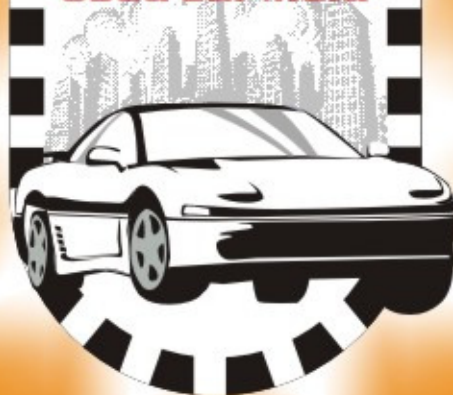




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'U' TURN

The ICICI
Used Car Mela



PROJECT REPORT

'U' TURN - ICICI Bank USED CAR MELA

Venue : Palace Ground (Mekhri Circle Entrance)

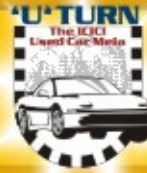
Date : 14th Saturday & 15th Sunday Oct 2006 **Time : 10 am to 7 pm**

Event Managed by





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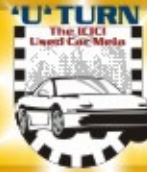


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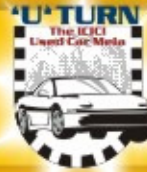


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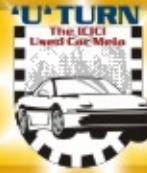


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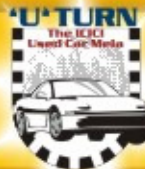


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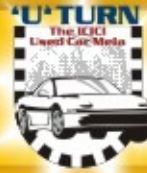


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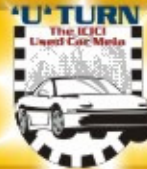


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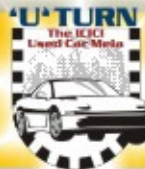


PROMOTIONAL VAN





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Event Managed by



HOARDINGS

THIS FESTIVE SEASON DRIVE HOME YOUR DREAM CAR

ICICI Bank Presents

CHOOSE FROM OVER 600 QUALITY USED CARS

- Spot approvals • Auction of selected cars
- Special counter for Budget cars ranging upto Rs. 1 Lakh.

DRIVE HOME YOUR DREAM CAR BY PAYING Re. 1 DOWN PAYMENT

U-TURN The ICICI Used Car Mela

Play Area for kids, Food court

ICICI Bank Car Loans

LOAN ON PHONE

Also avail great deals from ICICI Bank Home Loans, Personal Loans, Two Wheeler Loans, Home Search, Mutual Fund, ICICI Lombard, Credit Cards & Car Accessories stalls

THIS FESTIVE SEASON DRIVE HOME YOUR DREAM CAR

CHOOSE FROM OVER **600** QUALITY CARS

ICICI Bank Presents

DRIVE HOME YOUR DREAM CAR BY PAYING Re. 1 DOWN PAYMENT

- Attractive Interest Rate
- Quick processing
- Customised finance schemes
- Special offer for ICICI Bank Customers

• Spot approvals • Auction of selected cars

• Special counter for Budget cars ranging upto Rs. 1 Lakh.

Play Area for kids, Food court

U-TURN The ICICI Used Car Mela

LUCKY DRAW Every one wins!

ICICI Bank Car Loans

LOAN ON PHONE

VENUE : PALACE GROUND (MEKHRI CIRCLE ENTRANCE) 14TH - 15TH OCT'06 10.00 AM - 7.00 PM

THIS FESTIVE SEASON DRIVE HOME YOUR DREAM CAR

BANGALORE'S BIGGEST USED CAR MELA

Re. 1 Down payment scheme

ICICI Bank Car Loans

LOAN ON PHONE

CHOOSE FROM OVER **600** QUALITY CARS

- Attractive Interest Rate
- Spot approvals
- Special offer for ICICI Bank Customers
- Special counter for Budget cars ranging upto Rs. 1 Lakh.

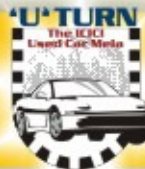
Play Area for kids, Food court

U-TURN The ICICI Used Car Mela

PALACE GROUND (MEKHRI CIRCLE ENTRANCE) 14 - 15TH OCT'06 10.00 AM - 7.00 PM



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BACKDROPS

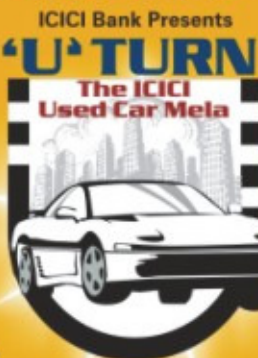
THIS FESTIVE SEASON DRIVE
HOME YOUR DREAM CAR

LUCKY
DRAW
Every one
hour

CHOOSE FROM OVER
600
QUALITY CARS

- Attractive Interest Rate
- Quick processing
- Customised finance schemes
- Special offer for ICICI Bank Customers

Also avail great deals from ICICI Bank Home Loans, Personal Loans,
Two Wheeler Loans, Home Search, Mutual Fund, ICICI Lombard,
Credit Cards & Car Accessories stalls



THIS FESTIVE SEASON DRIVE
HOME YOUR DREAM CAR

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U-TURN
The ICICI
Used Car Mela



Play Area for kids, Food court

CHOOSE FROM OVER

LUCKY
DRAW
Every one
hour

600

QUALITY CARS

- Spot approvals
- Auction of selected cars
- Special counter for Budget cars ranging upto Rs. 1 Lakh.

DRIVE HOME YOUR DREAM CAR BY
PAYING Re. 1 DOWN PAYMENT



If you haven't called ICICI Bank,
you haven't got the best deal.



THIS FESTIVE SEASON DRIVE
HOME YOUR DREAM CAR

ICICI Bank Presents

U-TURN
The ICICI
Used Car Mela



Play Area for kids, Food court

CHOOSE FROM OVER 600 QUALITY USED CARS

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DRIVE HOME YOUR DREAM CAR BY
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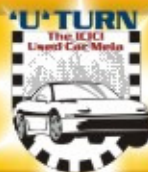
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NEWS PAPER ADS

PUBLICATION	PAGE	TYPE	DATE	SIZE
BANGALORE TIMES	BACK PAGE	COLOR DISPLAY AD	13TH OCTOBER 2006	8CM W X 10CM H
PRAJAVANI	PAGE 3	COLOR DISPLAY AD	14TH OCTOBER 2006	12CM W X 10 CM H
DAILY TANTHI	PAGE 3	B/W DISPLAY AD	14TH OCTOBER 2006	3 COL W X 15 CM H
EENADU	PAGE 3	COLOR DISPLAY AD	14TH OCTOBER 2006	8CM W X 10CM H
TIMES OF INDIA	PAGE 3	COLOR DISPLAY AD	15TH OCTOBER 2006	12CM W X 15CM H
DECCAN HERALD	PAGE 3	COLOR DISPLAY AD	15TH OCTOBER 2006	8CM W X 12 CM H
RAJASTAN PATRIKE	PAGE 3	B/W DISPLAY AD	15TH OCTOBER 2006	12CM W X 15 CM H
MALAYA MANORAMA	PAGE 3	PAGER 3 B./W	15TH OCTOBER 2006	10CM W X 12CM H
VIJAY KARNATAKA	PAGE 3	B/W DISPLAY AD	15TH OCTOBER 2006	8CM W X 15CM H
HINDU - DIWALI SPECIAL SUPPLEMENT	FRONT PAGE	B/W DISPLAY AD	15TH OCTOBER 2006	12CM W X 20 CM H