

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 @
Phoenix Marketcity, Kurla

11 – 13 AUGUST' 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 @ Phoenix Marketcity, Kurla: 11 – 13 August' 17 – Event Synopsis

After the Grand Success of Auto Mall Season 7 in May 2017
Auto Mall Season 8 @ Phoenix Marketcity, Kurla was organized from August 11 – 13, 2017.

Top 7 leading automobile brands participated
AUDI, FORD, ISUZU, MERCEDES, NEXA, SKODA, TATA MOTORS

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

All the brands put together generated over 525+ Hot Enquires, 1575+ Enquires, and

Over 2.10+ Lakh people visited Phoenix Marketcity, Kurla, during Auto Mall event weekend.



Premium Auto Show

11 - 13 August

Phoenix Marketcity, Kurla

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IP MANAGED BY
Team Stratagem 



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FAVOURITE BRANDS



Mercedes-Benz
The best or nothing.

N E X A



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



Live Happenings

Relio Quick Auto Mall added 12 new photos — at Phoenix MarketCity - Mumbai.

Published by Shrey Kapoor (P) · August 11 at 1:25pm · Mumbai

Relio Quick Auto Mall presents the Biggest Ever Auto Show in a Mall in Mumbai! Showcasing 22 Car Models! The one-stop destination for car buyers and enthusiasts this weekend! #Mercedes CLA, GLA, GLE, GLS, GLG #Audi A3 Cabriolet, A4 #Ford Mustang Entrepreneur, Eco Sport, Aspire #Hero Splendour, S Cross, Bafang, Gaze #Tata Hexa, Tiger, Tigor #Pulsar V Cross, Nux #Suzuki Octavia, Rapid - only at Phoenix Kurla - 11, 12, 13 August 2017 #PhoenixMarketCity #AutoMall2017

19,001 people reached

Relio Quick Auto Mall added 7 new photos — at Phoenix MarketCity - Mumbai.

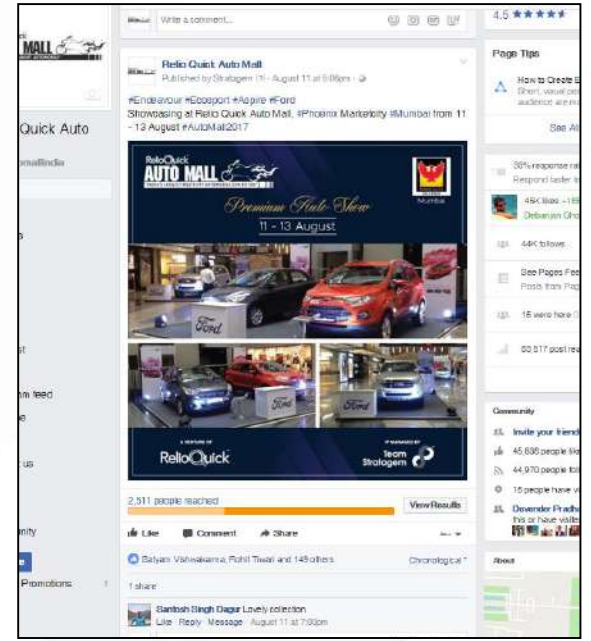
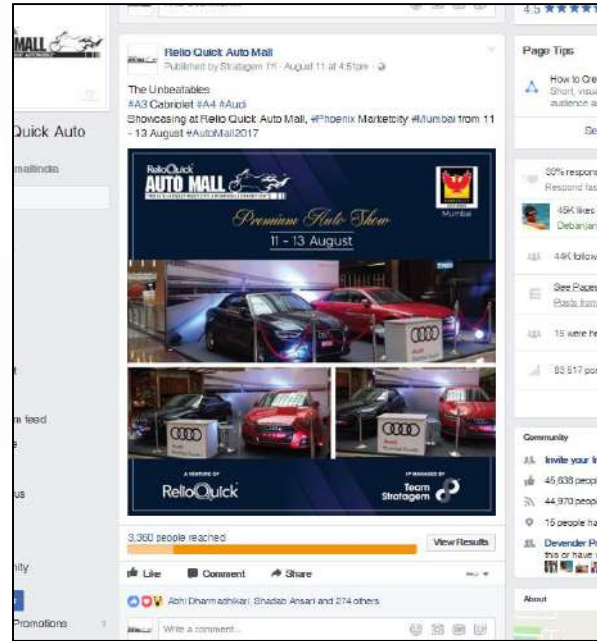
Published by Shrey Kapoor (P) · August 12 at 5:10pm · Mumbai

Latest Mercedes-Benz models on display at Relio Quick Auto Mall @ Phoenix MarketCity Mumbai! #CLA #GLA #GLE #GLS #GLG #Mercedes 11 - 13 August #AutoMall2017

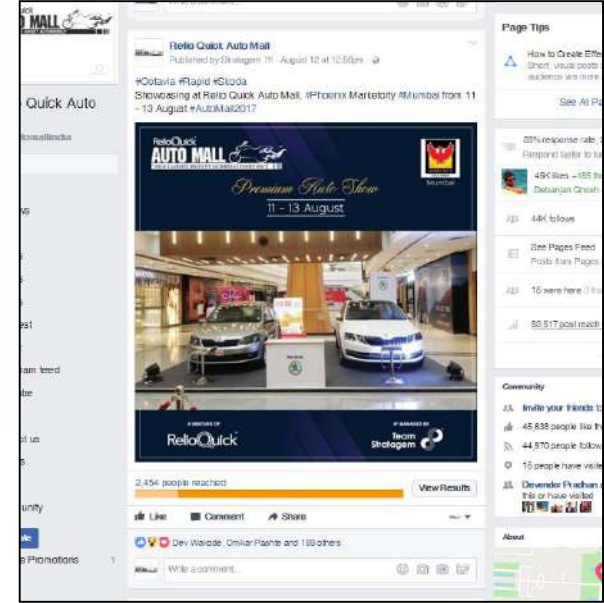
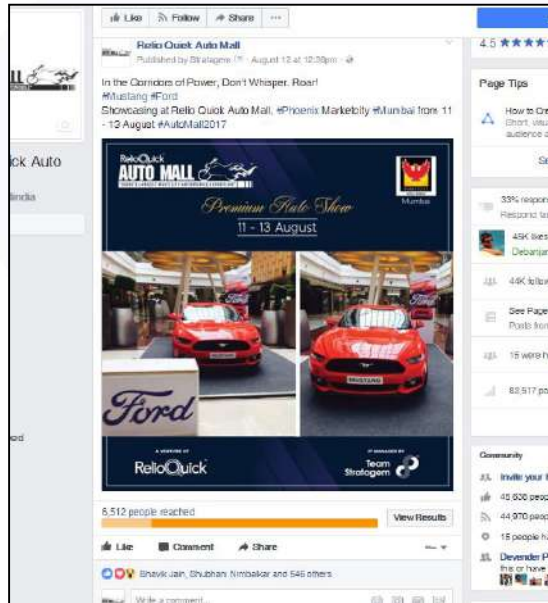
15,399 people reached



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Biggest ever Auto Show
in a mall in Mumbai
Showcasing 22 Car Models!



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FAVOURITE BRANDS



Premium Auto Show
11 - 13 August
Phoenix Marketcity, Kuria



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

59⁺
ALCOHOL

MAHINDRA SUZUKI

NEXA



Showing
@ Relio Quick Auto Mall
Premium Auto Show



11 - 13 August

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

59⁺
ALCOHOL

TATA MOTORS

TATA TIGOR
StyleBack



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ALCOHOL

Mercedes-Benz



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ALCOHOL

Skoda



Showing
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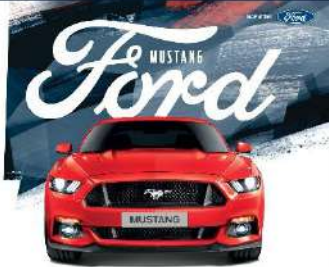


Event Promotion – On Ground Branding

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ALCOHOL



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Event Glimpses



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

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Phoenix Marketcity, Kuria





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 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

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FAVOURITE BRANDS

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NEXA



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MARKETCITY
KURIA, BANGALURU

NEXA



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MARKETCITY
KURIA, BANGALORE



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 11 - 13 August
 Phoenix Marketplace, Kuria



THANK YOU