

'U' TURN

The ICICI
Used Car Mela



ICICI Bank
Car Loans

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

PROJECT REPORT



ICICI Bank U-TURN

Venue : Palace Ground (Mekhri Circle Entrance)

Date : 27th Saturday & 28th Sunday Oct '07 **Time :** 10 am to 8 pm

Event Managed by



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PARTICIPATING DEALERS



- Auto 1 Motors PVT. LTD.
- Cent percent Cars
- Citizen Cars
- Classic Automotives
- First Choice
- Online partner - www.cartradeindia.com
- MSIL Olety Cars
- Popular Automatch
- Silverstar Motors
- Trident Hyundai
- Wheels Incorporation

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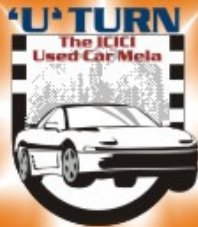
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EVENT STATISTICS

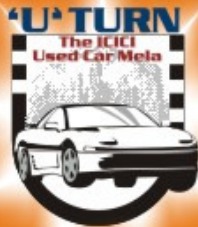
Number of participating dealers	10 Nos
Number of cars displayed	1000+
Number of Visitors in 2 days	3000+
Number of Registrations	1000+
Number of Vehicles sold	350+





BRANDING & AMBIENCE

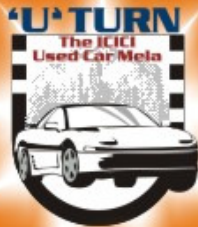




BRANDING & AMBIENCE

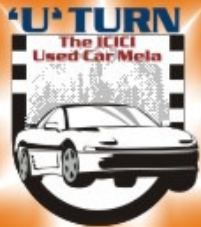






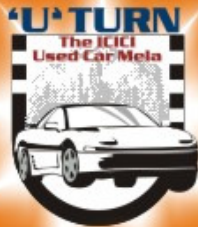
BRANDING & AMBIENCE





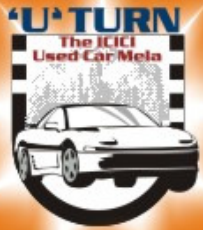
BRANDING & AMBIENCE





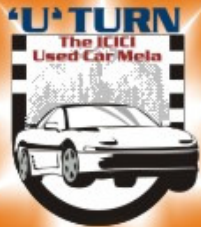
BRANDING & AMBIENCE





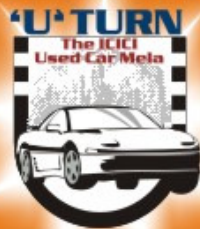
BRANDING & AMBIENCE





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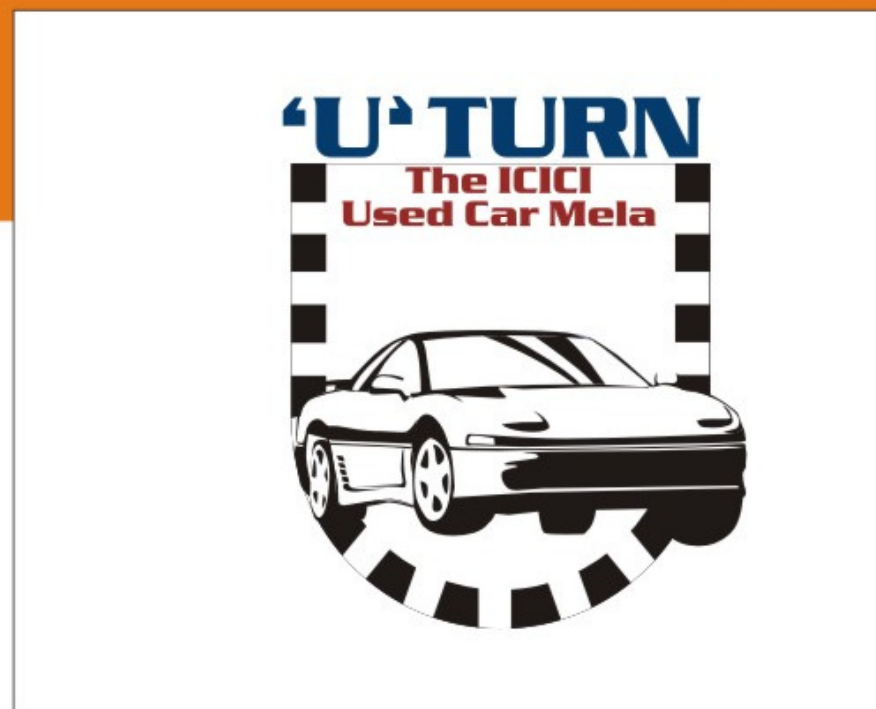




Satin Flag 5ft W x 4 ft H



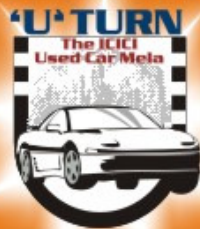
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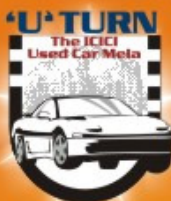


MEDIA COVERAGE

- The Times of India
- Deccan Herald
- Vijay Karnataka
- Eenadu
- Malayala Manorama
- Bangalore Times



TIMES OF INDIA AD



THIS FESTIVE SEASON
DRIVE HOME YOUR
DREAM CAR

ICICI Bank Presents

**BANGALORE'S LARGEST EVER
DISPLAY OF USED CARS**

CHOOSE
FROM
OVER **1000***
QUALITY USED CARS

Venue : **Palace Ground** (Mekhri Circle Entrance)

Date : **27th - 28th Oct'07** • 10.00 am - 8.00 pm

FOOD COURT

KIDS PLAY AREA

VIEW THE ICICI U-TURN CAR INVENTORY ON WWW.CARTRADEINDIA.COM

PARTICIPATING DEALERS

- Auto 1 Motors PVT. LTD. • Cent percent Cars • Citizen Cars
- Classic Automotives • First Choice • MSIL Olety Cars • Popular Automatch
- Silverstar Motors • Trident Hyundai • Wheels Incorporation

- Spot approvals
- Attractive rate of Interest
- Re. 1* Down payment scheme
- Walk-in with 12 month car loan
- Repayment track for spot approval



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*Conditions Apply. Loans & Pre-approval offers at sole discretion of ICICI Bank Ltd.
*Subject to stock Availability. Scheme applicable on select models only.

