



**AUTO MALL SEASON II @ AMBIENCE MALL,
GURGAON
20 – 22 FEB 2015**

IPs managed:



www.automallindia.net | www.propertyaffair.com

RelioQuickTM AUTO MALL

"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



***Gear up for an
Exciting Weekend at***



GURGAON

20, 21 & 22 February, 2015



Auto Mall @ Ambience Mall, Gurgaon: 20-22 Feb 2015 – Event Synopsis

After the grand success of Auto Mall season I in June 2014,
Auto Mall season II @ Ambience Mall was organized from **Feb 20 – 22, 2015**.

The event has **participation from 15 leading automobile brands**
AUDI, BMW, JAGUAR, LANDROVER, HARLEY DAVIDSON, HONDA CARS, HYOSUNG, ISUZU,
INDIAN MOTORCYCLES, KAWASAKI, MINI, MAHINDRA, SKODA, TOYOTA, TRIUMPH and VOLVO.

Auto Mall @ Ambience 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.

All the brands put together generated over **2815 enquiries** and **430+ hot prospects** and **21 Bookings**.
Over **1.5 lakh people visited** Ambience Mall during Auto Mall event weekend.

Auto Mall organised the Bike Rally in association with Brothers on Bike

Auto Mall and Auto Mall Logo are the Registered Trade Marks of Relio Quick India Pvt. Ltd.

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Pre Event Promotion

To generate visibility and awareness, Auto Mall event was promoted well in advance

On ground branding at Ambience Mall was done a week prior to the event through Backdrops, Standees and LED Screens to generate awareness and visibility.

Radio campaign for 7 days was carried on Fever 104 FM.

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Event Glimpses

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