



**HYUNDAI UTSAV**  
**Hyundai Ke Sath Khushion Ki Shuruat**

To reach out the customers during the Rabi harvesting season in Punjab and AP, Relio Quick conceptualized and implemented activation program namely **Hyundai Ke Sath Khushion Ki Shuruat**. Under this program, 3 teams each in Punjab and AP covered 110 mandis in 42 days period. Two days program was organized in each of these mandis.

The program was aimed at reaching out the prospective buyers during the harvesting season when they have ready cash available and hence it was easy for them to make purchase decision. Apart from the farmers, this activity was also targeted at arthias, traders and shopkeepers, local SMEs, doctors, lawyers and school teachers etc. There was special scheme from Hyundai for each of this target segment.

**RESULTS**  
**Visitors: 5009, Enquiries: 3674, Test drives: 919, Hot enquiries: 659, Spot bookings: 35**

**A perfect example of Rural Promotion**  
 • Reaching out • Right place • Right time • Consumer connect • Publicity with local flavor

