



RELIO QUICK AUTO MALL 2010



"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

IN ASSOCIATION WITH THE TIMES OF INDIA



Speed • Style • Spectacle

PROJECT REPORT

06TH - 10TH OCTOBER 2010, LEISURE VALLEY, SECTOR - 29, GURGAON



IN ASSOCIATION WITH THE TIMES OF INDIA



PREVIEW

The heart of the Millenium city throbs harder for Automobiles.

Automall at Gurgaon Shopping Festival, a huge success!

The immense love of the millenium city, Gurgaon, for automobiles was there before the nation when Automall at Gurgaon Shopping Festival 2010 received a huge footfall of 45000, which included people from all walks of life. Organized by RelioQuick in association with Times of India, the mega event was held between 6th-12th Oct at Leisure Valley.

The 5-day event featured automobiles from over 34 major players of the market and had multiple attractions like Premium & Lifestyle Lounge, display of Vintage Cars, Super Bikes, Concept Cars and Bikes, Green Lounge to promote green driving, Auto-Job fair, Style Biking Show by India's top stunt riders.

The event remained a success with over 6300 enquiries and 589 hot prospects generated by the participating brands. Also, 72 spot bookings were made.

Automall has been successfully organized previously, at Delhi (Jan 2009), Chandigarh (March 2009 & Feb 2010), Bengaluru (Nov 2009 & Sep 2010) and Mumbai (March 2010).



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PARTICIPANTS

Audi
Bajaj Auto
Barista
Bayliner Speed Boats
BMW
Car Wale
Chevrolet
Concept Car & Bike Competition
DSK International School of Design
FADA
Fiat
Garmin

Hero Honda
Honda Cars
Honda Motorcycle & Scooters
Honda Super Bikes
ICICI Bank Car Loan
Land Cruiser
Lexus
Mahindra & Mahindra
Map My India
Maruti Suzuki
Mercedes
New Beetle

Porsche
Premium & Luxury Homes from Unitech
Range Rover
Skoda
Suzuki Super Bikes
Tata Motors
Think Green – Drive Green Lounge
Vintage & Classic Cars
Volkswagen
Yamaha
Yamaha Super Bikes



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PARTICIPANTS

 Mercedes-Benz	 BMW	 Audi	 RANGE ROVER	LAND CRUISER	 LEXUS	
 SKODA	 Mahindra	 VW	 TOYOTA	 CHEVROLET	 FIAT	
 Think Green	 MARUTI SUZUKI Count on us	 YAMAHA	TATA MOTORS	Unitech	 HERO HONDA	
 BAJAJ	 HONDA	 HONDA	 SUZUKI	REVA	 ICICI Bank	
CarWale		 DSK OF DESIGN	 FADA	GARMIN	MapmyIndia	BAYLINER



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I n a u g u r a t i o n



Rajesh K Khullar, Municipal Commissioner, Gurgaon Municipal Corporation (centre), inaugurates the exhibition along with **Rajinder Kataria**, Deputy Commissioner, Gurgaon (left), **Nitin K Yadav**, HUDA Administrator (second from the right) & **Subhash Goyal**, Chairman, STIC Travel Group (extreme right)





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OVERWHELMING RESPONSE



The event drew more than 45,000 visitors from all walks of life. More than 6310 enquiries were generated by the participating companies.

A total of 589 hot prospects generated by participants and 72 spot bookings.





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VISITORS EXPERIENCE

“ Relio Quick Auto Mall is a mega show of automobile and altogether different from other Auto Exhibitions. It provides excellent platform for generating good business, unparalleled exposure to automobiles.

Vidisha Khullar, Teacher ”

“ Auto Mall featured the latest and best vehicles from around the world, with all the big names in luxury & non luxury cars, bikes & super bikes. ”

“ Auto Mall showcases latest innovation products for automobile industry. More than 200 companies exhibited in the expo. It provides an opportunity to present automobile players to present their proposition to consumers and to know consumers attitude directly towards manufacturers products.

Dev Sethi, Creative Designer ”

“ Auto Mall gives us an opportunity to engage with the valued consumers in the region and gain market insights into consumer trends and response, enabling us to serve them better. This exhibition is trademark for automobile industry.

Subir Deb, Businessman ”

“ Relio Quick Auto Mall is a professionally organized exhibition and offers exhibitors an exceptional opportunity to meet buyers and decision-makers. It brings them one step closer to understanding the Indian consumer.

Rahul Nath, Govt. Employee ”

“ I have lot of interest in cars and this kind of auto show is an opportunity to know about the various upcoming models and create awareness about the options available to the consumers.

Sugandhi, College Student ”

PREMIUM LOUNGE





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PREMIUM LOUNGE



Splendid luxury that's inviting as well !



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PREMIUM LOUNGE



Exotic pre-owned car by BIG BOY TOYZ



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PREMIUM LOUNGE



Sheer Luxury!



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PREMIUM LOUNGE



Premium & Luxury Homes from Unitech at a display

SUPER BIKES





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SUPER BIKES



Super Bikes that stole away the hearts of many

GREEN LOUNGE





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GREEN LOUNGE



Calling people to drive green: Hybrid cars by Reva



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GREEN LOUNGE



Connoisseurs get hooked to the green Reva. **Front (Left to Right):** Sandeep Kapoor, Managing Director, Relio Quick Pvt Ltd, Rajinder Katana, Deputy Commissioner, Gurgaon, Rajesh K Khullar, Municipal Commissioner, Gurgaon Municipal Corporation, **Back (Left to Right):** Col. Prithvi Nath, Honorary Secretary, REDCO Haryana (left back), Mohit Malik, President, Gurgaon Chamber of Commerce & Industry (right back).

LIVE DESIGN





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LIVE DESIGN



Participants trying their hands at live design



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LIVE DESIGN



All engrossed!

CONCEPT CARS & BIKES





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CONCEPT CARS & BIKES



Sharing the Golden Idea- Participants explain the concept of their designs



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CONCEPT CARS & BIKES



The Mind Race: Concept automobiles competing at the exhibition

MIS OUTSOURCING PVT. LTD. PRESENTS

AUTO JOB FAIR

"UNIQUE AUTO JOB FAIR"



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AUTO JOB FAIR



All set for short-listing the right candidate - An interviewee at the Auto Job fair

STYLE BIKING





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STYLE BIKING



MC calling the style bikers for action



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STYLE BIKING



Action Reloaded- Terrific stunts demonstrated by style bikers

VINTAGE & CLASSIC CARS





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VINTAGE & CLASSIC CARS



Bringing back the nostalgia of yesteryears!



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VINTAGE & CLASSIC CARS



Ageless beauties grace the exhibition

PARTICIPANTS



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BAYLINER





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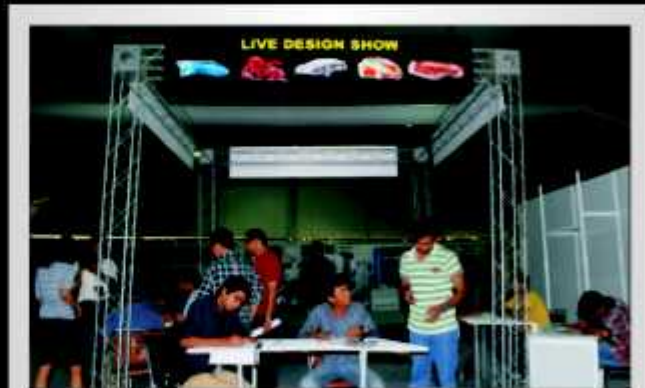
CarWale



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GARMIN.





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HONDA





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**HERO
HONDA**





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Mercedes-Benz





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Porsche





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 RANGE ROVER





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REVA





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SUZUKI





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TATA MOTORS





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 **TOYOTA**





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unitech





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 **YAMAHA**





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AMBIENCE





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AMBIENCE





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MEMORABLE GLIMPSES



Down from the memory lanes...

MEDIA PLAN

Media	Publication	Size	Qty.	Total Secs.
Print	Times of India	Half Page	8	-----
Print	Times of India	Quarter Page	1	-----
Electronic	Big FM	-----	1	2450
Electronic	Red FM	-----	1	2450
Hoarding	-----	13ft x 26ft	4	-----
Site Branding	-----	10ft x 10ft	20	-----
Pole Kiosk	-----	4ft x 8ft	25	-----
Pole Kiosk	-----	2ft x 6ft	25	-----
Board	-----	3ft x 4ft	30	-----



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IN ASSOCIATION WITH THE TIMES OF INDIA
DATE: 6TH - 10TH OCTOBER 2010
Speed • Style • Spectacle

Event Temptations
Premium & lifestyle Lounge • Thrill Green Drive Green Lounge • Vintage & Classic Car Rally & Display
Autoshow Fair • Super Bike Display • Live Design Show • Concept Car & Bike Competition

VENUE: GURGAON SHOPPING FESTIVAL, LEISURE VALLEY SEC-29, GURGAON
Entry tickets available at Venue & Online
Premium & Lifestyle Lounge: ₹ 100/- per person
Multi-Entry Ticket: ₹ 100/- per person
Multi-Entry Ticket for largest shopping festival of Delhi: per person
Super Bike Display: ₹ 100/- per person
Live Design Show: ₹ 100/- per person
Concept Car & Bike Competition: ₹ 100/- per person

DELHI
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The Times of India • SHALINI VERMA : +91-9871170785, shalini.verma@timesgroup.com

For Style Biking Display Contact: [Image of a rider on a red bike]

STYLE BIKING
STUNTERS
TOP STUNT RIDERS

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Multi-Entry Ticket: ₹ 100/- per person
Multi-Entry Ticket for largest shopping festival of Delhi: per person
Super Bike Display: ₹ 100/- per person
Live Design Show: ₹ 100/- per person
Concept Car & Bike Competition: ₹ 100/- per person

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DATE : 6TH - 10TH OCTOBER, 2010.

VENUE: GURGAON SHOPPING FESTIVAL, NEAR IFFCO CHOWK METRO STATION,

LEISURE VALLEY, SEC-29, GURGAON. TIMING: 10:00AM - 8:00PM

GRAND OPENING TODAY

Event Temptations



Premium & Lifestyle Lounge



Track Tests Drive Green Lounge



Foreign & Local Car Displays



Auto Fair For



Superbike Shows



Fun Design Show



Latest Car & Bike Accessories



Style Biking by India's Top Stunt Riders

Speed • Style • Spectacle



Entry Tickets available at Venue & Online: Premium & Lifestyle Lounge: ₹ 250/- per person, Main Exhibition Entry: ₹ 50/- per person, Style Biking Entry: ₹ 100/- per person, Adult Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person, Adult Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person, Adult Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person.

Auto Mall is a free event and all the expenses are borne by Relio Quick.

IN

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DATE : 6TH - 10TH OCTOBER, 2010



Event Temptations

Premium & Lifestyle Lounge: ₹ 250/- per person, Main Exhibition Entry: ₹ 50/- per person, Style Biking Entry: ₹ 100/- per person, Adult Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person, Adult Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person, Adult Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person.

VENUE: GURGAON SHOPPING FESTIVAL, LEISURE VALLEY, SEC-29, GURGAON

10:00AM - 8:00PM



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4 DAYS LEFT

Event Temptations

STYLE BIKING
BY INDIAN
TOP STUNT RIDERS

Speed * Style * Spectacle

Entry tickets available at Venue & Online: Premium & Lifestyle Lounge, ₹ 200/- per person.
Mass Exhibition Entry: ₹ 100/- per person, Style Biking Entry: ₹ 100/- per person.
Mass Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person.
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2 DAYS LEFT

Event Temptations

STYLE BIKING
BY INDIAN
TOP STUNT RIDERS

For Style Biking Details, Contact:
011-26101010

Entry tickets available at Venue & Online: Premium & Lifestyle Lounge, ₹ 200/- per person.
Mass Exhibition Entry: ₹ 100/- per person, Style Biking Entry: ₹ 100/- per person.
Mass Entry Ticket for Gurgaon Shopping Festival: ₹ 200/- per person.
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BACKDROPS





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HOARDING, UTILITY & POLE KIOSK



Hoarding



Pole Kiosk



Utility



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HOARDING, SITE BRANDING & SCROLLER



Hoarding



Site Branding



Scroller



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INVITATION - GUEST OF HONOUR



www.automallindia.net



Especially invited you as
Guest of Honour

on the occasion of **Auto Mall 2010**
India's Largest Multicity Automobile Exhibition
in association with **The Times of India**

Organized by
Federation of Automobile Dealers Associations (FADA)

6 to 10 October 2010 from 10 am to 8 pm
at Bangalore Shopping Festival, Bellur Valley, Sector 29, Bangalore

Relio Quick
Sanjeev Kumar - Marketing Director
+91 9810130987

G-180 to G-184, Connaught Industrial Area - Phase I (Main Road), New Delhi - 110 021, India (Close to IIT) +91 (011) 46610502

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ADMIT TWO



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INVITATION - GENERAL

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Cordially invites you on the occasion of

Auto Mall 2010

India's Largest Multicity Automobile Exhibition

In association with The Times of India

It is supported by

Federation of Automobile Dealers' Associations (FADA)

On 10-11 October 2010 from 10 am - 7 pm

at Gurgaon Shopping Festival, Leisure Valley, Sector-29, Gurgaon.

By E.V.P

Sandeep Kapoor, Managing Director
991 9410130967

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TICKETS



Thank You

