



RELIO QUICK AUTO MALL 2009



"BENGALURU'S LARGEST AUTOMOBILE EXHIBITION"

IN ASSOCIATION WITH THE TIMES OF INDIA



HOTTEST AUTO SHOW IN TOWN

PROJECT REPORT

13TH, 14TH & 15TH NOVEMBER '09, PALACE GROUNDS, BENGALURU



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P R E V I E W

After the phenomenal success of Auto Malls in Delhi (Jan 09) and Chandigarh (March 09) Relio Quick successfully organized Auto Mall 2009 at Palace Grounds, Bengaluru in Association with The Times of India, from 13th - 15th November 2009. The event was a grand success with excellent response from the visitors.

Relio Quick organized Beetle Club Car Rally on 12 Nov 09 as a curtain raiser event. The Rally was flagged off by Mr. Prajwal Devraj, (budding Kannada actor). Proud owners of 13 Beetle cars participated in the Rally.

Relio Quick Auto Mall - the three days Automobile Extravaganza was kick started with the inauguration by Ms. Pooja Gandhi & Karuna Kadur.

The main attractions of the event were:

- Display of luxury cars in Premium Lounge.
- Display of vintage cars and VW Beetles.
- Super Bikes - Suzuki Hayabusa, Intruder and Indian.
- Special section for ATVs.
- Style Biking Show by the India's top Stunt Riders.
- Entertainment program.

After the success of Auto Malls at Delhi, Chandigarh & Bengaluru, Relio Quick is planning to organize Auto Mall at Mumbai, Pune, Ahmadad, Chennai, Hyderabad, Chandigarh, Delhi in 2010.



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PARTICIPANTS

BMW
Chevrolet India
Skoda
Fiat
Ford
Honda
Hyundai
Mahindra & Mahindra
Tata Motors
Bimal Carz Spa

Honda Scooters
Super Bikes
Suzuki
Hero Electric
Rotary EDV
Power Sports
Satnav Technologies
Map My India
BOSCH
Bangalore Beetle Club

HDFC
SBI
Raffles Millennium Int.
DSK
Motul Lubricants
Hello Fitness
Innovative Film City
Vintage Cars
Premium Lounge
Club Mahindra



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PARTICIPANTS

	TATA MOTORS	 ALL NEW CHEVROLET	
		 Make Every Day Exciting	 HYUNDAI Drive your way
CARZ SPA CAR'S BEAUTY CLINIC			 We understand your world
mapmyIndia			
	RELIO QUICK Super Show		



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P R E S S M E E T

To announce the arrival of India's largest multi-city automobile exhibition in Bengaluru, Relio Quick organised pre-event press event on 26th Oct. '09 at Hotel Chancery Pavilion.





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BEETLE CAR RALLY

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I n a u g u r a t i o n



Inauguration By Kannada Cine Actress Pooja Gandhi & Rally Champion Karuna Kadur.



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M E M O R A B L E G L I M P S E S





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OVERWHELMING RESPONSE



The event drew more than 60,000 visitors from all walks of life. More than 8,100 enquiries were generated by the participating companies.

A total of 748 hot prospects generated by participants and 62 spot bookings.





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TATA MOTORS

T A T A M O T O R S





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B M W





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C H E V R O L E T





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 **Mahindra**

M A H I N D R A





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S K O D A





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FIAT





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F O R D





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HYUNDAI





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H O N D A





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PREMIUM LOUNGE





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PREMIUM LOUNGE





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SUPERBIKES





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CARZ SPA
CAR'S BEAUTY CLINIC

C A R Z S P A





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HONDA AVIATOR LAUNCH CEREMONY





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MapmyIndia

MAP MY INDIA





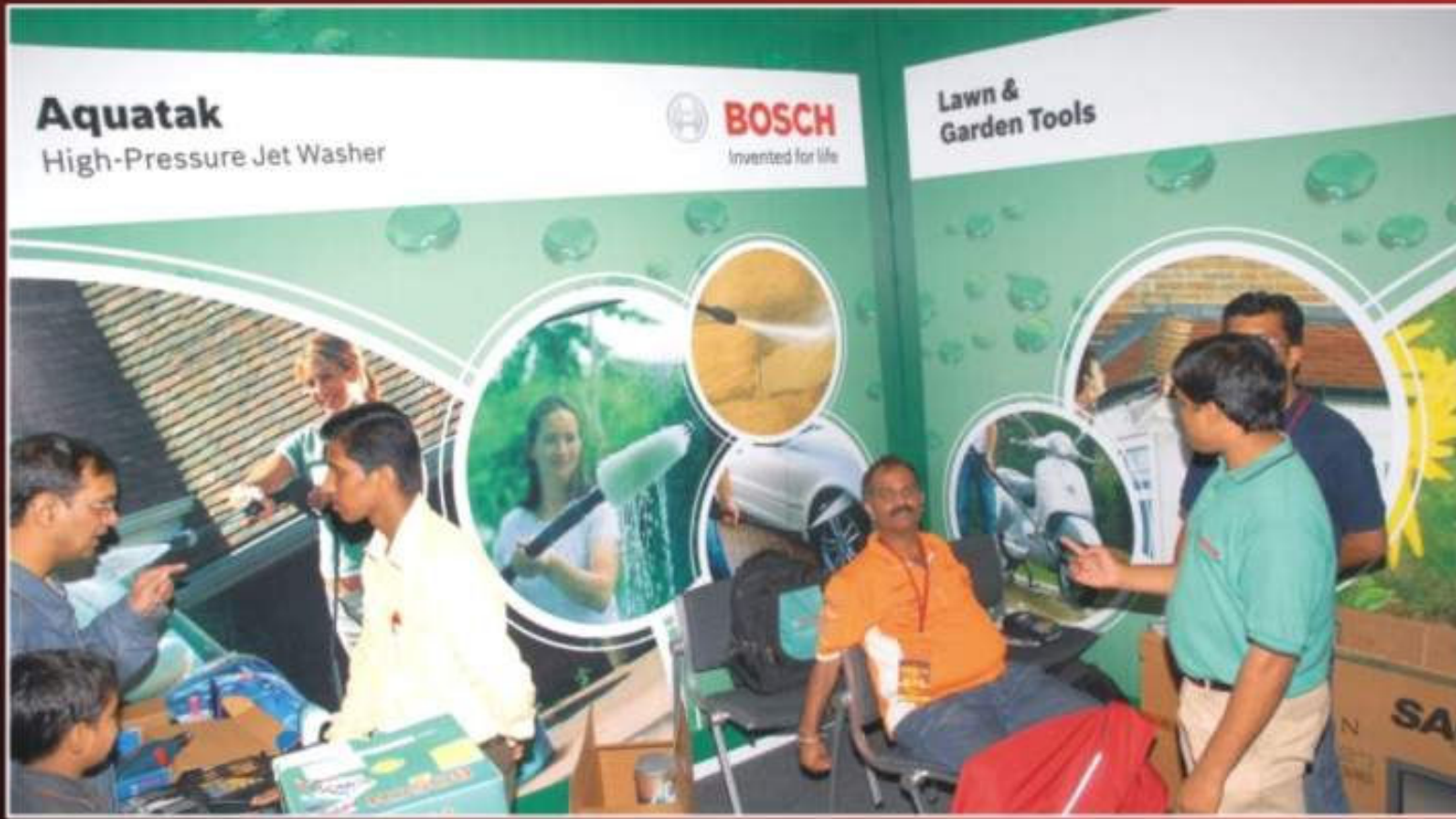
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B O S C H

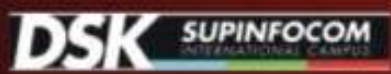




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DSK





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ROTARY ELECTRONICS





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STYLE BIKING





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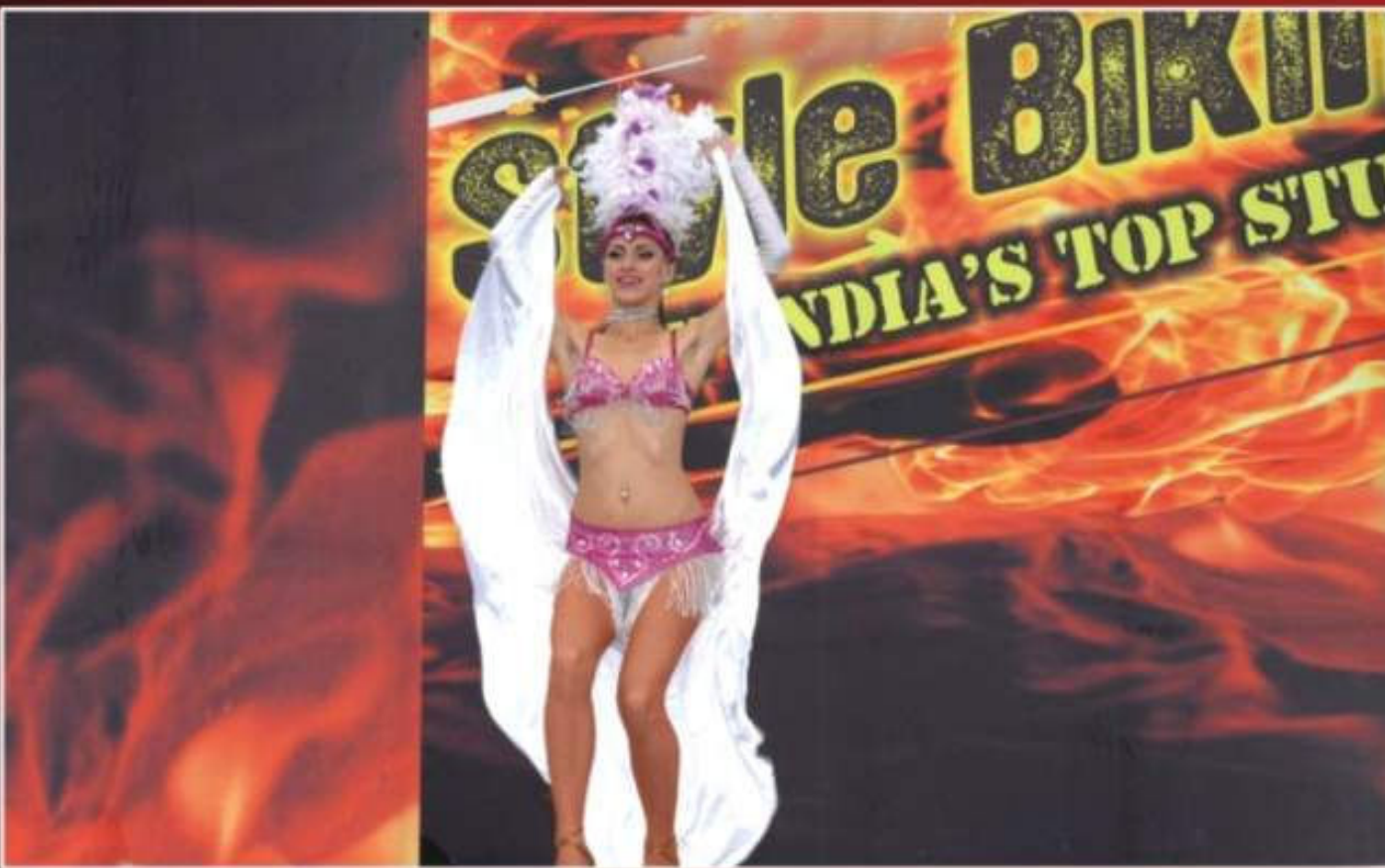


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ENTERTAINMENT





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INVITATION RELIO QUICK



Relio Quick

Cordially invites you on the occasion of
Auto Mall 2009
Bengaluru's Largest Automobile Exhibition
in association with The Times of India

at

The Guest of Honour
13th to 15th November, 2009 | 10 am - 8 pm
at
Tripura Vasini, Palace Grounds, Bengaluru.

R.S.V.P.

Sandeep Kapoor - Managing Director
+91 98454 20862 | +91 98454 20867

1352, 35th Main, 32nd Cross Road, Koramangala, Bengaluru - 56, PCMA

ADMIT TWO

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PRINT MEDIA PAPERS

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HOTTEST AUTO SHOW IN TOWN

- Premium lounge for luxury cars & bikes
- Style biking by India's Top Stunt Riders
- Beeble club Rally & Vintage Cars
- Modified Cars & Bikes

13TH - 15TH NOVEMBER '09
TRIPURA VASINI, PALACE GROUNDS, B'LORE

www.automallindia.net

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HOTTEST AUTO SHOW IN TOWN

Top Automobile Brands under one roof

- Beeble Club Car Rally
- Special Lounge for Luxury Cars
- Attractive Finance Options
- ATV's, Modified Cars, Bikes & Vintage Cars

Inauguration by Poojagandhi & Karna Kadar

Tickets for Exhibition & Entertainment Shows
 Available at Venue @ Rs. 40/- per person

STYLE BIKING BY INDIA'S TOP STUNT RIDERS

13TH, 14TH & 15TH NOVEMBER '09
TRIPURA VASINI, PALACE GROUNDS, BENGALURU

Time : 10am - 8pm

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PRINT MATERIALS



Tickets

Food Coupons





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PRINT MATERIALS



Car Stickers

Pass





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T-SHIRT & CAP





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MAIN FASCIA





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STYLE BIKING ARCH





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STYLE BIKING STAGE BACKDROP





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PARTICIPATION FELICITATION





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CO - ORGANISERS



THE TIMES OF INDIA

Bennett, Coleman & Co. Limited, is the flagship company of The Times Group, which has a heritage of over 150 years and is one of India's leading media groups. The Times Group is the largest media services conglomerate in India. It is headed by brothers Samir and Vineet Jain. The activities of The Times Group also include publishing newspapers and magazines, television broadcasting, running internet portals, creating and distributing multimedia products and music publishing and retailing.





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RADIO PARTNER



BIG 92.7 FM, India's No. 1 FM Station and the Radio initiative from Reliance Media World Ltd., since the launch of its first Station in September 2006, has expanded at a phenomenal pace, creating history by launching its 45 station network in record breaking time, including an FM station in Singapore. Having completed its goal of a pan India presence spanning across 45 cities, 1000 towns and 50,000 villages to reach more than 200 million Indians across the sub-continent, the brand is now looking towards expanding to more cities within the country as well as overseas. The brand has taken FM as a medium of entertainment beyond the metros, to virgin markets, offering consumers and advertisers a new experience of this medium of entertainment. Within a short span of time with distinctive content and innovative promotion, BIG 92.7 FM has established leadership in the FM space and firmly laid the foundation for an exciting future ahead



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FINANCE PARTNER



HDFC Bank was incorporated in August 1994, and currently has a nationwide network of 1412 Branches and 2890 ATM's in 528 Indian towns and cities. Relio Quick is overwhelmed to have HDFC Bank as financial partner for Auto Mall 2009, Bengaluru. Relio Quick acknowledges the support given by HDFC Bank to make the event a great success & looks forward to future co-operation.



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ONLINE PARTNER



- Buzzintown is owned by Wortal Inc. based in Palo Alto, with an R&D center in Bangalore, and Sales & Marketing presence in 19 cities managed from its office in New Delhi, Funded by Intel Capital.

Promotion for Auto mall

- Featured Listing on the Home page – 15 days
- Corporate Mailers – 4 Lac corporates
- Buzzintown Mailer – 3.8 lac (Bangalore users)
- .8 lac (Bangalore users)
- SMS – 4 Lac (Mytoday & Buzz users)
- Live media Screens – 212 Screens



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PRINT MEDIA NEWSPAPERS

S.No.	Date	Day	Publication	Markets	Ad size
1	26th Oct 09	Monday	Bangalore Times, Bombay Times and Delhi Times	Blr, Del and Mum	Half Page
2	3rd Nov 09	Tuesday	TOI - B2B	Blr and Del	Quarter Page
3	4th Nov 09	Wednesday	Bangalore Times, Bombay Times and Delhi Times	Blr, Del and Mum	Half Page
4	5th Nov 09	Thursday	Zig Wheels	Blr	Half Page
5	5th Nov 09	Thursday	Bombay Times and Delhi Times	Del and Mum	Quarter Page
6	8th Nov 09	Sunday	Bangalore Times	Blr	Quarter Page
7	9th Nov 09	Monday	Bangalore Times	Blr	Half Page
8	10th Nov 09	Tuesday	Bangalore Times	Blr	Half Page
9	11th Nov 09	Wednesday	Bangalore Times	Blr	Quarter Page
10	12th Nov 09	Thursday	Zig Wheels	Blr	Half Page
11	13th Nov 09	Friday	Bangalore Times	Blr	Half Page
12	14th Nov 09	SATURDAY	Bangalore Times	Blr	Half Page
13	15th Nov 09	Sunday	Bangalore Times	Blr	Quarter Page



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ELECTRONIC MEDIA RADIO

A variety of promotional activities were done in Radio for publicizing the event like:

- Radio Promos
- RJ Mentions
- OB links
- Auto Mall Property
- Reverse SMS
- Outstanding RJ airing live from the venue of the event

The live interaction with the visitors even heightened the interest among the people of the city.

It helped to draw in more & more people to the event.



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ELECTRONIC MEDIA RADIO

JINGLES

Its Hot, Its irresistible It's the hottest Auto show in town. Relio Quick presents Auto Mall 2009, Bengaluru's Largest Automobile Exhibition, Showcasing luxury cars, Super Bikes, Modified Cars & bikes and Vintage Cars. Also cast style biking by India's top stunt riders.

Auto Mall 13th to 15th November at Palace Grounds, In association with The Times of India.

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OUTDOOR PUBLICITY



Ulsoor



JP Nagar



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OUTDOOR PUBLICITY



Commercial Street



Electronic City



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OUTDOOR PUBLICITY



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Bannerghatta Road



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OUTDOOR PUBLICITY



ITPL Road



Koles Park

Thank You

