

PROJECT REPORT

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Event Organized By



Relio Quick India Pvt. Ltd.

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www.relioquick.com

9th - 11th Jan 2009, PRAGATI MAIDAN, NEW DELHI





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.).





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 ambiance 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.







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







PRESENTER



We understand your world

PARTICIPANTS

























TATA MOTORS

VINTAGE CARS







PARTICIPANTS



Super Bikes (BBW)



Formula1 Car























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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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Formula1 Car









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Super Bikes
Displayed by
BBW





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





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PORSCHE Cayenne



• TOYOTA Land Cruiser V8 200series





BMW X 6 35D







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Premium Lounge





Make Every Day Exciting



FORD Endeavour









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NISSAN Teana





TOYOTA Prado







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• GM Captiva





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HONDA Accord





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PRINT MEDIA PARTNER



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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OUTDOOR MEDIA PARTNER

@ PIONEER

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.







RADIO PARTNER



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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MANPOWER PARTNER

Manpower India Services
www.manpowerindia.com

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 <u>immeasurable and its contribution has definitely contributed to the success of Auto Mall 2009</u>.



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INVITATION HIDEO WEALTH MANAGEMENT CUSTOMER



HOPC Bank & Reto Quick Condesty Invite you On the occasion of Auto Mail 2008 Detr's Largest Auto Exhibition Patrick Largest Auto Exhibition Patrick Largest Auto Exhibition Power party Cook tall & Dimer On Securopy, Total or January 2009 0,30 and ontwards Ac Protrain Largest, Auto Mail 2009 At Hall No. 7 A Progad Maidan, New Outs 800P Tax annual Cont Mailanness Market





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HOARDINGS

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- Kioska
- HANG OUT
- HALOGEN POLE







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PRINT

REGISTRATION CARDS

- CAPS
- CAR PASS
- VENDOR PASS

6	th, 10th, 11th Jan 2009, Pragati Maidan
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PRINT MEDIA NEWSPAPERS

Publication	Date of Release	Position	Ad Size & Ad Type 400 sq.cm. (color)	
HT+MINT All Edition	20.12.2008	Back Page		
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, 5th Jan 09, 9th Jan 09 (Full Page)





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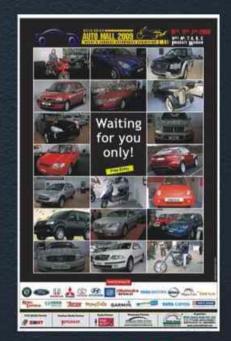
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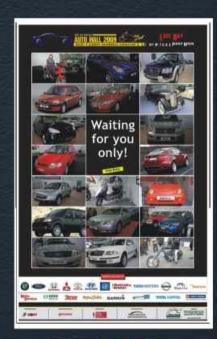


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ELECTRONIC MEDIA

RADIO

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

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





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TINGLE

Luxury, Style, Performance, the power of wheels. Experience the most incredible automobile extravaganza. Check out the finest automobile brands on display. Relio Quick presents Auto Mall 2009, Delhi's Largest Automobile Exhibition from 9th to 11th January at Pragati Maidan featuring exclusive automobile brands, Formula One Car, Hybrid Car, Modified Car & Bike.





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ELECTRONIC MEDIA

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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Punjab Kesari

ऑटो मॉल 2009

चंडीगड, 7 जनवरी (संपी): आंटी शी में में एक ऑटी मॉल 2009 प्रदर्शनी शिक्षी अंधिनमां भाग से रही है।

उसके आयोजक संदीय कपूर के अनुसार प्रदर्शनी के अधि अधि मीबाइल क्रेपनियो के प्राप्ति मैदान में 9 जनवर्री से शुरू हो। के लिए कारोबार की संभावनाए खुलीती रही है। दिखी को यह मुजरे बड़े अंटिमोबाइल - याच ही आम जनता को भी जॉटो क्षेत्र में प्रदर्शनी 11 जनवरी तक चलेगी। प्रदर्शनी हो रही नवीनतम हलवाले के बारे में जानने में बेहतरीन ऑटो मोबाइल बांद्रम, लग्जरी का मीका मिलेगा। फोई, टोबीटा, जनरल कारें, फार्मेला वन कार और जिटेन कारें तो मोटर्स, मीरिवा, टाटा मीटर्स, बॉस्डा, स्कोशा दिस्पने की ही जाएंगी सारध ही मॉडीफाइड और हिंदुस्तान मोटर्स कुछ ऐसे बांड हैं, जी कारें और बहक भी प्रदर्शित की जाएंगी। इन आंटी की में अपनी मशीनों का प्रदर्शन इस प्रदर्शनी में देश-विदेश की करीब 20 करेंगे। इस प्रदर्शनी में विकिटमें के लिए कोर्स एंटी टिकट नहीं होगी।





10-01-09

09-01-09

08-01-09







MEDIA COVERAGE TELEVISION

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- Dilli Aaj Tak
- CNEB
- Azad News
- Ticker of NDTV Metronation
- Star News
- Zee News
- News 24







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BILLBOARD - Neelam Flyover - Faridabad



SIGNAGE - New Delhi RLY STN Ajmeri Gate - Delhi



BILLBOARD - Bhogal - Delhi



BILLBOARD - Delite Cinema Asafali Road - Delhi





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