at 'LEVEL III' - Sahara Mall

Prizes Sponsored By :

FIAT TVS Haier HONDA

Last Day Today!

BUMPER DRAW TODAY

Total Mash!!!
@ Rs. 500/-

Special Attraction :
MIKA & his troupe
Courtesy : LG

Bumper Prize






Today's Attractions
...Musical Extravaganza
& Bumper Draws

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BIG BAZAAR
To be made our arches habibi mall

Pantaloons
India's Family Store

THE RAYMOND SHOP

Shalimar

AFFINITY

SAHARA

ASWERA

Reebok

BERTINI RETAIL

BLISS

Cafe

EXPRESS

FLAVY

digitech

GINGER

WALLMARK
To make your life

himalaya opticals

Myrah

PURUSHA

KADAMBARI

LAST CHANCE

L-A-U-N-G-A-N-I-S

LIMPOT

Le AROMA

LG

LOTUS FEET

MAT

Munchin jewelry

MUNCHIN

Mynah

PURUSHA

Baskin Robbins

Roe Thai

ROYAL SPORTING HOUSE

SAHARA Unique

SASSA

SASSA

SIP BITE

SWEET WORLD

TANGENTIVE

Threads

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The Brand Super Mall

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EVENT MANAGERS

Relio Quick

* Conditions Apply