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# AUTO MALL 2009

"CHANDIGARH'S LARGEST AUTOMOBILE EXHIBITION"

[www.automallindia.net](http://www.automallindia.net)



## PROJECT REPORT



Event Organized By



[www.relioquick.com](http://www.relioquick.com)

**6TH - 8TH MARCH 2009, PARADE GROUND, SECTOR-17, CHANDIGARH**





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Inauguration by Shri Rajan Pental, Sr.Vice President & Business Manager Auto Loans, HDFC Bank accompanied by Sandeep Kapoor, Managing Director, Relio Quick India Pvt. Ltd.







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## PREVIEW

After the phenomenal success of Auto Mall New Delhi in January this year, Relio Quick has once again made history with Auto Mall Chandigarh which far exceeded the success of the former. The three days Automobile extravaganza was kick started with the inauguration by Mr. Rajan Pental, Sr.Vice President & Business Manager Auto Loans, HDFC Bank.

The main attractions of the event were:

- Style Biking Show by the best Professional Stunt Riders from different corners of the country.
- Super Bikes e.g. Triumph Rocket 3, Honda 954 CBR Fireblade, Dirt Bike KTM 250cc Off-road
- Pocket Bikes e.g. Super Pocket Bike and Pocket Chopper Bike
- All Terrain Vehicles (ATV)
- Formula One Car & Off Road Vehicles developed by the students of Thapar University Patiala, Punjab Engineering College, Indo Global College of Engineering, Sant Longowal Institute of Engineering and Technology, Chitkara Institute of Engineering & Technology, Patiala. & University Institute of Engineering & Technology (UIET) Punjab University, Chandigarh
- Vintage Cars
- Automobile Job Fair

The major car brands that stole the show were General Motors' Chevrolet Spark, Aveo U-VA, Chevrolet Captiva, Volvo S 80, Volvo XC 90, Honda City, Honda Civic, Mahindra & Mahindra's newly launched Xylo, Mahindra LOGAN, Tata Motors' Indica Vista, Fiat Linea & Safari Dicor, Skoda's Fabia & Laura, Toyota's Innova, Corolla, Camry, Magus Cars' Land Cruiser VB, Porsche Cayenne, Volkswagen's Jetta, Passat & Touareg, Mitsubishi's Lancer Cedia, Pajero & Outlander, Ford's Fiesta & Endeavour, Maruti's Zen Estilo, A-star, Swift & Grand Vitara.

After the success of Auto Mall at Delhi & Chandigarh, Relio Quick is planning to organize Auto Mall at few more cities in India.





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- Ford • General Motors • Chevrolet • Honda • M&M • Mahindra Renault
- TATA Motors • Fiat • Magus Cars • Skoda • Volkswagen • Toyota
- Mitsubishi Motors • Volvo • Maruti Suzuki • Vintage & Classic Cars Club
- Avon • LML • Garmin • Hero Honda • Yamaha • Hero Electric
- Suzuki • Super Bikes (BBW) • Electrotherm • Eicher • Bosch
- Concept Cars • JBL • Tricity Car Bazaar
- HDFC • State Bank of India • State Bank of Patiala • Punjab National Bank





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HONDA



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MOTORCYCLES & SCOOTERS

**GARMIN**

**HERO HONDA**

**YAMAHA**

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**RELIO QUICK Super-Miles**

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**HELL MOTO'S Tricity Car Bazaar**  
The ultimate car market experience

**PIONEER**

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## OVERWHELMING RESPONSE

The event drew in more than 2.20 Lac visitors from various parts of Punjab, Haryana, Himachal Pradesh in addition to Chandigarh as well as from Delhi who had fresh memories of Auto Mall New Delhi organized in January this year. A total of 18,670 enquiries were generated out of which 1656 were hot enquiries, the Super Bikes generated more than 400 enquiries, Pocket Bikes generated 240 enquiries, Triumph had 6 enquiries & Premium Cars had 590 enquiries in the event.





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## BIKE STUNTS







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## RELIO QUICK Super Bikes







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**Super Bikes**



- HONDA 954 CBR FIREBLADE
- KTM 250CC OFF-ROAD
- SUPER POCKET BIKE
- POCKET CHOPPER BIKE







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FORMULA1- THAPAR



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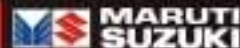
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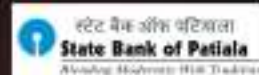
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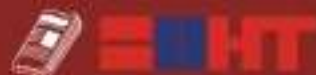
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## PRINT MEDIA PARTNER



Hindustan Times (HT) is a leading newspaper in India, published since 1924 with roots in the independence movement. Hindustan Times is the flagship publication of HT Media Ltd. Relio Quick is proud to have Hindustan Times as one of its media partner for Auto Mall 2009, Chandigarh. Relio Quick acknowledges the support given by Hindustan Times to make the event a great success.







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Dainik Bhaskar is a Hindi-language daily newspaper of India. It started in 1958 from Bhopal, capital of Madhya Pradesh. Currently it is published from many cities of North India. Relio Quick is proud to have Dainik Bhaskar as one of its media partner for Auto Mall 2009, Chandigarh. Relio Quick acknowledges the support given by Dainik Bhaskar to make the event a great success.





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**OUTDOOR MEDIA  
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Pioneer Publicity Corporation Pvt. Ltd. was the outdoor partner of Relio Quick for the event. It provided all the outdoor publicity for the event and helped to attract more than 2.20 Lac visitors to the event. Relio Quick acknowledges the support given by Pioneer Publicity Corporation Pvt. Ltd. to make Auto Mall 2009, Chandigarh a great success.







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Having 17 stations in all major cities in India 94.3 MY FM is an offspring of Synergy Media Entertainment Limited, which is a wholly owned company of the Bhaskar Group. Relio Quick is proud to have 94.3 MY FM as the radio partner for providing the radio publicity for the event. The support given by 94.3 MY FM is immeasurable and its contribution has definitely contributed to the success of Auto Mall 2009, Chandigarh.





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**MANPOWER  
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Relio Quick acknowledges MIS Outsourcing Pvt. Ltd. for organizing "AUTOMOBILE JOB FAIR" for aspiring candidates interested to work in the automobile industry. The support given by MIS Outsourcing Pvt. Ltd. is immeasurable and its contribution has definitely contributed to the success of Auto Mall 2009, Chandigarh.





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Automobiles, Motorcycles and Scooters

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From 07<sup>th</sup> to 12<sup>th</sup> March, 2009

at

Parade Ground, Sector 17, Chandigarh

Total ground area covered is about 50

hectare in a building.

### Relio

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as  
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05th to 08th March, 2009

Parade Grounds, Sector 12, Chandigarh

Please confirm the date & time of your availability

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R.SVP  
**Sandeep Kapoor**  
Managing Director  
[sandeep@relioquick.com](mailto:sandeep@relioquick.com)





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On 6th, 7th & 8th March 2009

At

Parade Ground, Sector-12, Chandigarh

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Chandigarh's Largest Automobile Exhibition

Please join us for  
A special Showcasing

On 6th, 7th & 8th March 2009

At

Parade Ground, Sector-12, Chandigarh

Yours

Mr. S. D. Singh, Assistant Manager

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## OUTDOOR PUBLICITY

Gate Panel (Right side -1)

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Gate Panel (Right side -2)

**PARTICIPANTS**

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Gate Panel (Left side)

**Experience  
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T-Point Hoarding (Hall No.7 16' x 40' (front Lit) Floor Print

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www.automallindia.net



## PRINT MATERIALS

Registration Card

|  <b>AUTO MALL 2009</b><br>"CHANDIGARH'S LARGEST AUTOMOBILE EXHIBITION"<br>9th, 10th, 11th Jan 2009, Pragati Maidan |  |  <b>AUTO MALL 2009</b><br>"CHANDIGARH'S LARGEST AUTOMOBILE EXHIBITION"<br>9th, 10th, 11th Jan 2009, Pragati Maidan |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Registration Card                                                                                                                                                                                   |  | S. No.                                                                                                                                                                                                |  |
| Name _____                                                                                                                                                                                          |  | Name _____                                                                                                                                                                                            |  |
| Address _____                                                                                                                                                                                       |  | Address _____                                                                                                                                                                                         |  |
| Tel. No. _____                                                                                                                                                                                      |  | Tel. No. _____                                                                                                                                                                                        |  |
| Present Car / Bike _____                                                                                                                                                                            |  | Make _____ Model / Year _____                                                                                                                                                                         |  |
| My Next Car / Bike _____                                                                                                                                                                            |  | Planning to buy in 1 Month / 3 Months / 6 Months                                                                                                                                                      |  |
| Mob. _____                                                                                                                                                                                          |  | E-mail _____                                                                                                                                                                                          |  |

Cap



▶ REGISTRATION CARDS

▶ CAPS







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## PRINT MEDIA NEWSPAPERS

| Publication                  | Date of Release | Ad Type   |
|------------------------------|-----------------|-----------|
| DAINIK BHASKAR<br>CHANDIGARH | 14.02.2009      | Half Page |
| HT MAIN<br>CHANDIGARH        | 15.02.2009      | Half Page |
| HT LIVE<br>CHANDIGARH        | 21.02.2009      | Full Page |
| DAINIK BHASKAR<br>CHANDIGARH | 22.02.2009      | Half Page |
| HT MAIN<br>CHANDIGARH        | 28.02.2009      | Half Page |
| HT LIVE<br>CHANDIGARHHT      | 04.03.2009      | Full Page |
| DAINIK BHASKAR<br>CHANDIGARH | 05.03.2009      | Half Page |
| DAINIK BHASKAR<br>CHANDIGARH | 06.03.2009      | Half Page |
| HT MAIN<br>CHANDIGARH        | 06.03.2009      | Full Page |
| DAINIK BHASKAR<br>CHANDIGARH | 07.03.2009      | Half Page |
| HT MAIN<br>CHANDIGARH        | 08.03.2009      | Half Page |





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# PRINT MEDIA NEWSPAPERS

Back



Cover



Cover Inside



Back Inside



Magazine







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## PRINT MEDIA NEWSPAPERS



**Ready to Catch your Eyes**

After the phenomenal success of  
**AUTO MALL NEW DELHI** now it comes to **CHANDIGARH**

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**AUTO MALL 2009**  
CHANDIGARH'S LARGEST AUTOMOBILE EXHIBITION IN 01!  
6th, 7th, 8th March 2009, Panna Ganga, 6th-12th, Chandigarh

Be a Part of the Success  
Participate in Chandigarh's Biggest Auto Exhibition at **ZERO COST**

Exhibitors Ready to Display their latest  
Newest and best of their products and services  
Attract and generate strong customer interest and sales  
Increase business and sales potential in a cost effective manner

Support: We provide you extensive information  
on all aspects of marketing & promotion and we help  
you to select places to the exhibition through direct  
Phone, Internet & Mail correspondence

For more information contact: 0172-2666666, 0172-2666667, 0172-2666668, 0172-2666669, 0172-2666670

SPONSORS: 

HT Main Chandigarh - 28-03-09



**AFTER PHENOMENAL SUCCESS IN DELHI  
NOW AUTO MALL COMES TO ROCK CHANDIGARH**

**STYLE BINNS**  
at the Auto Mall 2009

HT Live Chandigarh - 04-03-09

HT Live Chandigarh - 04-03-09





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## PRINT MEDIA

[illegible]

HT Main Chandigarh - 6th, 7th, 8th March 09 (Full Page)





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## ELECTRONIC MEDIA

### RADIO

|                                                                                                |                                                  |
|------------------------------------------------------------------------------------------------|--------------------------------------------------|
| Promos<br>26th Feb '09<br>To 07th March '09 ( Upto 7th Evening)                                | 25 No. (30 sec each) for 10 days                 |
| RJ Mentions<br>27th Feb 09<br>to 7th March 09 ( 10 AM to 6 PM)<br>8th March 09 (10 AM to 1 PM) | 05 no.Per Day for 10 Day                         |
| OB Links<br>3rd March '09<br>to 7th March '09 (Upto 7th Evening)                               | 02 no.Per Day for 05 Days                        |
| Auto Mall Property<br>2nd, 4th & 6th March 09                                                  |                                                  |
| Reverse SMS                                                                                    |                                                  |
| Outstanding RJ                                                                                 | 02 Hrs. Live Links from Venue on 7th March, 2009 |







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## ELECTRONIC MEDIA RADIO

### JINGLE

Luxury, Style, Performance, the power of wheels. Experience the most incredible automobile extravaganza. Check out the finest automobile brands on display. After the phenomenal success in Delhi, Relio Quick Presents Auto Mall 2009 at Parade Ground, Chandigarh from 6th to 8th March. Enjoy the exciting Bike Stunt Shows, Formula One Car, Super Bikes, Modified Bikes, Vintage Cars & also an Unique Automobile Job Fair. So be there on 6th, 7th & 8th March.

Don't miss it!





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## ELECTRONIC MEDIA RADIO

### ACTIVITIES

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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## MEDIA COVERAGE NEWSPAPERS



09-03-09





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## MEDIA COVERAGE NEWSPAPERS



05-03-09







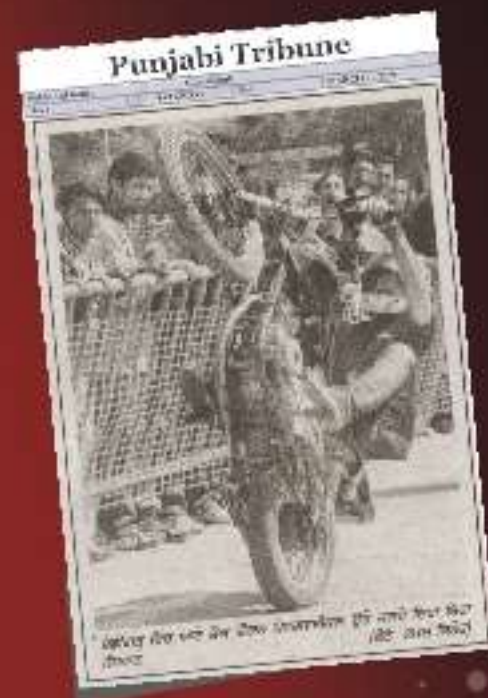
## MEDIA COVERAGE NEWSPAPERS



08-03-09



07-03-09



07-03-09





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## MEDIA COVERAGE TELEVISION

- Din Bhar
- Ab Tak
- 3K
- SITI Channel
- Prime Channel
- Sky News
- Haryana Din Bhar
- Standard World







## OUTDOOR PUBLICITY



UNIPOLE – Kali Mandir - Patiala



UNIPOLE – Leela Bhawan - Patiala





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## OUTDOOR PUBLICITY



UNIPOL – Dukhniwaran - Patiala



UNIPOL – Ranjit Avenue - Amritsar







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UNIPOLE – Khalsa College - Amritsar



UNIPOLE – Mandi - Rly Stn - Amritsar





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## OUTDOOR PUBLICITY



Chandigarh



UNIPOLE – Bharat Nagar Chowk - Ludhiana







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Relio Quick  
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## OUTDOOR PUBLICITY



UNIPOL – Jalandhar Bypass - Ludhiana



UNIPOL – Bhaiwala Chowk - Ludhiana





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**THANK YOU**

