



### *A Winning Concept*

Gurgaon Shopping Festival was India's largest & longest running shopping carnival that was held in the Millennium City from 6th October, 2010 to 7th November, 2010. The festival was an effort to bring people from all walks of life together in a cultural and commercial fiesta. GSF has been conceived with an idea of transforming the shopping experience by blending it with other multiple ways of celebration & entertainment. It unveiled a unique concept in luxury shopping through music, fun, excitement, adventure, taste, culture to the people and engraved a life-long cherishable memory in their minds. The first of its kind in the region, Gurgaon Shopping Festival was segregated into many major attractions all with one purpose, to give pure entertainment & luxury of senses to the visitors. This never before month long extravaganza featured an array of various vibrating euphoric events along with unforgettable & delighting shopping experience.

## *Temptations*

THE  
**INDIAN**  
RENDEZVOUS

RELIO QUICK  
**AUTO MALL 2010**  
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**REDCO**  
HARYANA  
presents  
**International  
Property  
Affairé**

International Property Fair  
and Realty Conclave

**MALL-O-MANIA**



Durga Puja Festival

**adventure**  
CARNIVAL

Gurgaon Tourism Fair

**FOOD**  
FESTIVAL

**kid's**  
CARNIVAL



## Press & Corporate Meet on 2nd Sept, 2010



To turn a winning concept into a winning reality, the support of many is needed. A Corporate & Press meet at THE LEELA, Gurgaon, was organized on 2nd September, 2010 where the wonderful concept of the event was shared with all top-notch people of the business world, the administrators as well as the media. The concept was appreciated by all and we received many valuable suggestions as well. The immense appreciation and the enthusiasm of people to come together with us for Gurgaon Shopping Festival, multiplied our zeal and we marched ahead with a greater confidence to turn our brain child to a reality!





# THE INDIAN RENDEZVOUS

*Jubilant Beginning*  
(6th Oct' 2010)



The Indian Rendezvous began with a galore of rich & diversified genre of Indian & Rock music to the domestic & international audience. From the classical melody to the urbane rock, the diversity of music mesmerized the audience in the utmost way. The show began in true style along with the opening ceremony of Gurgaon Shopping Festival. On the eve of the gala opening of The Indian Rendezvous, the eminent Bollywood singer Shaan & Punjabi pop singer Stereo Nation mesmerized the audience with their performance and stole the hearts of one and all.

Apart from these exceptional musical performances, a stunning International rope act & Morani brother's fire works stupefied the spectators and induced immediate electrifying bliss at this mega event.





## *High Octave of Rhythms (9th-10th Oct' 2010)*

THE  
INDIAN  
RENDEZVOUS

The famous rock bands- Parikrama & Indian Ocean brought the audiences to their feet with their wonderful compositions. With Parikrama, the crowd was pulled by the wonderful symphony that the band created out of rock and non-rock instruments. The amazing chemistry that the band members shared with each other on the stage build such an atmosphere that the crowd got swept away with the rhythms. The same went true with Indian Ocean the next day. The band offered a throbbing performance that engulfed the venue with the power of music. Full of Indo-rock fusion with jazz-spiced rhythms, the compositions compelled the crowd to repeat their request for "Once More! Once More!" after every composition.

*Melodious Magic  
(16th-17th Oct' 2010)*



Youths elated with passion and excitement enjoyed the mind blowing performance of Anushka, a singer, ex-Channel [V] -VJ and a member of the Indian pop girl group Viva.

On Dusshera evening festivity was at its height as the winner of Indian Idol 1 Abhijit Sawant, made the night memorable by his outstanding performance. Entire Gurgaon was swinging in ecstasy and excitement.



*The Hottest Auto show  
 of the town kicks off....  
 (6th-10th Oct' 2010)*



Ribbon Cutting Ceremony to inaugurate AutoMall 2010 : (From L-R) Mr Rajender Kumar Kataria-Deputy Commissioner, Gurgaon, Mr Rajesh Khullar, Municipal Commissioner, Mr Nitin K Yadav, Administrator, HUDA, Subhash Goel, Chairman, STIC Travel Group



Traditional Welcome : (From L-R) Mr Rajender Kumar Kataria-Deputy Commissioner, Gurgaon, Mr Rajesh Khullar, Municipal Commissioner, Subhash Goel, Chairman, STIC Travel Group Mr. Sandeep Kapoor, MD, Relio Quick India Pvt. Ltd.,



Auto Mall 2010 fulfilled the penchant of auto industry as well as the customers of a quality exhibition. This 5 days multi-city automobile exhibition kick started with extra Speed, Style & Spectacle. An extravaganza slated to be full of action and entertainment, hosted some of the best national and international automobile brands in the country along with related products and services. It created an excellent platform for manufacturers, retailers & dealers to showcase their innovative creations, hottest products and latest technologies to the potential buyers under one roof.

The show witnessed an overwhelming participation from all the key automobile brands including BMW, Skoda, Honda, Maruti Suzuki, Volkswagen, Volvo, Nissan, Hyundai, General Motors, Toyota, Mahindra Renault, Mitsubishi, Ford, Tata Motors, FIAT, Mahindra & Mahindra, Ducati, Hero Honda, Yamaha, Bajaj Auto, TVS, Honda Motorcycles, Suzuki, Mahindra 2 Wheelers, Royal Enfield, etc besides financial institutions like HDFC, SBI, IDBI, SBOP, PNB, to name a few.





*Premium Lounge  
Sheer Luxury!*

RELIO QUICK  
**AUTO MALL 2010**  
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



The Premium Lounge of Auto Mall 2010 showcased lifestyle products including luxury cars and bikes for the "high fliers". Along with display of luxury cars and bikes, the visitors got to experience true lifestyle across categories like Luxury Homes and Villas; Aviation and Yachts along with other High-end Lifestyle Brands.







The show was different from the usual auto-shows in that it had Style biking by India's finest stunt riders, Super Bike Display, "Think Green – Drive Green" lounge showcasing Eco-friendly vehicles and technology, Concept Car & Bike competition where budding talents from engineering institutes were involved, Live Design Shows by Design Studios, Corporate and Colleges, Auto Job Fair, Vintage and Classic Car display



Top stunt riders astonished the crowds with their exciting riding skills. The spectators held their breath during stunning performance of daredevil riders. Daring stunts that were performed on one wheel – either the front or the rear - using both, one or, astoundingly, no hands on the clutch, were so experimental that they were to be seen to be believed. Every stunt biker had something new in his bag of tricks that was a spectacle to witness!



*Thrill at Fast Pace...*

RELIO QUICK  
**AUTO MALL 2010**  
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"







International Property Fair  
and Realty Conclave

## International Property Affaire & Realty Conclave (21st-24th Oct' 2010)



Redco Property Guide 2010 Release at Leadership Summit : Mr Subinder Khurana, Mr Vikram Datta, Mr Subhash Goyal-Chairman, STIC Travel Group, Mr Raj Singh Gahlot-Chairman and Managing Director, Ambience Group, Mr Rajesh Khullar-Municipal Commissioner, Mr Nitin Yadav-Administrator HUDA, Mr Arun Anand-REDCO President & Executive Director, DLF, Mr Sunil Dahiya-Managing Director, Vigneshwara Developers, Mr Sudhir Kapoor, Mr Sandeep Kapoor-MD Relio Quick India Pvt Ltd., Mr Aman Kapoor (From L-R)



The four-day International Property Affaire and Realty Conclave started at Epicentre in Gurgaon in the presence of industry captains and the who's who of the real estate world. India's top-notch Real Estate Developers, Financiers, Associates and other service providers participated and showcased their existing and upcoming properties here.

This mega property fair was inaugurated with Leadership Summit and the inaugural ceremony witnessed key authorities of Gurgaon which included Mr Rajender Kumar Kataria-Deputy Commissioner, Gurgaon and District Magistrate, Mr Rajesh Khullar-Gurgaon Municipal Commissioner, Mr Nitin Yadav - Administrator HUDA and Vikas Arora - DCP East along with industry veterans Mr Raj Singh Gahlot, Chairman and Managing Director, Ambience Group, Mr Arun Anand, Executive Director, DLF, Mr Sanjay Srivastava, Founder of Assotech Group, Mr Naveen Raheja, Managing Director, Raheja Group, Mr PK Tripathi, President-Corporate Affairs, Unitech Group, Mr Sunil Dahiya, Managing Director, Vigneshwara Developers and Col. (Retd) Prithvi Nath, VSM, Honorary Secretary, REDCO, HARYANA. The summit began with Release of REDCO-HARYANA'S Property Guide 2010 and was followed by leaders sharing their views on Transforming Realty.





## *An Affaire with Real Estate*

**REDCO**  
HARYANA

**International  
Property  
Affaire**

International Property Fair  
and Realty Conclave



India's finest Real Estate Developers like DLF, UNITECH, EMAAR MGF, AMBIENCE, BESTECH, RAHEJA among others were present in the event and also launched REDCO Property Guide for Delhi-NCR residents.

International Property Affaire and Realty Conclave provided an unprecedented opportunity not only for the industry players but also for the visitors who got the firsthand experience of meeting the leading Real-estate Developers, Financiers, Associates and Interior Designers under one single roof.







## Realty Conclave (23rd-24th Oct' 2010)



A Conclave was held on "TRANSFORMING INDIAN REALTY THROUGH INFRASTRUCTURE INITIATIVES" on 23rd & 24th Oct, 2010. Chief Guest of conclave was Dr SY Quraishi, Chief Election Commissioner of India and Shri Bhurelal, IAS, Chairman Environment Committee - Supreme Court was present as Guest of Honour at Conclave. The Conclave was addressed by Dr G Prasanna Kumar, Financial Commissioner and Secretary, Govt of Haryana, Ms. Deepa Mehta, IPS, Dy CEO, G4S, Mr Yash Sachdeva, GM, (Urban Transport) RITES, Mr Subhash Goyal, (HTM), Mr Rajesh Khullar, Municipal Commissioner, Mr Rajender Kataria, Deputy Commissioner, Gurgaon Administration, Col Prithvi Nath, Mr Arun Anand, REDCO President, Dr P S N Rao, Prof and Head Housing SPA, Prof Dhar, National Institute of Urban Affairs, Govt. of India. The two day conclave covered various issues viz Safety & Security Issues, Traffic and Transportation Tourism & Infrastructure, Licensing, Training & Registration, Public Private Partnership (PPP) in Urban Infrastructure Development







*Shopoholics' dream destination  
(6th Oct to 7th Nov' 2010)*

**MALL-O-MANIA**



Irresistible fun, enthralling entertainment, deep discounts, lucrative offers, lucky draws and much more....this mall carnival brought an amazing & exciting shopping experience for shoppers. It kept shoppers entertained & delighted for hours as they immersed in multi artistic performance & unforgettable celebration.







*Performance Par Excellence*



Mall-O-Mania did not only become the star attraction at malls but also offered a potential business opportunity, giving the desired fillip to business. Making available, a plethora of national/international brands – all under one roof, mall developers cashed in on big time. It also stimulated the business of budding brands and helped them to step into the corporate world as they got direct exposure with the consumers & retailers. Besides, shoppers won the Yamaha bikes & Beat cars and many other attractive gifts through lucky draws held daily and weekly at Mall-O-Mania.





At Gurgaon Shopping Festival, Durga Puja provided an opportunity for festival enthusiasts to celebrate the true colours of this gigantic festival with an unmatched experience. It was dedicated to Rabindranath Tagore, on his 150th birth centenary and theme of Puja Pandal was based on the tranquil settings of his abode Shantiniketan.



## True Colors of Devotion (12th-16th Oct' 2010)



Durga Puja Festival





Durga Puja Festival

## *Magical Bengal*



The based 'Durga Puja' remained one of the main attractions at Gurgaon Shopping Festival. The Puja Pandal and the Idol were made by the Calcutta Art College Alumnus. Our Durga Idol won the best Idol award by The Times of India Durga Devi Namastute initiative.

A painting exhibition cum sale, 'Different Strokes - A young artistic expression' was also showcased there. Different competitions like Rangoli making, T-shirt painting and Slogan writing were held by Nerolac, which got an overwhelming response. Apart from this, Dandia Night was also organized where all the crew to the visitors couldn't stop dancing to the Garba beats played by the DJ.





*Adrenaline Rushing Escapade  
(6th-28th Oct' 2010)*



Adventure carnival was a blast for all adventure lovers as it provided them with a rare opportunity to indulge into hard-core adventure and experience something extraordinary. Bungee Jumping from hundreds of feet, walking down on glass wall setting hands free, capturing the enemy post while fighting in battle field and many more daring & thrilling actions brought exhilarating experience and thrill for those who love adrenaline rush & helped them to discover the extent of their strength & courage.





## *Sizzling Gastronomic Delights (6th-28th Oct' 2010)*



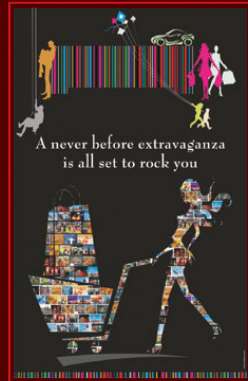
Food Festival provided the ardent foodies an opportunity to indulge their palates in the most scrumptious indian and international cuisines. From bold aromas to subtle flavours, the wide variety that was present on the display ensured that no food enthusiast was left unsatisfied.

# Media Plan

Media	Publication	Size	Qty.	Total Secs.
Print	Times of India	Full Page	17	-----
Print	Times of India	Half Page	14	-----
Electronic	Big FM	-----	4	3040
Electronic	Red FM	-----	4	6080
Hoarding	-----	13ftx 26ft	40	-----
Poster	-----	A3	100	-----
Poll Kiosk	-----	8ftx 4ft	150	3550
Utility	-----	13.7x8, 17.2x8 45x8 39.3x7.3	3	-----
Standee	-----	4x8	75	-----



## Print Advertising



A never before extravaganza is all set to rock you



**Gurgaon shopping festival**  
Unlimited Shopping, Irresistible Fun!  
30 Days - Nonstop  
A roller-coaster ride through



**Gurgaon shopping festival**  
Unlimited Shopping, Irresistible Fun!  
30 Days - Nonstop  
Guest opportunity to make your brand more visible



**THE INDIAN RODEO CIRCUS**  
Rock with Rhythm & Fervor



**HELLO DRIVE! AUTO MALL 2010**  
DATE: 6<sup>TH</sup> - 10<sup>TH</sup> OCTOBER, 2010  
Speak • Style • Spectacle



**International Property Affaire**  
Meet India's top-notch Real Estate Developers, Financiers & Associates under a single roof

## Print Advertising



**Gurgaon shopping festival**  
Unlimited Shopping, Irresistible Fun!  
30 Days - Nonstop  
Grand Opening Today



**Gurgaon shopping festival**  
Unlimited Shopping, Irresistible Fun!  
30 Days - Nonstop  
Country's largest & longest running Property Exhibition & Conclave



**HELLO DRIVE! AUTO MALL 2010**  
DATE: 6<sup>TH</sup> - 10<sup>TH</sup> OCTOBER, 2010  
VENUE: GURGAON SHOPPING FESTIVAL, NEAR IFFCO CHOWK METRO STATION, LEISURE VALLEY, SEC-29, GURGAON. TIMING: 10:00AM - 8:00PM  
GRAND OPENING TODAY



**Gurgaon shopping festival**  
Unlimited Shopping, Irresistible Fun!  
30 Days - Nonstop  
Nonstop Entertaining Entertainment

## Outdoor Advertising



Gate Over



Easel Standee



Mall Backdrop



Utility

## Outdoor Advertising



Poll Kiosk



Backdrop



Street Van-Front



Street Van-Back



## Outdoor Advertising



Hoarding



Backdrop

## Print Media



Brochure-Front & Back



Brochure-Inside pages

## Outdoor Advertising



Poster



Dangler

## Electronic Advertising



### Radio Spot for Gurgaon Shopping Festival

Catch unlimited masti & dhamal at The Gurgaon Shopping Festival - the hottest shopping fiesta of the town, with events like Indian Rendezvous, Mall-O-Mania, Food Festival, Automall, Adventure Carnival, Kid's Carnival, Property Affaire & Durga Puja. The fun & nonstop festivity starts from 6th Oct at Gurgaon Shopping festival, Leisure Valley, Sector 29. Don't miss the excitement.



### Radio Spot for Indian Rendezvous

Come & catch the action at the opening ceremony of Indian Rendezvous, a cultural extravaganza on 6th Oct. Get the highest dose of excitement with Shaan, Perizaad, Stereo Nation, International Rope Dance, Laser Show and Morani's fire works at Leisure Valley, Sector 29, Gurgaon. Don't miss it.

## About Event Manager

Relio Quick - India's first TUV certified ISO 9001:2000 & INS Accredited Agency provides Integrated Marketing Communication Solutions from conceptualisation to execution.

Relio Quick has carved a niche for itself in the field of exhibitions through novel concepts like Truck Bazaar, Auto Mall, Property Affairs and Educational Conclave.

Our ability to conceptualise, meticulously plan and execute big events on turnkey basis has earned us trust of corporates like Toyota, GM, Maruti, Hyundai, M&M, TATA Motors, Honda, Skoda, Ford, Volvo, Yamaha, TVS, SBI, ICICI Bank, Canara Bank, Axis Bank, SBI etc.

Some of the key exhibitions organised by us in India & abroad:

Real Estate India - Property show in US and Canada

Property and Finance Exhibitions for Various Banks

Auto Shows for banks and car manufacturers

Educational Conclave catering to education industry



### Relio Quick India Pvt. Ltd.

India's first TUV certified ISO 9001:2000 & INS Accredited  
Integrated Marketing Communication Solutions Provider.

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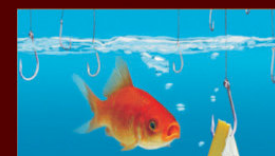
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# Gurgaon shopping festival

6th Oct - 7th Nov' 2010

A MILESTONE ACHIEVED IN ARENA OF ENTERTAINMENT FIESTA



#### ORGANISERS

Incredible India

HARYANA  
TOURISM



REDCO  
HARYANA

THE TIMES OF INDIA

#### Print Media Partner

#### Travel Partner

STC  
TRAVEL  
GROUP  
[www.stcgroup.com](http://www.stcgroup.com)

#### Event Manager

Relio Quick  
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