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AUTO MALL 2009

"CHANDIGARH'S LARGEST AUTOMOBILE EXHIBITION"

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PROJECT REPORT



Event Organized By



www.relioquick.com

6TH - 8TH MARCH 2009, PARADE GROUND, SECTOR-17, CHANDIGARH





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Inauguration by Shri Rajan Pental, Sr.Vice President & Business Manager Auto Loans, HDFC Bank accompanied by Sandeep Kapoor, Managing Director, Relio Quick India Pvt. Ltd.





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PREVIEW

After the phenomenal success of Auto Mall New Delhi in January this year, Relio Quick has once again made history with Auto Mall Chandigarh which far exceeded the success of the former. The three days Automobile extravaganza was kick started with the inauguration by Mr. Rajan Pental, Sr.Vice President & Business Manager Auto Loans, HDFC Bank.

The main attractions of the event were:

- Style Biking Show by the best Professional Stunt Riders from different corners of the country.
- Super Bikes e.g. Triumph Rocket 3, Honda 954 CBR Fireblade, Dirt Bike KTM 250cc Off-road
- Pocket Bikes e.g. Super Pocket Bike and Pocket Chopper Bike
- All Terrain Vehicles (ATV)
- Formula One Car & Off Road Vehicles developed by the students of Thapar University Patiala, Punjab Engineering College, Indo Global College of Engineering, Sant Longowal Institute of Engineering and Technology, Chitkara Institute of Engineering & Technology, Patiala. & University Institute of Engineering & Technology (UIET) Punjab University, Chandigarh
- Vintage Cars
- Automobile Job Fair

The major car brands that stole the show were General Motors' Chevrolet Spark, Aveo U-VA, Chevrolet Captiva, Honda City, Honda Civic, Mahindra & Mahindra's newly launched Xylo, Mahindra LOGAN, Tata Motors' Indica Vista, Fiat Linea & Safari Dicor, Skoda's Fabia & Laura, Toyota's Innova, Corolla, Camry, Magus Cars' Land Cruiser V8, Porsche Cayenne, Volkswagen's Jetta, Passat & Touareg, Mitsubishi's Lancer Cedia, Pajero & Outlander, Ford's Fiesta & Endeavour, Maruti's Zen Estilo, A-star, Swift & Grand Vitara.

After the success of Auto Mall at Delhi & Chandigarh, Relio Quick is planning to organize Auto Mall at few more cities in India.





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- Avon • LML • Garmin • Hero Honda • Yamaha • Hero Electric
- Suzuki • Super Bikes (BBW) • Electrotherm • Eicher • Bosch
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OVERWHELMING RESPONSE

The event drew in more than 2.20 Lac visitors from various parts of Punjab, Haryana, Himachal Pradesh in addition to Chandigarh as well as from Delhi who had fresh memories of Auto Mall New Delhi organized in January this year. A total of 18,670 enquiries were generated out of which 1656 were hot enquiries, the Super Bikes generated more than 400 enquiries, Pocket Bikes generated 240 enquiries, Triumph had 6 enquiries & Premium Cars had 590 enquiries in the event.





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- HONDA 954 CBR FIREBLADE
- KTM 250CC OFF-ROAD
- SUPER POCKET BIKE
- POCKET CHOPPER BIKE





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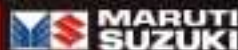
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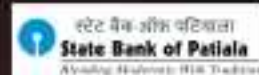
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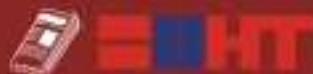
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Hindustan Times (HT) is a leading newspaper in India, published since 1924 with roots in the independence movement. Hindustan Times is the flagship publication of HT Media Ltd. Relio Quick is proud to have Hindustan Times as one of its media partner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





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Dainik Bhaskar is a Hindi-language daily newspaper of India. It started in 1958 from Bhopal, capital of Madhya Pradesh. Currently it is published from many cities of North India. Relio Quick is proud to have Dainik Bhaskar as one of its media partner for Auto Mall 2009, Chandigarh. Relio Quick acknowledges the support given by Dainik Bhaskar to make the event a great success.





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Pioneer Publicity Corporation Pvt. Ltd. was the outdoor partner of Relio Quick for the event. It provided all the outdoor publicity for the event and helped to attract more than 2.20 Lac visitors to the event. Relio Quick acknowledges the support given by Pioneer Publicity Corporation Pvt. Ltd. to make Auto Mall 2009, Chandigarh a great success.





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Having 17 stations in all major cities in India 94.3 MY FM is an offspring of Synergy Media Entertainment Limited, which is a wholly owned company of the Bhaskar Group. Relio Quick is proud to have 94.3 MY FM as the radio partner for providing the radio publicity for the event. The support given by 94.3 MY FM is immeasurable and its contribution has definitely contributed to the success of Auto Mall 2009, Chandigarh.





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Relio Quick acknowledges MIS Outsourcing Pvt. Ltd. for organizing "AUTOMOBILE 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, Chandigarh.





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Managerial Director
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BY

Mr. A. K. Singh, Assistant Manager

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- ▶ GATE

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Gate Panel (Right side - 2)

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Name _____		Name _____	
Address _____		Address _____	
Tel. No. _____		Tel. No. _____	
Present Car / Bike _____		Make _____ Model / Year _____	
My Next Car / Bike _____		Planning to buy in 1 Month / 3 Months / 6 Months	
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PRINT MEDIA NEWSPAPERS

Publication	Date of Release	Ad Type
DAINIK BHASKAR CHANDIGARH	14.02.2009	Half Page
HT MAIN CHANDIGARH	15.02.2009	Half Page
HT LIVE CHANDIGARH	21.02.2009	Full Page
DAINIK BHASKAR CHANDIGARH	22.02.2009	Half Page
HT MAIN CHANDIGARH	28.02.2009	Half Page
HT LIVE CHANDIGARHHT	04.03.2009	Full Page
DAINIK BHASKAR CHANDIGARH	05.03.2009	Half Page
DAINIK BHASKAR CHANDIGARH	06.03.2009	Half Page
HT MAIN CHANDIGARH	06.03.2009	Full Page
DAINIK BHASKAR CHANDIGARH	07.03.2009	Half Page
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As a Part, of HT Live Chandigarh
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HT Main Chandigarh - 28-03-09



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CHANDIGARH'S LARGEST AUTOMOBILE EXHIBITION IN U.I.
www.automallindia.net

**AFTER PHENOMENAL SUCCESS IN DELHI
NOW AUTO MALL COMES TO ROCK CHANDIGARH**

STYLE BRINGS
AT THE AUTO MALL 2009

HT Live Chandigarh - 04-03-09





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ELECTRONIC MEDIA

RADIO

Promos 26th Feb '09 To 07th March '09 (Upto 7th Evening)	25 No. (30 sec each) for 10 days
RJ Mentions 27th Feb 09 to 7th March 09 (10 AM to 6 PM) 8th March 09 (10 AM to 1 PM)	05 no.Per Day for 10 Day
OB Links 3rd March '09 to 7th March '09 (Upto 7th Evening)	02 no.Per Day for 05 Days
Auto Mall Property 2nd, 4th & 6th March 09	
Reverse SMS	
Outstanding RJ	02 Hrs. Live Links from Venue on 7th March, 2009





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ELECTRONIC MEDIA RADIO

JINGLE

Luxury, Style, Performance, the power of wheels. Experience the most incredible automobile extravaganza. Check out the finest automobile brands on display. After the phenomenal success in Delhi, Relio Quick Presents Auto Mall 2009 at Parade Ground, Chandigarh from 6th to 8th March. Enjoy the exciting Bike Stunt Shows, Formula One Car, Super Bikes, Modified Bikes, Vintage Cars & also an Unique Automobile Job Fair. So be there on 6th, 7th & 8th March.

Don't miss it!





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ELECTRONIC MEDIA RADIO

ACTIVITIES

A variety of promotional activities were done in Radio for publicizing the event like:

- Radio Promos
- RJ Mentions
- OB links
- Auto Mall Property
- Reverse SMS
- Outstanding RJ airing live from the venue of the event

The live interaction with the visitors even heightened the interest among the people of the city. It helped to draw in more & more people to the event.





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MEDIA COVERAGE NEWSPAPERS



09-03-09





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MEDIA COVERAGE NEWSPAPERS



05-03-09





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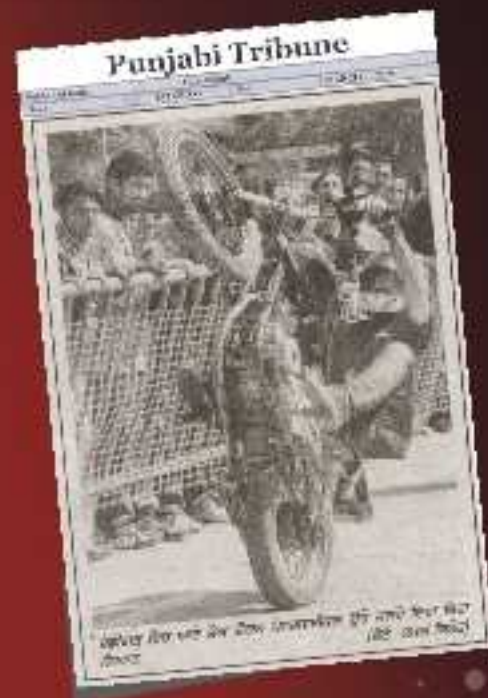
MEDIA COVERAGE NEWSPAPERS



08-03-09



07-03-09



07-03-09





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MEDIA COVERAGE TELEVISION

- Din Bhar
- Ab Tak
- 3K
- SITI Channel
- Prime Channel
- Sky News
- Haryana Din Bhar
- Standard World





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RELIO QUICK
www.relioquick.com

OUTDOOR PUBLICITY



UNIPOLE – Kali Mandir - Patiala



UNIPOLE – Leela Bhawan - Patiala





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OUTDOOR PUBLICITY



UNIPOL – Dukhniwaran - Patiala



UNIPOL – Ranjit Avenue - Amritsar





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OUTDOOR PUBLICITY



UNIPOLE – Khalsa College - Amritsar



UNIPOLE – Mandi - Rly Stn - Amritsar





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UNIPOLE - Bharat Nagar Chowk - Ludhiana





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UNIPOLE – Bhaiwala Chowk - Ludhiana





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PARTICIPATION FELICITATION





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THANK YOU

