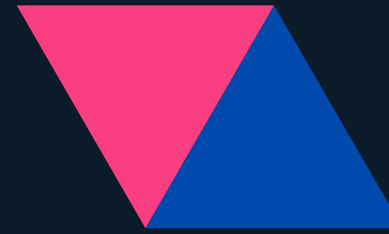




MARUTI SUZUKI NEXA XL6 LAUNCH

Maruti Suzuki successfully launched its most awaited new model NEXA XL6 with 28895+ active viewers and top media coverage in a Hybrid event with Multi TV





About the Organization



Maruti Suzuki is one of the most popular automobile brands in India. The company offers a wide range of cars, SUVs and vans that are known for their reliability, fuel efficiency and affordability. The company was founded in 1981 and started operations in 1983. Initially, Maruti Suzuki only manufactured small cars like the Maruti 800 and the Omni. However, the company quickly expanded its product range to include a wider variety of vehicles.

KEY STATS

28895+
VIEWERS

3000 MIN+
VIEWING TIME



4419+
PEAK
CONCURRENT

1 HOUR+
UNINTERRUPTED LIVE
STREAMING ACROSS
SOCIAL MEDIA CHANNELS

Goal

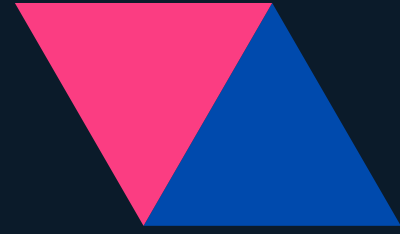
- Maruti Nexa XL6 event was a unique, captivating experience for 28000+ viewers both virtually and hybrid. Event was integrated with Huge multiple 3D screens and HD quality streaming with flashing light and sound.
- The leaders of Maruti Suzuki Mr Hisashi Takeuchi and Mr Shashank addressed the event and enticed audience with details of their new product, so gather the trust of customers.
- Goal was to generate market demand with interactive live chat sessions with sales representatives and collect customer feedback on spot.
- The team of Multi TV experts understood the event requirement and delivered an immersive experience that replicated desire of a physical event in a virtual landscape.



Results

The recent launch of Maruti Suzuki's new car model NEXAL XL6 was a resounding success, with 20–30 top media executives for coverage of the event and approx. 4000+ live virtual attendees in hybrid event with Multi TV. This event gave an opportunity for potential customers to get up close and personal with the features, comfortability, price and subscription of the new product launch of Maruti Suzuki. This flashing event generated a great deal of excitement and interest in the new car model as SUVs are the demand for next generation. An audience in the live event got an opportunity to check out features and first look of the car on the launch day.





Audience Engagement Insight

The event was throughout seamlessly engaging with uninterrupted streaming on all social media platform.

- Fully customized and branded dynamic motion lobby for a holistic experience.
- Auditorium with live chat.
- Q/A feature to engage attendees during sessions,
- Networking lounges for engagement.



Reach to global Market

Multi TV virtual/hybrid event gives you an opportunity to reach out your potential clients, who attended your Virtual event and try to find out more about their interests. Multivirtual event with their strong and rich data analytics provide the real time report of attendees behaviour which directs in generating leads so that prospects which leads to sale conversion. Thus, adding another successful event to our bucket list of amazing events that left attendees mesmerized.

Live streaming of event on wide range of channels with valuable and promotional content on all social media platforms and create a buzz around.

[Sign up for our Virtual Townhall today!](#)
You won't regret it.