



RELIO QUICK AUTO MALL 2010



"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

IN ASSOCIATION WITH  THE TIMES OF INDIA



HOTTEST AUTO SHOW IN TOWN

PROJECT REPORT

12TH, 13TH & 14TH FEBRUARY 2010, PARADE GROUND, CHANDIGARH



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P R E V I E W

After the phenomenal success of Relio Quick Auto Mall 2009 at Delhi, Chandigarh and Bengaluru, Relio Quick organised Auto Mall 2010 at Parade Ground Chandigarh in association with The Times of India from 12th – 14th Feb 2010. The event was a grand success with all the major automobile brands showcasing their products and excellent response from visitors.

The main attractions of the event were:

Vintage Car Rally - flagged off by Gurdas Mann, renowned Punjabi singer & cine actor

Inauguration by - Sh. Ram Niwas, Home Secretary UT administration

CB Twister Launch by HMSI

Visit of FADA President – Sh. S.P. Shah

Concept Cars Competition – 8 colleges participated

Rewards Ceremony - memento of participation given by Jaspal Bhatti

Style Biking - by India's Top Stunt Riders

Skill Biking (Safe Biking) Zone by HMSI

Auto Job Fair by www.manpowerindia.com

Think Green India.in – 1800 trees to be planted in Chandigarh. 300 saplings distributed to visitors



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— P A R T I C I P A N T S —

Maruti Suzuki

Honda Cars

Toyota

Skoda

GM

M&M

Ford

HM - Mitsubishi

Volkswagen

Hyundai

Fiat

Tata Motors

Nissan

Volvo

Adventure Wheels

Piaggio

Ducati

Yamaha

Honda 2 Wheelers

Bajaj Auto

TVS

Mahindra 2 Wheelers

Suzuki

Doon Scooters

PNB

SBOP

IDBI

HDFC Bank

Map My India

GARMIN

Satnav
Technologies

BOSCH

Onkar Tyres

OSIM

DSK



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PARTICIPANTS

 MARUTI SUZUKI Count on us		 Volkswagen. Das Auto.		 HONDA		
 TOYOTA Quality Revolution		TATA MOTORS	 Mahindra	 CHEVROLET	 HYUNDAI	 MITSUBISHI MOTORS
 YAMAHA	 HONDA		 SUZUKI Ride the winds of change	 BAJAJ Distinctly Ahead	 Mahindra 2 Wheelers	 TVS
 HDFC BANK	 State Bank of Patiala	 punjab national bank	 IDBI BANK	MapmyIndia	GARMIN™	 India's 1 st GPS Navigation
 BOSCH	 Zoom	 PIAGGIO	 adventure wheels	 OSIM	 BARISTA	 DSK OF DESIGN



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VINTAGE CAR RALLY

Relio Quick organised Vintage Car Rally on 11th Feb 2010 as a curtain raiser event. The Rally was flagged off by **Gurdas Mann**, renowned Punjabi singer and cine actor. Proud owners of 15 vintage and classic cars covered major locations of Tricity.





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Relio Quick Auto Mall 2010 Chandigarh was inaugurated by Sh. Ram Niwas, Home Secretary UT Administration.



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I N A U G U R A T I O N



Sh. Ram Niwas, Home Secretary UT Administration lighting the Inaugural lamp.



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In an enthralling show Honda Motorcycle and Scooter India launched their new 110 cc Bike - CB Twister at Relio Quick Auto Mall 2010 Chandigarh on the first day of the Event. The Launch generated lot of excitement and buzz amongst the visitors. The launch was graced by Mr. Y.S.Guleria (AGM Sales), Mr. Masayuki Hamamatsu (Advisor- Sales & Mktg.) & Mr. Deepak Soni (RM- North)



H M S I C B T W I S T E R L A U N C H





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F A D A P R E S S M E E T

Mr. S.P. Shah- President, Federation of Automobile Dealers Associations (FADA) visited Auto Mall 2010 Chandigarh to evaluate the prospects of working together with Relio Quick in order to create awareness about FADA goals and objectives.





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RELIO QUICK CONCEPT CARS

To encourage the students of various Engineering Colleges and to provide them with a platform to showcase their works, Relio Quick organised Concept Cars Competition. Total 8 colleges participated in the contest and showcased their cars.





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RELIO QUICK
CONCEPT CARS

The participating teams were adjudged by Mr S P Shah, President FADA and Mr Chander Thanda, National Service Head, CERITA on various criteria and parameters.





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RELIO QUICK CONCEPT CARS

Winning Team

Indira Gandhi Institute of Technology, Delhi (IGIT) Rs. 51000/-

1st Runners Up

Indo Global College of Engineering Rs. 31000/-

2nd Runners Up

Sant Longowal Institute of Engg & Technology, Longowal (SLIET) Rs. 21000/-





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On the last day of Auto Mall 2010, renowned satirist **Jaspal Bhatti** gave away mementos to the participating companies.

PARTICIPANTS FELICITATION





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Relio Quick organised special Style Biking show on all the 3 days of the Event. Style biking received amazing response from the visitors who were spell bound by the performance of India's Top Stunt Riders.

STYLE BIKING





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STYLE BIKING





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STYLE BIKING





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Honda Motorcycle and Scooter India created a special Skill Biking zone for Kids and their parents to educate them regarding the safe biking. Trainers from HMSI explained the facts and encouraged visitors to ride on their Bikes in proper riding gear.

H M S I S K I L L B I K I N G





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Manpower India Services
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Automobile companies / Dealers are looking for qualified manpower to strengthen and expand their operation. MIS Outsourcing Pvt. Ltd., organised a unique Auto Job Fair for the visitors looking for opportunities in Automobile Sector. Councillors and HR managers conducted interviews at the Venue.





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RQ Foundation's Corporate social responsibility initiative "Think Green India.in" has planned to plant 1800 trees in Chandigarh ie equivalent to the total number of hot enquiries received by the participating Companies as its service towards protecting the environment.

Under the Think Green India.in initiative total 300 plants were given to participants and visitors at the spot.

THINK GREEN





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O V E R W H E L M I N G R E S P O N S E



The event drew more than 2 lacs visitors from all walks of life. More than 8,100 enquiries were generated by the participating companies.

A total of 1800 hot prospects generated by participants and 52 spot bookings.





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MEMORABLE GLIMPSES





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MARUTI SUZUKI
Count on us

M A R U T I S U Z U K I





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TOYOTA
Quality Revolution

T O Y O T A





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CHEVROLET

G E N E R A L M O T O R S





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 **Mahindra**

M & M





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Volkswagen. Das Auto.

V O L K S W A G E N





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F I A T





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TATA MOTORS

T A T A M O T O R S





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V O L V O





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adventure
wheels

A D V E N T U R E W H E E L S





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PIAGGIO





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BAJAJ AUTO





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PUNJAB NATIONAL BANK





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S T A T E B A N K O F P A T I A L A

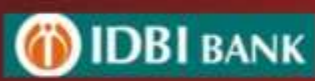




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MapmyIndia

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SATNAV TECHNOLOGIES





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ONKAR TYRES





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