



RELIO QUICK AUTO MALL 2011



"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



PROJECT REPORT

16 - 18 SEP, 2011, TRIPURA VASINI, PALACE GROUNDS, BENGALURU



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PREVIEW

Key Highlights

1. Inauguration by Ms. Priyanka, Kannada Cine Artist & Ms. Sheeja Mathews - India's First Woman to Own Harley Davidson Bike
2. New Product Launch:
 - a. The New Bolero from Mahindra and Mahindra
 - b. Vista Sedan Class from Tata Motors
3. Concept Car & Bike Display: Four colleges participated with an aeroplane, a car and 4 bike projects on display
4. Style Biking - by India's top stunt riders
5. Auto Job Fair - by www.manpowerindia.com
6. Think Green Drive Lounge - Showcasing of environment friendly cars

Participants	25
Visitors	30000 plus
Enquiries Generated	3700 plus
Hot Prospects	350 plus
Spot Bookings	171



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PARTICIPANTS



Sheer
Driving Pleasure



JAGUAR



TOYOTA



SUZUKI



The Ultimate
Riding Machine



HYOSUNG



OUTDECK
outdoor adventure gear



TATA



Mahindra



CHEVROLET



HONDA



HYUNDAI



MARUTI
SUZUKI



Manpower India Services
www.manpowerindia.com



Raffles
Millennium
International



ALLOAN
HDFC BANK
We understand your world



Club
Mahindra
HOLIDAYS



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PARTICIPANTS

Rolls Royce

Volkswagen

Chevrolet

BMW Cars

Toyota

Indian Oil Corporation

BMW Bikes

TATA Motors

HDFC Bank

Jaguar Land Rover

Skoda

Raffles Millenium

Suzuki Bikes

Mahindra & Mahindra

Mahindra Holidays

Harley Davidson

Hyundai Motors

Hello Fitness

Hyosung

Maruti Suzuki

Priog

Power Sports

Honda Sael

MIS Outsourcing Pvt. Ltd.



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OVERWHELMING RESPONSE





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INAUGURATION



Inauguration by **Ms. Priyanka**, Kannada Cine Artist & **Ms. Shreeja Mathews** - India's First Woman to Own Harley Davidson Bike





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INAUGURATION





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PREMIUM LOUNGE





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PREMIUM LOUNGE





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GREEN LOUNGE





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LIVE DESIGN





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AUTO JOB FAIR





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CONCEPT CARS & BIKES





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STYLE BIKING





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STYLE BIKING





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ROLLS ROYCE





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BMW





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HARLEY DAVIDSON





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JAGUAR LAND ROVER





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VOLKSWAGEN





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TOYOTA





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OUTDECK

outdoor adventure gear

POWER SPORTS





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SUZUKI





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HYOSUNG

HYOSUNG





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SKODA





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TATA MOTORS





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TATA MOTORS - UNVEILING NEW VISTA-SEDAN CLASS





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 **Mahindra**

MAHINDRA & MAHINDRA





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MAHINDRA & MAHINDRA - UNVEILING BOLERO





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CHEVROLET

CHEVROLET





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HYUNDAI MOTORS





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HONDA SIEL





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MARUTI SUZUKI





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MEMORABLE GLIMPSES





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BRANDING





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BRANDING



INVITATION



TICKETS



BADGES



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MEDIA COVERAGE

Publication	Date	Language
Salahi	14.09.2011	Telugu
Deccan Herald	14.09.2011	English
Sanjay Vani	14.09.2011	Kannada
Andhra Jyothi	14.09.2011	Telugu
Indian Express	15.09.2011	English
Sanjay Vani	15.09.2011	Kannada
Deccan Herald	15.09.2011	English
Praja Vani	15.09.2011	Kannada
Andhra Jyothi	15.09.2011	Telugu
Enadu	15.09.2011	Telugu
Enadu	17.09.2011	Telugu
Hosa Digantha	17.09.2011	Kannada
Andhra Jyothi	17.09.2011	Telugu
The Hindu	17.09.2011	English
Salahi	17.09.2011	Telugu
Praja Vani	17.09.2011	Kannada
Vijaya Karnataka	17.09.2011	Kannada
Dina Karan	17.09.2011	Tamil
Enadu	18.09.2011	Telugu
Uday Vani	18.09.2011	Kannada
Indian Express	18.09.2011	English



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MEDIA COVERAGE

Indian Express
16 Sep, 2011

Auto Mall 2011 in the city

The exhibition will be held on September 16, 17 and 18 at Palace Grounds, Bangalore.

Auto Mall 2011, the largest and most comprehensive multi-city automobile exhibition in India, is set to kick off on September 16 at the Palace Grounds in Bangalore. The event, organized by Helio Quick, will showcase a wide range of vehicles, including cars, motorcycles, and even a few exotic models. The exhibition is expected to attract a large number of visitors, including car enthusiasts and potential buyers.

The event is being held at the Palace Grounds, a large open area in the heart of the city. The exhibition will run for three days, from September 16 to 18. The organizers expect a record turnout of visitors, with thousands of people expected to attend each day.

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Deccan Herald
16 Sep, 2011

AUTO SHOW More than just bikes

Rather than just a motorcycle show, the Helio Quick Auto Mall 2011 is a multi-city automobile exhibition that will showcase a wide range of vehicles, including cars, motorcycles, and even a few exotic models. The exhibition is expected to attract a large number of visitors, including car enthusiasts and potential buyers.

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The Hindu
17 Sep, 2011

Not just for the boys



GLEAMING: The exhibition also showcases all-terrain vehicles. — PHOTO: BHADRA PRASAD K.

Staff reporter

BANGALORE: It was destination Palace Grounds for automobile enthusiasts in the city, the venue for Helio Quick Auto Mall 2011.

The automobile exhibition was inaugurated on Friday by Karnataka actor Prityastika Indraganewar and Sheela McGowan, the Bangalorean who is the first woman to own a Harley Davidson in India.

Sandeep Kapoor, Managing Director of the Helio Quick India Pvt Ltd, said that cars and bikes from 33 manufacturers had been displayed at the expo.

Over 20,000 people are expected to visit the five-day event. Everything from bikes

to Tata Nano to Rolls Royce are being showcased at the exhibition.

The Premium Zone has priority vehicles such as Rolls Royce, BMW and Audi, while the other zones have other cars and all-terrain vehicles (ATVs) or dirt bikes for adventure lovers. The event is also a showcase for the city's automotive industry.

The Concept Car Zone has some impressive models built up by engineering students of Bangalore. Also, the compressed air vehicle, powered by a 12V battery and which has been accepted for the FASE (society of automobile engineers) paper presentation. Another attraction is the dirt bike which has the engine of a 125 cc Royal Enfield engine, and has an estimated

mileage of 150 kmpl from 5.5 litres of fuel.

Vintage beauties

There is also a vintage car show exhibiting their classic cars and all-terrain vehicles (ATVs) or dirt bikes for adventure lovers. The event is also a showcase for the city's automotive industry.

The Auto Jala Fair at the Auto Mall 2011 is another main attraction for potential car buyers in the automobile sector, where auto industries will be collected for placement.

The exhibition is on till September 18 from 10 a.m. to 5 p.m. at Tripathi Vastu in Palace Grounds.

Indian Express
16 Sep, 2011



DAKEDOWN STUNTS: A biker performing a stunt at an auto expo organised at Palace Grounds in Bangalore on Saturday | Girish Karpurath



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THANK YOU