

OM SAI HONDA



Client: OM Sai Honda are the largest dealers of Honda Bikes in the western suburbs and are situated at Malad, one of the promising location in Mumbai

Mission: The client wanted to promote their entire range of bikes and generate leads and awareness amongst the masses. Essentially the client wanted to promote both the dealership as well as awareness about the entire range of products

Execution: The Client exhibited the entire range of Honda bikes at the atrium of Megamall along with trained sales staff that explained product features and answered customer queries. Promoters also stressed on the safety features of the bike and offered test rides to those interested.



Venue: Mega Mall, Mumbai

At nearly half a million sq.ft., Mega Mall is the largest and most stylish mall development in Andheri. The focus of the retail mix is to provide an exciting range of international and Indian fashion. The anchors are Pantaloons , Croma & Big Bazaar. Other currently operating stores include S Oliver, Sisley, Reebok, Kazo, United Colors of Benetton, Lerros, Tresmode, Veramoda, Jack & Jones and Wills Lifestyle.



Result: 204 enquires out of which 10 were closed.

``With reference to the display in Mega Mall, we would like to thank SPI for the support, and also we would like to put on record that the show was a major success and we were able to sell 10 bikes of CB TWISTER & CBF STUNNER., if given a chance we would like to work again in future.`` Vijay Pandey (CEO) Om Sai Honda

