



**AUTO MALL @ ORION MALL,
BENGALURU
13 – 15 FEB 2015**

IPs managed:



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RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



THE
HOTTEST
AUTO SHOW
IN TOWN

13TH - 15TH FEB 2015

A VENTURE OF
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ORION
MALL AT BRIGADE GATEWAY



www.orionmalls.com

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Volkswagen. Das Auto.

Preferred Finance Partner



Auto Mall @ Orion Mall, Bengaluru: 13-15 Feb 2015 – Event Synopsis

Auto Mall @ Orion Mall was organized from **Feb 13 – 15, 2015**. The event has **participation from 15 leading automobile brands** DATSUN, FIAT, HONDA MOTORCYCLES, HYOSUNG, HYUNDAI, ISUZU, MAHINDRA CARS, MAHINDRA 2 WHEELERS, MARUTI SUZUKI, NISSAN, RENAULT, SKODA, TATA MOTORS, TOYOTA, and VOLKSWAGEN.

State Bank of India was the Preferred Finance Partner for Auto Mall Expo.

Auto Mall @ Orion Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike. Auto Mall showcased automobiles for all budgets. **Honda Motorcycles launched their CB Unicorn 160 cc Bike at Auto Mall. Tata Motors newly launched BOLT attracted the visitors. Toyota displayed all new INNOVA and FORTUNER**

All the brands put together generated over **3965 enquiries** and **450+ hot prospects** and **27 Bookings**.

Over **1.45 lakh people visited** Orion Mall during Auto Mall event weekend.

To generate visibility and awareness, the event was promoted well in advance on digital and social media platforms

On ground branding at Orion Mall was done prior to the event through Dropdown Banners, Easel Standees and Backdrops.

Radio Campaign on RED FM was carried for 7 days.

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Pre Event Promotion

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Event Glimpses

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Honda CB Unicorn 160 cc Launch at Auto Mall



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