



RELIO QUICK PRESENTS
AUTO MALL 2009
www.automallindia.net



AUTO MALL – DELHI & CHANDIGARH

“When the going gets tough, the tough gets going”

It was January 2009, when the industry as a whole and Auto sector in particular was facing the heat of the recession. Consumer sentiments were low, finance was scarce and automobile players were not doing much consumer activities. Under such circumstances, Relio Quick organized **Auto Mall in Delhi & Chandigarh**. The objective was to bring together automobile players along with financiers and media at one platform and create a massive hype to generate interest and desire in the consumers' mind.

RESULTS

Delhi: Participants : 25, Visitors : >1,30,000, Enquiries : 14252, Hot Prospects : 595
 Spot bookings : 6 luxury cars, Conversions : 75% - 80%

Chandigarh: Participants : 32, Visitors : >2,20,000, Enquiries : 18760, Hot Prospects : 1656, Triumph enquiries : 6
 Super bike enquiries : >400, Premium car enquiries : 590, Conversions : 75% - 80%

Perfect application of the promotional mix – the tools of IMC

- Advertising • Outdoor • Direct Marketing & Personal Selling • Internet Communications • PR • Interactive

