



Lift Branding Campaign
for
Mahindra XUV700





Aim of Campaign

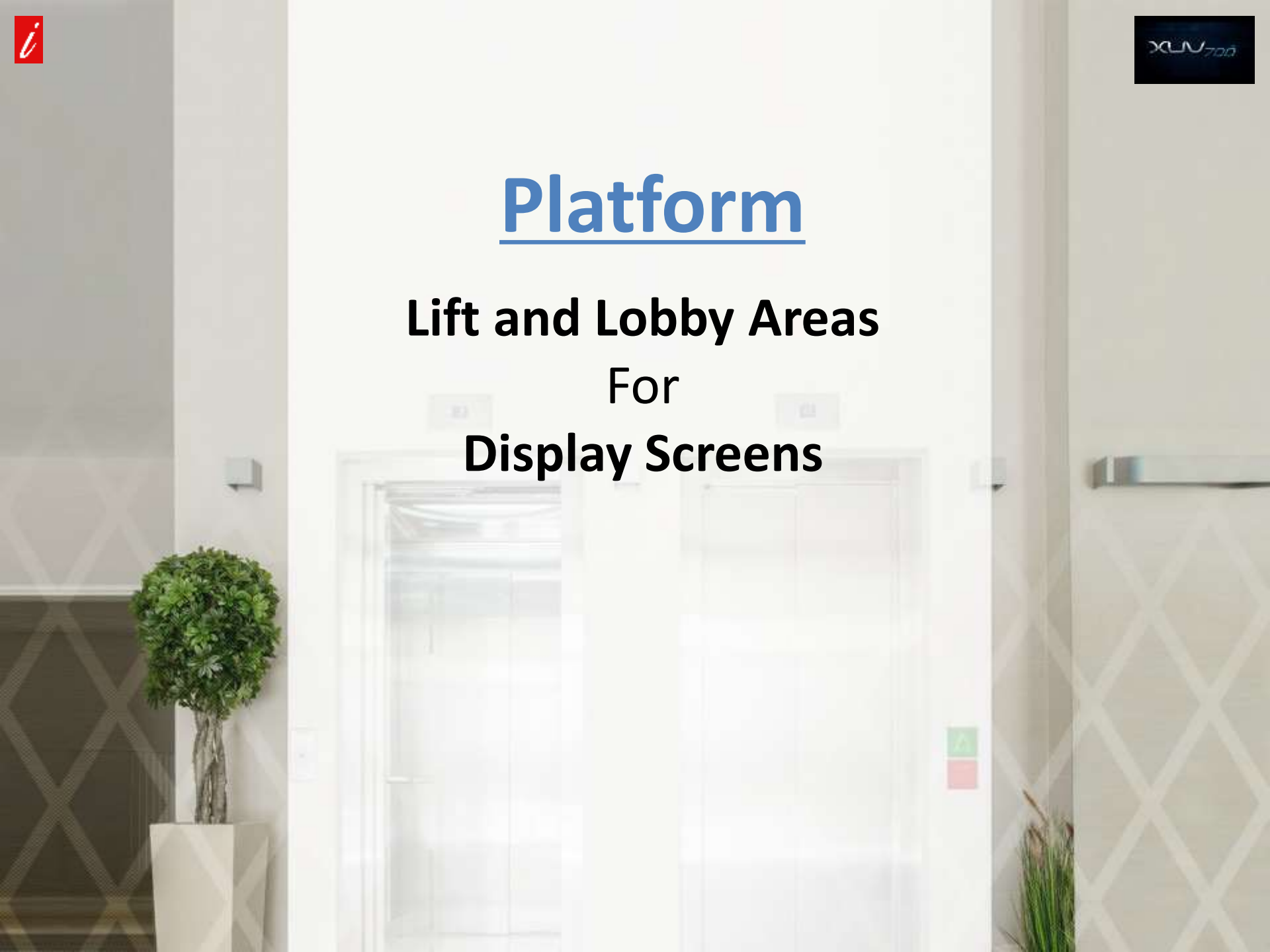
**Brand Awareness
And
Lead Generation**





Platform

**Lift and Lobby Areas
For
Display Screens**



Benefits of the Media

- ❖ We can choose the audience as per need is that buying capacity.
- ❖ **Age:-** Behaviour Pattern



Flow of Activity



Scanner

Whenever
Person Clicks



Enquiry Form



Landing Page

Lead Form



Flow of Activity with New creatives



Scanner

Whenever
Person Clicks



Landing Page

Lead Form



Landing Page

SPORT UTILITY VEHICLES

HELLO 2024 XUV700

Price Range Starts at ₹13.99 Lakh*

XUV700

NEW VENTILATED SEATS

DUAL 26.03 cm HD SUPERSCREEN

NEW 2nd ROW CAPTAIN SEATS

Creative Visualization. For illustrative purpose only. Tinted glass on the vehicle is due to lighting effect. *Ex-showroom price mentioned is of MX variant (5 Seater) (All India). It may differ depending on the variant, colour and features of the vehicle. For exact pricing details, please visit your nearest authorised Mahindra dealership.



New Landing Page

**Fast Forward»
To the big league.**

3 YEAR ANNIVERSARY

Fully loaded AX7 at ₹ **19.49 Lakh***

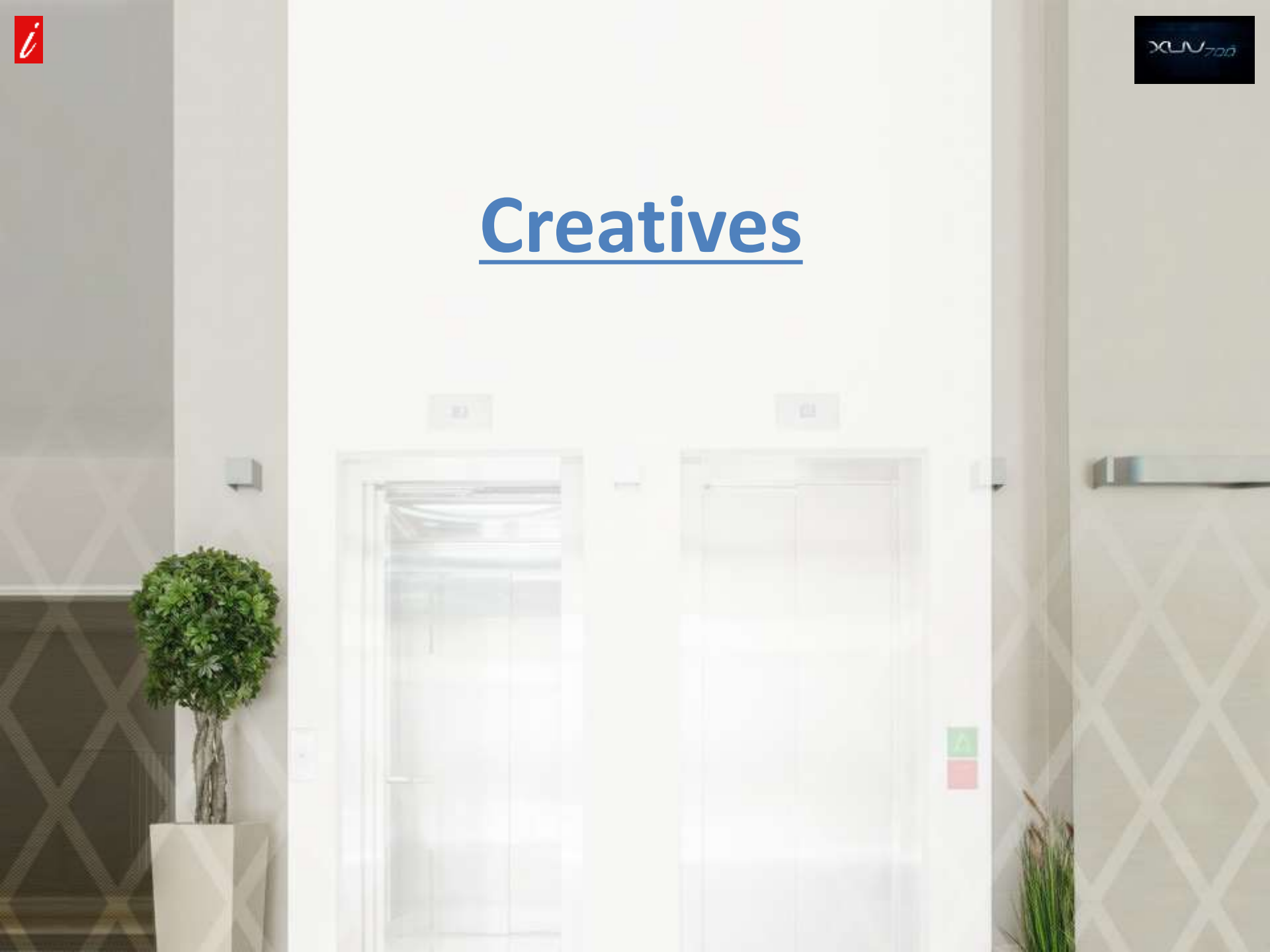
Dual 26.03 cm HD Superscreen | Level-2 ADAS | Panoramic Skyroof™
Amazon Alexa Built-in | 6 Airbags | Leatherette seats | 6-way powered driver seat
Driver drowsiness detection | Adaptive Cruise Control

XUV700

*T&C Apply. Ex-showroom price all-India for AX7 Petrol Manual variant.



Creatives





Creative-1



mahindra ^{Rise}

SPORT
UTILITY
VEHICLES

HELLO 2024 XUV700



For a Home Test Drive
Scan the QR Code
or
Give a Missed Call*

 **966 767 8800**





NEW VENTILATED SEATS



DUAL 32" HD HD SUNROOFS



NEW 2ND ROW CAPTAIN SEATS

Price Range Starts at
₹13.99 Lakh*

SHUBAN SAI

SHOWROOM	WORKSHOP
<ul style="list-style-type: none"> • Rajapur • Sec 20 dwarika • Najafgarh 	<ul style="list-style-type: none"> • Mayapuri • Nangli Najafgarh

XUV700

*MSRP. Excludes taxes, insurance, and other charges. Price may vary. © 2024 Mahindra & Mahindra. All rights reserved.



Creative-2



mahindra ^{Rise}

WORLD
OF
EXCELLENCE

HELLO 2024 XUV700



For a Home Test Drive
Scan the QR Code
or
Give a Missed Call*

 **966 767 8800**





NEW VENTILATED SEATS



DUAL 35.90CM HD SUNROCKERS



NEW 2ND ROW CAPTAIN SEATS

Price Range Starts at
₹13.99 Lakh*

XUV700

*Price is for reference only. Final price on the vehicle is due to lighting effect. It is subject to change without any prior notice. All models of the XUV700 are available in the market. Prices are subject to change without any prior notice. For more information, please visit our website or call our customer care number.



New Creatives





New Creative-1



 **mahindra**^{Rise}

Fast Forward»
to the big league. |  **3**
YEAR ANNIVERSARY

For a Home Test Drive
Scan the QR Code
or
Give a Missed Call*

 **966 767 8800**




Fully loaded AX7 at ₹ **19.49 Lakh***

Dual 26.03 cm HD Superscreen | Level-2 ADAS | Panoramic Skyroof™
Amazon Alexa Built-in | 6 Airbags | Leatherette seats | 6-way powered driver seat
Driver drowsiness detection | Adaptive Cruise Control

XUV700

*T&C Apply. On-showroom price all-India for AX7 Petrol/Manual variant



New Creative-2



 **mahindra**^{Rise}

Fast Forward»
to the big league. |  **3**
YEAR ANNIVERSARY

For a Home Test Drive
Scan the QR Code
or
Give a Missed Call*

 **966 767 8800**




SHUBAN SAI

SHOWROOM	WORKSHOP
<ul style="list-style-type: none"> • Rajapur • Sec 20 Dwarka • Noida/Gurgaon 	<ul style="list-style-type: none"> • Mayapuri • Nangli Najafgarh

Fully loaded AX7 at ₹ **19.49 Lakh***

Dual 28.03 cm HD Superscreen | Level-2 ADAS | Panoramic Skyroof™
Amazon Alexa Built-in | 8 Airbags | Leatherette seats | 8-way powered driver seat
Driver drowsiness detection | Adaptive Cruise Control

XUV 700

*T&C Apply, On-showroom price all-India for AX7 Petrol/Manual variant



Report



Delhi & NCR

Date: 01.08.2024

Log Report Delhi & NCR						
Date	Total Screens	Total Absolute Reach	Total Repeat Reach	Total Impressions to deliver for duration	Total Impressions delivered during report period	Surplus / Balance
06-0702024	1355	226708	226708	975600	1576656	601056
07-0702024	1355	226708	226708	975600	1516669	541069
08-0702024	1355	226708	226708	975600	1521649	546049
09-0702024	1355	226708	226708	975600	1337173	361573
10-0702024	1355	226708	226708	975600	514539	-461061
11-0702024	1355	226708	226708	975600	406786	-568814
12-0702024	1355	226708	226708	975600	1161891	186291
13-0702024	1355	226708	226708	975600	1364896	389296
Total	1355	226708	226708	7804800	9400259	1595459

On Behalf of Adonmo India Pvt. Ltd



Sumit Oriya
AGM Sales





Report



Dwarka

Date: 01.08.2024

Log Report Dwarka						
Date	Total Screenshot	Total Absolute Reach	Total Repeat Reach	Total Impressions to deliver for duration	Total Impressions delivered during report period	Surplus / Balance
06-0702024	86	17861	17861	61920	78262	16342
07-0702024	86	17861	17861	61920	76891	14971
08-0702024	86	17861	17861	61920	73865	11945
09-0702024	86	17861	17861	61920	68974	7054
10-0702024	86	17861	17861	61920	32697	-29223
11-0702024	86	17861	17861	61920	32578	-29342
12-0702024	86	17861	17861	61920	67721	5801
13-0702024	86	17861	17861	61920	68294	6374
Total	86	17861	17861	495360	499282	3922

Sincerely,

On Behalf of Adonmo India Pvt. Ltd



Sumit Oriya
AGM Sales





Leads Report

Total Lead	Cold lead	Interested	TD taken	Booked Vehicle	Hot Lead
23	6	12	3	1	3



THANK YOU

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