



## **AUTOMOBILE ENGINEERING DEPARTMENT GOVERNMENT POLYTECHNIC, AHMEDABAD**

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### **Webinar on Transformation in Automobile Marketing**

<b>Name of Department/Organizer</b>	Automobile Engineering Department
<b>Date:</b>	12-10-2020
<b>Venue/ Platform:</b>	Automobile Engineering department, GP, Ahmedabad.(online)
<b>No. of Participants:</b>	3 <sup>rd</sup> sem students

#### **❖ Objective of the Event-**

This Online Webinar is conducted by Automobile Engineering Department on topic of Transportation in Automobile Marketing by Himalay Kher. To introduce the students about how the auto sector is growing up and what are the key features for automobile marketing.

#### **❖ Outcome of the Event –**

Students will Get Information about why Transformation in Automobile Marketing is Crucial for Automobile Companies. Students get to know about Traditional Marketing and Digital marketing and It's Benefits. They also learn about How to target Right Customers threats and Future of automobile marketing sector.



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### ❖ Event Photographs

**AUTOMOBILE ENGINEERING DEPARTMENT  
GOVERNMENT POLYTECHNIC AHMEDABAD**

**A  
WEBINAR ON  
TRANSFORMATION IN  
AUTOMOBILE MARKETING**

TIME: 2PM  
DATE: 12-10-2020

*"Learn the Definition of  
a Taglines and  
How it is used in Marketing"*

**SPEAKER**  
**H KHER**  
**B TECH (MECH)**  
**MBA ( MARKETING )**  
**SALES MANAGER**  
**HIMALAY MOTORS PVT LTD**

**ORGANIZING COMMITTEE**

**T K KANDIYA**  
**LECTURER**  
**AUTOMOBILE DEPARTMENT**

**SHYAM VARGHESE**  
**HEAD OF DEPARTMENT**  
**AUTOMOBILE DEPARTMENT**

**FACILITATOR**  
**B J IYER**  
**PRINCIPAL**  
**GP AHMEDABAD**

2:44 PM 119KB/s 45

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**Threats**

**Reason 1**  
This change is part of a digitally enabled convergence of accelerating technological, social and industry forces that is about to trigger an explosion of innovation in global transportation.

**Reason 2**  
Urban mobility, along with connectivity and the demand for an array of digital channels of service information, will dominate the future of ind suc