

“ Test Drive Campaign ”

Mahindra Maxximo



Objectives

- To reach out to the customers in Up country markets and bring about brand awareness.
- To give touch and feel experience to the TG.
- To generate sales and develop confidence about the product among the TG.
- To built an independent brand value for the dealer in the Area.



Target Focus Groups

- Self Employed
- Small Businessman
- Captive Users



20.08.10 UNIVERSAL MOTORS AMRITSAR



21.08.10 UNIVERSAL MOTORS AMRITSAR



22.08.10 UNIVERSAL MOTORS (PATHANKOT)



23.08.10 UNIVERSAL MOTORS (PATHANKOT)



24.08.10 UNIVERSAL MOTORS (BATALA)



25.08.10 RAGA MOTORS (JALANDHAR)



26.08.10 RAGA MOTORS (JALANDHAR)



27.08.10 RAGA MOTORS (JALANDHAR)



28.08.10 RAGA MOTORS (JALANDHAR)



30.08.10 MAKKAR MOTORS (JALANDHAR)



31.08.10 MAKKAR MOTORS (JALANDHAR)



1.08.10 RAMPA AUTO'S (HOSHIARPUR)



02.08.10 RAMPA AUTO'S (HOSHIARPUR)



03.08.10 RAMPA AUTO'S (HOSHIARPUR)



04.09.10 RAMPA AUTOS HOSHIARPUR



06.09.10 BALAK MOTORS LUDHIANA



07.09.10 BALAK MOTORS LUDHIANA



08.09.10 BALAK MOTORS LUDHIANA



09.09.10 MODERN MOTORS LUDHIANA



10.09.10 MODERN MOTORS LUDHIANA



11.09.10 MODERN MOTORS LUDHIANA



13.09.10 Kohli Auto Company



14.09.10 Kohli Auto Company



15.09.10 Kohli Auto Company



16.09.10 Raj Vehicles Patiala



17.09.10 Raj Vehicles Patiala



18.09.10 Raj Vehicles Patiala



20.09.10 Raj Vehicles Patiala



21.09.10 Raj Vehicles Patiala



22.09.10 Imperial Motors Bathinda



23.09.10 Imperial Motors Bathinda



24.09.10 Imperial Motors Bathinda



25.09.10 Imperial Motors Bathinda



27.09.10 Swami Automobiles Zirakpur



28.09.10 Swami Automobiles Zirakpur



29.09.10 Swami Automobiles Zirakpur



30.09.10 Goel Motors Mohali



1.10.10 Goel Motors Mohali



2.10.10 Goel Motors Mohali



Thank You

