

Our New Identity



The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer.

RELIO QUICK AUTO MALL
Season 8 @
Ambience Mall, Gurgaon

21 – 23 JULY 17

ABOUT US

We create a seamless blend of **Online & Offline**

BRAND EXPERIENCES

On one hand, Digital Channels are taking over all other mediums of marketing. They're much more measurable and people are opening up to brands online like never before.

At the same time, On-Ground Experiences are getting bigger and better, with the use of latest technologies like AR/VR and improving quality of design and execution. Consumers want their brands to be more than just twitter handles!

Team Stratagem identifies strongly with this convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.



The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer

ABOUT AUTOMALL

- **Auto Mall** is an IP (Intellectual Property) of RQ managed by Stratagem Business Consulting
- The first Auto Mall was launched in Delhi in 2002. Encouraged by participation from leading car and two wheeler manufacturers, OEMs, auto finance and insurance companies, Auto Mall became an business epicenter which provided opportunities to industry players to showcase their products and services. For visitors, it was a great platform to find various products under the one roof.
- Over the years Auto Mall has become India's Largest Multicity Automobile Exhibition in India covering cities Delhi, Chandigarh, Ludhiana, Mumbai, Ahmedabad, Bangalore and Chennai covering 3000 sq m to 10,000 sq m of space in an indoor venue or built up outdoor venues.

Auto Mall @ Ambience Mall, Gurgaon: 21 – 23 July' 17 – Event Synopsis

After the Grand Success of Auto Mall Season 7 in March 2017
Auto Mall Season 8 @ Ambience Mall, Gurgaon was organized from July 21 – 23, 2017.

Top 9 leading automobile brands participated
AUDI, ISUZU, JLR, MERCEDES, TOYOTA, TATA MOTORS, VOLVO, VOLKSWAGEN, DUCATI

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall @ Ambience Mall, Gurgaon showcased automobiles for all budgets.

All the brands put together generated over **425 Hot Enquires**, **1275 Enquires**, and

Over **2.25+ Lakh** people visited Ambience Mall, during Auto Mall event weekend.



Premium Auto Show

21 - 23 July

Ambience Mall, Gurgaon

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Mercedes-Benz
 The best or nothing.



Volkswagen



Pre Event Promotion

To generate visibility and awareness, Auto Mall event was promoted well in advance

A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

On-ground branding at the Mall was done 1 week prior to the event through Backdrops and standees Screens to create awareness and visibility amongst the Mall visitors.

Pre Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

www.reliomall.com

**TOUCH & FEEL
YOUR
FAVOURITE MODELS**

Premium Auto Show
21 - 23 July
Ambience Mall, Gurgaon

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Pre Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

56th
AutoMall

Gurgaon

#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

21 - 23 July

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

56th
AutoMall

TATA MOTORS

STYLISH
YOUNG
DYNAMIC
TATA NANO
LifeBack.

#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

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21 - 23 July

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AutoMall

Volkswagen

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Pre Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

56th
AutoMall

TOYOTA
Quality Revolution

#AutoMall2017

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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AutoMall

ISUZU
WEAR YOUR
Grabs eyeballs on-road
Grabs trophies off-road

#AutoMall2017

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@ Relio Quick Auto Mall

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Pre Event Promotion – On Ground Branding



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56th
AutoMall



VOLVO

#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

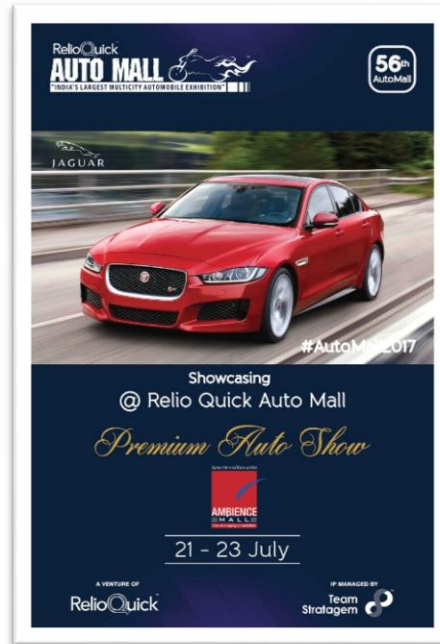
Premium Auto Show



21 - 23 July


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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

56th
AutoMall




JAGUAR

#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

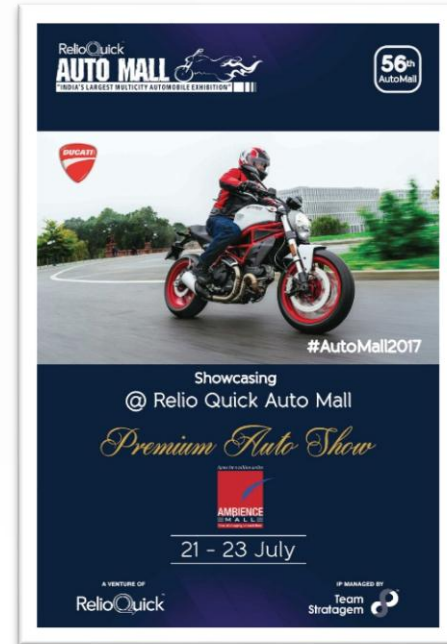
Premium Auto Show



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AutoMall




DUCAATI

#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show



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Live Happenings


Relio Quick Auto Mall
Published by Stratagem 17 · July 22 at 1:25pm · 🌐

'LIVE GLIMPSES'
#JaguarXE #LandoverDiscovery (LFR)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017



Relio Quick AUTO MALL #AutoMall2017

Live Glimpses
Relio Quick Auto Mall @ Ambience Mall, Gurgaon



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2,726 people reached [View Results](#)

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👤 Saurabh Ail, Ajit Rao Ajit and 518 others


Relio Quick Auto Mall
Published by Stratagem 17 · July 22 at 1:29pm · 🌐

'LIVE GLIMPSES'
#Aneco #Tiguan (VOLKSWAGEN)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017



Relio Quick AUTO MALL #AutoMall2017

Live Glimpses
Relio Quick Auto Mall @ Ambience Mall, Gurgaon



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581 people reached [View Results](#)

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👤 Rahul Risa, Sushil Jaat and 26 others

Relio Quick Auto Mall
Published by Stratagem 17 · July 22 at 1:21pm · 🌐

'LIVE GLIMPSES'
#A3Cabriolet #A4 #A6 (AUDI)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017



Relio Quick AUTO MALL #AutoMall2017

Live Glimpses
Relio Quick Auto Mall @ Ambience Mall, Gurgaon



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👤 Vinay Kumar and 44 others



Live Happenings

Relio Quick Auto Mall
Published by Stratagem · 19 · July 22 at 1:18pm · 🌐

'LIVE GLIMPSES'
#CLC (Mercedes)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

Relio Quick AUTO MALL #AutoMall2017
Live Glimpses
Relio Quick Auto Mall @ Ambience Mall, Gurgaon



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1,586 people reached [View Results](#)

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Mohit Gurje, Iman Qureshi and 417 others Chronological

Shani Singh Nice
Live · Reply · Message · ⋮

Relio Quick Auto Mall
Published by Stratagem · 19 · July 22 at 1:18pm · 🌐

'LIVE GLIMPSES'
#AIts #Elios #EliosLive (Toyota)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

Relio Quick AUTO MALL #AutoMall2017
Live Glimpses
Relio Quick Auto Mall @ Ambience Mall, Gurgaon



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273 people reached [View Results](#)

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Elbek Kumar Swami, Abhishek Sani Unheri and 16 others

Relio Quick Auto Mall
Published by Stratagem · 19 · July 22 at 12:45pm · 🌐

'LIVE GLIMPSES'
#G90 #XC90 (VOLVO)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

Relio Quick AUTO MALL #AutoMall2017
Live Glimpses
Relio Quick Auto Mall @ Ambience Mall, Gurgaon



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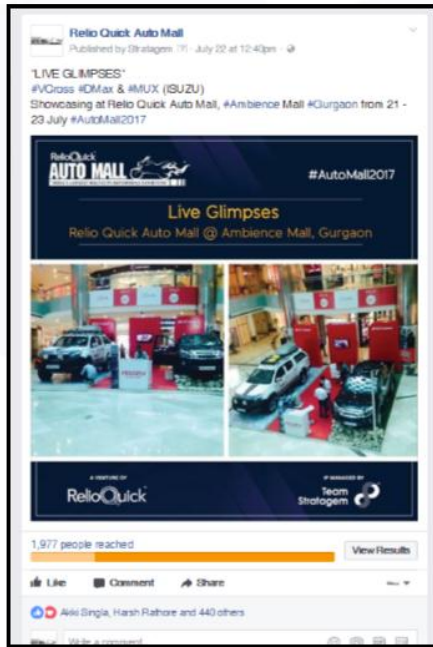
331 people reached [View Results](#)

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Raj Goyal, Minu Redhu and 41 others




Live Happenings



Live Happenings

Relio Quick Auto Mall added 15 new photos — at Ambience Mall, Gurgaon.
Published by Shrey Kapoor · 7/23 at 7:24pm · Gurgaon ·

Sunday Rush at the 8th Edition of Relio Quick Auto Mall at Ambience Mall Gurgaon! Big thanks to all participating brands, visitors and partners! Showcased brands include #Volvo #Mercedes #Isuzu #Audi #Jaguar #LandRover #Ducati #Toyota #Volkswagen #Tata! We'll be back again soon Gurgaon! #AutoMall2017



38,421 people reached [View Results](#)

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Krishanu Borah, Abhijeet Bhasin and 2K others Chronological *



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall
Published by Shrey Kapoor [?] · July 21 at 4:51pm · 🌐

Touch & Feel your favourite Car and Bike models at Relio Quick Auto Mall Premium Auto Shows @ Forum Sujana, Hyderabad & Ambience Mall, Gurgaon (21 - 23 July) Featuring brands like #Audi #Mercedes #Volvo #Jaguar #LandRover #Volkswagen #MarutiSuzuki #Ducati #Kawasaki #Triumph #Isuzu #Mahindra #Toyota #Tata!! #AutoMall2017 The Forum Sujana Mall Ambience Mall, Gurgaon



Relio Quick AUTO MALL
#AutoMall2017

TOUCH & FEEL YOUR FAVOURITE MODELS

Premium Auto Show
21 - 23 July

FORUM SUJANA Hyderabad
&
AMBIENCE MALL Gurgaon

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RELEASED BY **Team Stratagem**

3,299 people reached [View Results](#)

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👍 🤖 Viṣṇāt Śiṅṅh, Vikas Vikas Yadav and 861 others



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall
Published by Stratagem (7) · July 21 at 4:42pm · 🌐

Grab Eyeballs on-road. Grab trophies off-road
#Omex Vorox #ISUZU
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

RelioQuick AUTO MALL
Premium Auto Show
21 - 23 July

ISUZU
Grabs eyeballs on-road
Grabs trophies off-road

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1,805 people reached

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Amit Khan Gajar, Sagar Shama and 364 others

Relio Quick Auto Mall
Published by Stratagem (7) · July 21 at 4:21pm · 🌐

THE SPORTS SEDAN REDEFINED.
#JaguarXE
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

RelioQuick AUTO MALL
Premium Auto Show
21 - 23 July

JAGUAR

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1,655 people reached

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Dev Sharma, Kartik A M Castan and 341 others

Relio Quick Auto Mall
Published by Stratagem (7) · July 19 at 12:09pm · 🌐

#Landrover Discovery Sport
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

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Premium Auto Show
21 - 23 July

LAND ROVER

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1,988 people reached

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Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall
Published by Stratagem 191 · July 21 at 4:13pm

Feature-Packed
#Ameo #Volkswagen
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

1,415 people reached

Like Comment Share

Rohit Yaduvanshi, Anoop Sangwan and 312 others

Aman ThakurFyc
Like · Reply · Message · July 21 at 11:34pm

Relio Quick Auto Mall
Published by Stratagem 191 · July 19 at 12:09pm

#Tiguan (VOLKSWAGEN)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

1,988 people reached

Like Comment Share

Relio Quick Auto Mall
Published by Stratagem 191 · July 21 at 4:28pm

LET'S HAVE FUN
#Ducati #Monster797
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

1,990 people reached

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Hinanshu Raghav, Sushil Shama and 103 others



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall
Published by Stratagem (1) · July 21 at 4:04pm · 🌐

Destination : Anywhere
#GLC #Mercedes-Benz
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017



1,533 people reached

Like Comment Share

Karan Kaamr, Ravi Kunal and 327 others

Relio Quick Auto Mall
Published by Stratagem (1) · July 19 at 12:09pm · 🌐

#XC90 (VOLVO)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017



1,988 people reached

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Relio Quick Auto Mall at Ambience Mall, Gurgaon.
Published by Stratagem (1) · July 21 at 3:52pm · 🌐

"Elegant and Confident"
#S90 #Volvo
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017



1,405 people reached

Like Comment Share

Shivab Malik, Mohit Moriya and 110 others



Pre Event Promotion – EDM on facebook

Rello Quick Auto Mall
Published by Stratagem 171 · July 21 at 5:06pm · 🌐

Fascination comes through in many facets.
#A4 #Audi
Showcasing at Rello Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

Audi Vorsprung durch Technik

Audi Gurgaon

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2,847 people reached

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Deepak Bhatia, Sumit Gupta and 692 others

Rello Quick Auto Mall
Published by Stratagem 171 · July 21 at 5:03pm · 🌐

Sporty, Striking and Precise
#A4 #Audi
Showcasing at Rello Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

Audi Vorsprung durch Technik

Audi Gurgaon

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3,094 people reached

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Sumit Gupta, Supreet Sehgal and 624 others

Rello Quick Auto Mall at Ambience Mall, Gurgaon.
Published by Stratagem 171 · July 21 at 2:09pm · 🌐

COMFORT & PROTECTION. SPORT & DESIGN.
#A3 Cabriolet #Audi
Showcasing at Rello Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

Audi Vorsprung durch Technik

Audi Gurgaon

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1,995 people reached

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Pukit Dewan, Abhijeet Tuteja and 360 others

Chronological*



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall
Published by Stratagem · 17 · July 19 at 12:09pm ·

THE 'ONE' SEDAN WORLD'S ELITE PREFER TO DRIVE.
#CorollaAltis Toyota
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

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Rahul Sharma, Mahesh Kaushik and 961 others

2 shares

Relio Quick Auto Mall
Published by Stratagem · 17 · July 19 at 12:09pm ·

#Etios Toyota
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Relio Quick Auto Mall
Published by Stratagem · 17 · July 19 at 12:09pm ·

#Etios Liva Toyota
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

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Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall at Ambience Mall, Gurgaon.
Published by Stratagem · 17 · July 19 at 11:49am · 🌐

"POWER-PACKED. FEATURE-LOADED. ADRENALINE-PUMPED."
#Hexa (Tata Motors)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017



1,316 people reached

Like Comment Share

Meena Khichar, Amit Anil and 304 others

Chronological

Relio Quick Auto Mall
Published by Stratagem · 17 · July 19 at 12:09pm · 🌐

#Tigor (Tata Motors)
Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 21 - 23 July #AutoMall2017

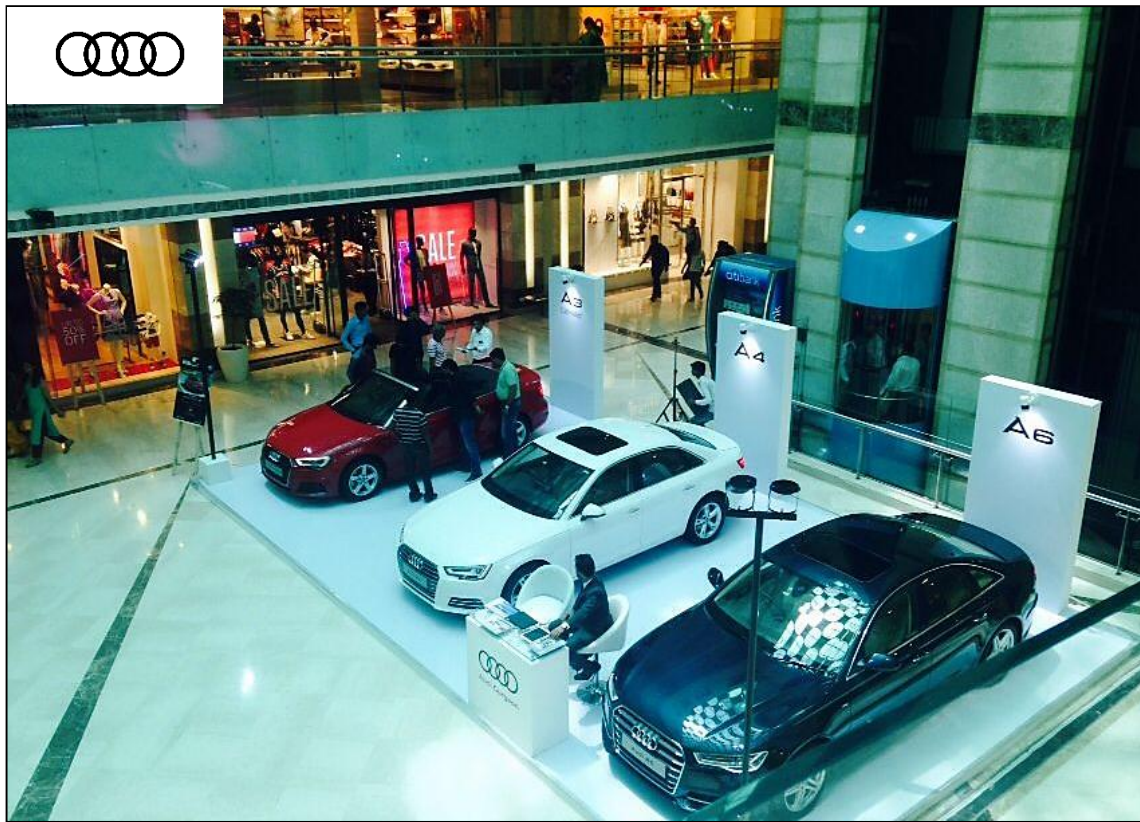


1,988 people reached

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Event Glimpses



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AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

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YOUR



FAVOURITE MODELS

Premium Auto Show

21 - 23 July

Ambience Mall, Gurgaon

Space for a million wishes









Mercedes-Benz
The best or nothing.



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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" |||

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Ambience Mall, Gurgaon

Byacio for a Wilkommen always













THANK YOU