



HELIX INDIA PRESENTS

AUTO MALL 2009

"DELHI'S LARGEST AUTOMOBILE EXHIBITION"



www.automallindia.net

PROJECT REPORT



Event Organized By



Refuquick India Pvt. Ltd.

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www.refuquick.com

9TH - 11TH JAN 2009, PRAGATI MAIDAN, NEW DELHI





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PREVIEW

Relio Quick's Auto Mall 2009: A Phenomenal Success

Organized by Relio Quick & presented by HDFC Bank, Auto Mall 2009 proved to be a great success. The event was organized at Hall No. 7 A, B, C, Pragati Maidan, New Delhi from 9th to 11th January. Just within a short span of 3 weeks of conceptualization, Relio Quick after meeting the Automobile Manufacturers and Financers came up with the event. The 3 days event drew visitors from all walks of life and also from every nook & corner of Delhi. More than 1, 30,000 visitors graced the event with their presence, 14,252 enquiries were generated out of which 595 hot enquiries are likely to be converted into sales within few days. In addition to the above, 6 spot bookings were made in the Premium Lounge. SBI & TATA CAPITAL also participated in the event to ensure finance availability to buyers. The crowd pullers in the event were BMW X6, TOYOTA LAND CRUISER, TOYOTA PRADO, SUZUKI HAYABUSA, SUZUKI INTRUDER, HONDA CBR FIRE BLADE, HONDA CRF 450R, HONDA ALL TERRAIN and so on.

The event also witnessed HDFC BANK, the presenter organizing a special showcasing in honour of its wealth management customers. There was a Wine & Cheese Party in Premium Lounge followed by Cocktail & Dinner.

The Automobile Sector is playing an increasingly prominent role in the national economy while providing employment to nearly 4.50 million people. In such a scenario the first ever 'AUTO JOB FAIR' was also organized in association with www.manpowerindia.com (MIS Outsourcing Pvt. Ltd.).





OFFICIAL EVENT PRESENTER

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PREVIEW

Relio Quick felt that it is a joint responsibility of Media, Manufacturers and Financers to improve the sentiments of buyers by creating some excitement in the market place and took the responsibility to organize an event which could refurbish the automobile industry. Relio Quick convinced Hindustan Times, Fever 104 FM & Pioneer Outdoor Media to support the event. HDFC agreed to be the presenter to the event and also supported in terms of extending invitation to its wealth management customers as well as existing Auto Loan, Home Loan and Credit Card holders in Delhi & NCR. Keeping in mind the time constraint and year end financial pressures, Relio Quick took the responsibility of creating all the stalls and ambience for the participating companies. In order to showcase the solidarity amongst the participating companies, the stalls were created without any partitions or boundaries.

The Participants in the event were HDFC BANK, SKODA, FORD, HONDA, MITSUBISHI MOTORS, TOYOTA, HYUNDAI, GENERAL MOTORS, TATA MOTORS, NISSAN, MAGUS CARS, REVA, ROYAL ENFIELD, HERO ELECTRIC, AVON, MAPMYINDIA, GARMIN, STATE BANK OF INDIA, TATA CAPITAL, MAHINDRA & MAHINDRA & DREAM RIDERS. The show was covered by all the major newspapers and TV channels.

The event opened its doors to the millions of auto enthusiasts, showcasing Major Car Brands, e-cars, two wheelers, e-bikes, Formula One Car & Vintage Cars, Luxury Cars, Super Bikes and what not. Visitors were overwhelmed to see all the products under one roof and an opportunity to compare them at one platform. The show was a phenomenal success and each of the exhibitor was overwhelmed with the response from the crowd and thanked Relio Quick and its team for their tireless effort to make the show a success.





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PARTICIPANTS

Presenter

HDFC BANK

Participants

- Ford • General Motors • Honda • Hyundai • Mitsubishi Motors
- M&M • Mahindra Renault • Magus Cars • Nissan • Reva • Skoda
- Toyota • TATA Motors • Vintage Cars
- Avon • Super Bikes (BBW) • Dream Riders • Formula1 Car • Garmin
- Hero Electric • MapmyIndia • Royal Enfield
- State Bank of India • TATA Capital





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WHEELS NO.1



HONDA



HYUNDAI



Mahindra

Mahindra
RENAULT

Magus Cars



REVA
The green City Car



TOYOTA

TATA MOTORS

VINTAGE CARS





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PARTICIPANTS

AVON

Super Bikes (BMW)



Formula1 Car

GARMIN



MapmyIndia

MapmyIndia Services
www.mapmyindia.com

PIONEER

**ROYAL
ENFIELD**



TATA CAPITAL





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OVERWHELMING RESPONSE

More than 1.30 Lac Visitors turned up in AUTO MALL 2009.
A total of 14,252 enquiries were generated by various participants
out of which there were 595 hot enquires are likely to be converted
into sales. Apart from that 6 spot bookings were made in
the Premium Car Lounge itself.





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Formula 1 Car





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*Super Bikes
Displayed by
BMW*



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- SUZUKI INTRUDER
- HONDA CBR FIRE BLADE
- HONDA CRF 450R





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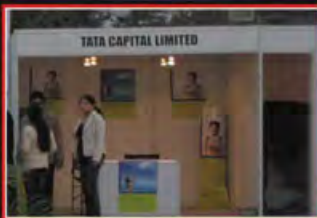
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Premium Lounge




Magus Cars



• PORSCHE Cayenne



• TOYOTA Land Cruiser V8 200series



• BMW X6 35d





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• NISSAN Teana



TOYOTA



• TOYOTA Prado





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• GM Captiva



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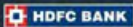


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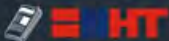


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Hindustan Times (HT) is a leading newspaper in India, published since 1924 with roots in the independence movement. Hindustan Times is the flagship publication of HT Media Ltd. Relio Quick is proud to have Hindustan Times as the media partner for Auto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





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Pioneer Publicity Corporation Pvt. Ltd. was the outdoor partner of Relio Quick for Auto Mall 2009. It provided all the outdoor publicity for the event and helped to attract more than 1,30,000 visitors to the event. Relio Quick acknowledges the support given by Pioneer Publicity Corporation Pvt. Ltd. to make Auto Mall 2009 a great success.





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Started in 2006, FEVER 104 FM, India's youngest, hippest and most happening Radio Station that plays more music than any other FM station. Relio Quick is proud to have FEVER 104 FM as the radio partner for providing the radio publicity as well as for airing Auto Mall 2009 Contest. The support given by FEVER 104 FM is immeasurable and its contribution has definitely contributed to the success of Auto Mall 2009.





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Relio Quick acknowledges MIS Outsourcing Pvt. Ltd. for organizing "AUTO 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.





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INVITATION **GUEST OF HONOUR**





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OUTDOOR PUBLICITY

Hoarding Pole

Hall No.
7A.B.C

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Kiosks



3 Panel Hoarding Hall No. 7A.B.C (Upper 1st Floor)



Hoarding

Hall No.
7A.B.C

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Banner



- ▶ HOARDINGS
- ▶ BANNERS
- ▶ KIOSKS
- ▶ HANG OUT
- ▶ HALOGEN POLE





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PRINT MATERIALS

- REGISTRATION CARDS
- CAPS
- CAR PASS
- VENDOR PASS

Registration Card

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REGISTRATION CARD	
Name _____	
Address _____	
City _____ State _____	
Pin Code _____	
Phone No. _____	
E-mail _____	

Cap



Visitor Pass

AUTO MALL 2009 DELHI'S LARGEST AUTOMOBILE EXHIBITION	
VISITOR PASS	
Name _____	
Address _____	
City _____ State _____	
Pin Code _____	
Phone No. _____	
E-mail _____	

Vendor Pass





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Publication	Date of Release	Position	Ad Size & Ad Type
HT + MINT All Edition	20.12.2008	Back Page	400 sq.cm. (color)
HT CITY	29.12.2008	Page No. 5	Full Page
HT CITY	05.01.09	Back In Side Page	Full Page
HT CITY	08.01.2009	Page 2	Full Page
HT CITY	09.01.2009	Page 2	Full Page
HT MAIN (with feature)	10.01.2009	Back Page/Page 3	400 sq.cm.
HT CITY	11.01.09	Page 2	Full Page
HT CITY	11.01.09	Page 2	Full Page
HT CITY (Magus)	10.01.2009	Page 2	Full Pages





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HT CITY - 29th Dec 08, 31st Jan 09, 9th Jan 09 (Full Page)





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ELECTRONIC MEDIA

RADIO

Radio Fever 104 Contest (5 Days)	2nd - 4th Jan 6th Jan	20 spots 20 spots	Total Insertion 200 Spots Of 20 Sec
6 RJ Mentions	7th - 10th Jan	30 spots	

Radio Fever 104 Contest (5 Days) 6 RJ Mentions	From 2nd Jan'09 to 11th Jan'09	2nd - 4th Jan: 20 spots 6 spots 8 Spots 6 Spots 6th Jan: 20 spots 6 spots 8 spots 6 spots 7th - 10th Jan: 30 spots 9 spots 12 Spots 9 Spots	Auto Mall 2009	200 Spots of 20 Sec Each
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CONTEST IDEA

Gratification: gift voucher worth Rs. 1000

Activity Duration: 5 days

Markets: Delhi

Relio Quick Car-astaani Contest

In this contest the RJ gave a situation in which a person can get caught while on road. People had to give solutions to these caught up situations. Those who gave the most interesting solution won exciting prizes from Relio Quick.

Example:

1. A cop catches you for over speeding. How will you get out of it?
2. You see two people fighting on the road, which is causing traffic Jam. What interesting thing would you do to resolve the situation?





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