

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@
Inorbit Mall, Hyderabad

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.



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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 @ Inorbit Mall, Hyderabad : 11 – 13 August' 17 – Event Synopsis

Relio Quick Auto Mall @ Inorbit Mall, Hyderabad was organized from August 11 – 13, 2017.

Top 6 leading automobile brands participated
MARUTI SUZUKI, NEXA, TATA MOTORS, HYUNDAI, KTM, TRIUMPH

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

All the brands put together generated over 350+ Hot Enquires, 1050+ Enquires, and

Over 1.75+ Lakh people visited Inorbit Mall, during Auto Mall event weekend.



Premium Auto Show
11 – 13 August
Inorbit Mall, Hyderabad



Premium Auto Show

11 – 13 August

Inorbit Mall, Hyderabad

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IP MANAGED BY

Team
Stratagem 



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YOUR

FAVOURITE MODELS



N E X A

TATA MOTORS

KTM

TRIUMPH 

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



Event Promotion – On Ground Branding



Event Promotion – On Ground Branding

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

58th AutoMall

TATA MOTORS

TATA TIGOR
StyleBack

Showing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Your Love on Wheels Experience

11 - 13 August

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

58th AutoMall

MARUTI SUZUKI
Ray of Life!

Showing
@ Relio Quick Auto Mall

Premium Auto Show

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58th AutoMall

HYUNDAI

Freedom brings happiness.

This independence is my most special gift from Hyundai.
— Shreyas R. K. Kulkarni, 2017

Showing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Your Love on Wheels Experience

11 - 13 August

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Inorbit
Your Love on Wheels Experience

Live Happenings

Relio Quick Auto Mall added 12 new photos.
Published by Shrey Kapoor (P) · August 11 at 1:54pm

Relio Quick Auto Mall is on! - at Inorbit Mall, Hyderabad! Showcasing #Nexa Ignis, #Suzuki Baleno, #Ciaz #Tata Hexa, #Tiger, #Tiago #Hyundai Elite20 and Grand i10 #KTM Duke 250, #Duke 390, #RC 200 and #RC 390 #Triumph Tiger XRA, #Street TripleS, #Street Twin! 11th - 13th August! #AutoMall2017

11,214 people reached

Like Comment Share

Lobo Lobo, Aarya Mybu and 891 others

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Typo-cally replies
Send Message
http://www.automall.com
Automotive Deals

Pages liked by this Page

- Womance
- Flame
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English (US)

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11,214 people reached

View Results

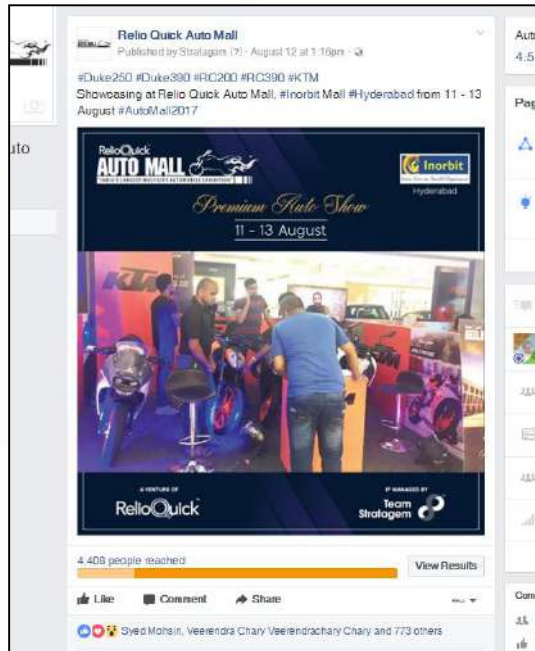
Like Comment Share

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Write a comment...



Pre Event Promotion – EDM on facebook



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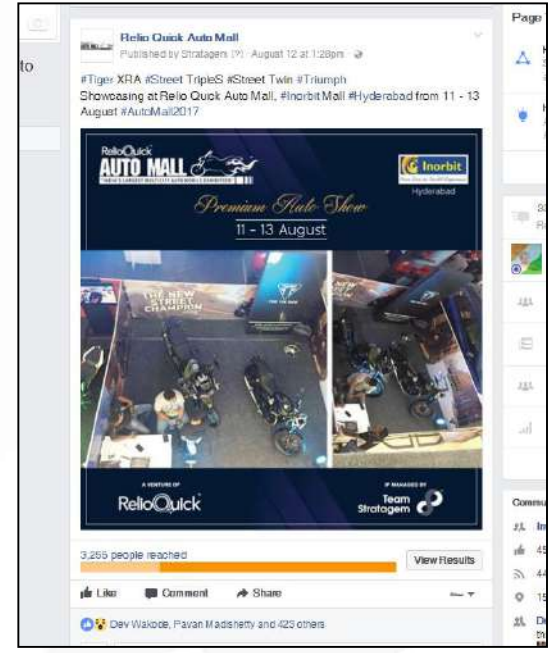
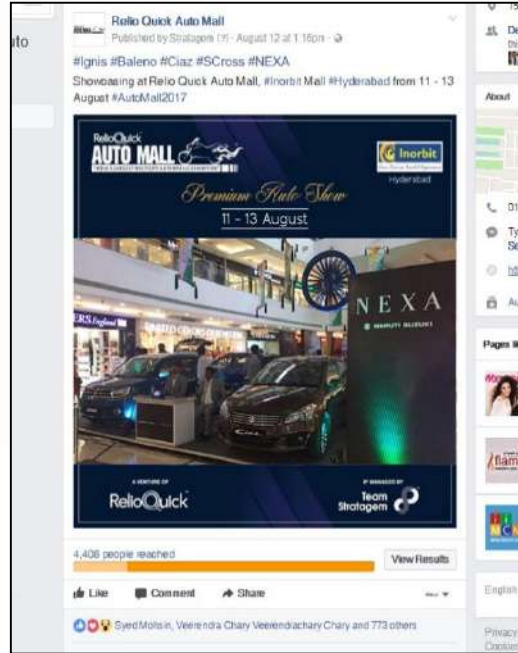
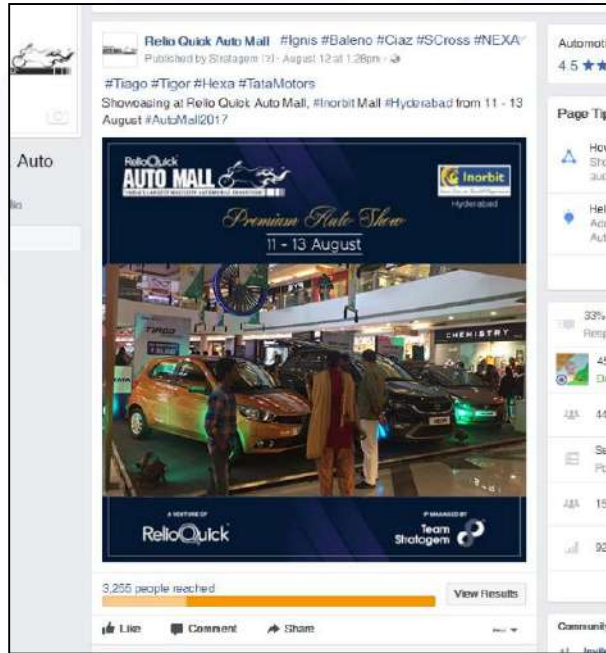


FAVOURITE MODELS

Premium Auto Show
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Pre Event Promotion – EDM on facebook



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Pre Event Promotion – EDM on facebook

The screenshot shows a Facebook post from the page 'Relo Quick Auto Mall', published by Stratagem on August 11 at 1:03pm. The post text reads: 'Touch & Feel your favourite Car and Bike models at Relo Quick Auto Mall Premium Auto Show @ Inorbit Mall, Hyderabad & Phoenix Marketcity, Kuria (11-13 August) Featuring brands like #Audi #Mercedes #Ford #FordMustang #Nexa #Skoda #Hyundai #KTM #MarutiSuzuki #Triumph #Bauzu #TataMotors #AutoMall2017'. The main image is a promotional poster for the 'Premium Auto Show' from August 11-13, featuring a red sports car and a yellow motorcycle. Logos for Inorbit Mall and Phoenix Marketcity are visible. The post has 215 people reached and includes 'Like', 'Comment', and 'Share' buttons. On the right, the 'About' section shows contact info (011 4526 6521), a website link, and a list of pages liked by the page, including 'Wintersera', 'Flame Awards', and 'Inorbit'. The bottom of the post shows the names of the organizers: Sandeep Kapoor and Vigneshwara Prabhakar.

Event Glimpses



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

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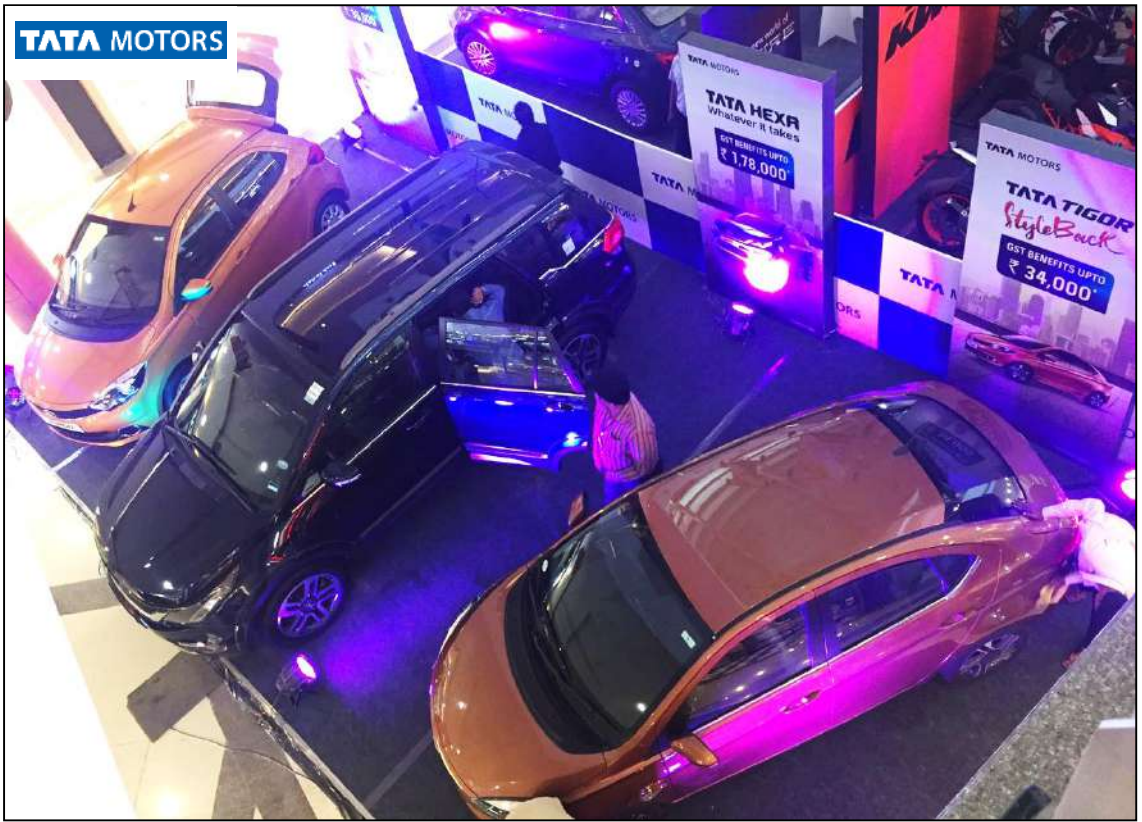
FAVOURITE MODELS

Premium Auto Show

11 - 13 August

Inorbit Mall, Hyderabad





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Premium Auto Show
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Premium Auto Show

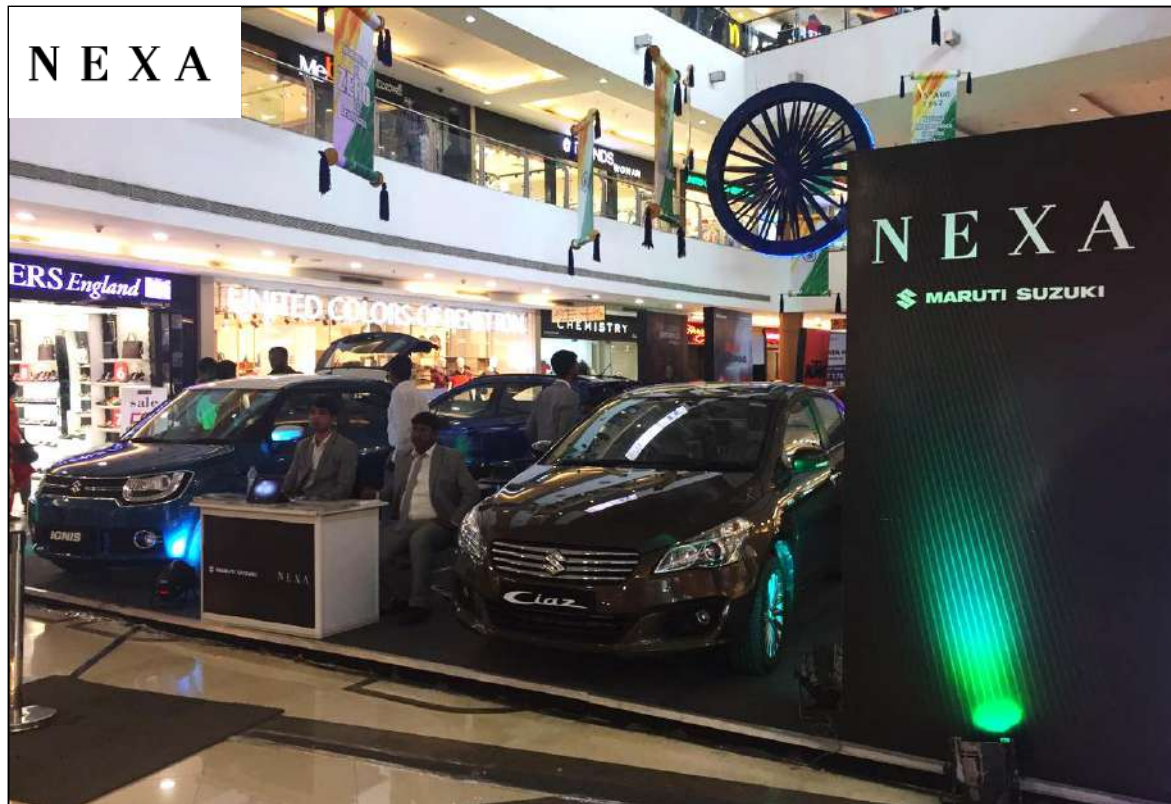
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Come Live an Inorbit Experience

NEXA



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TRIUMPH

**THE NEW
STREET
CHAMPION**
Street Triple

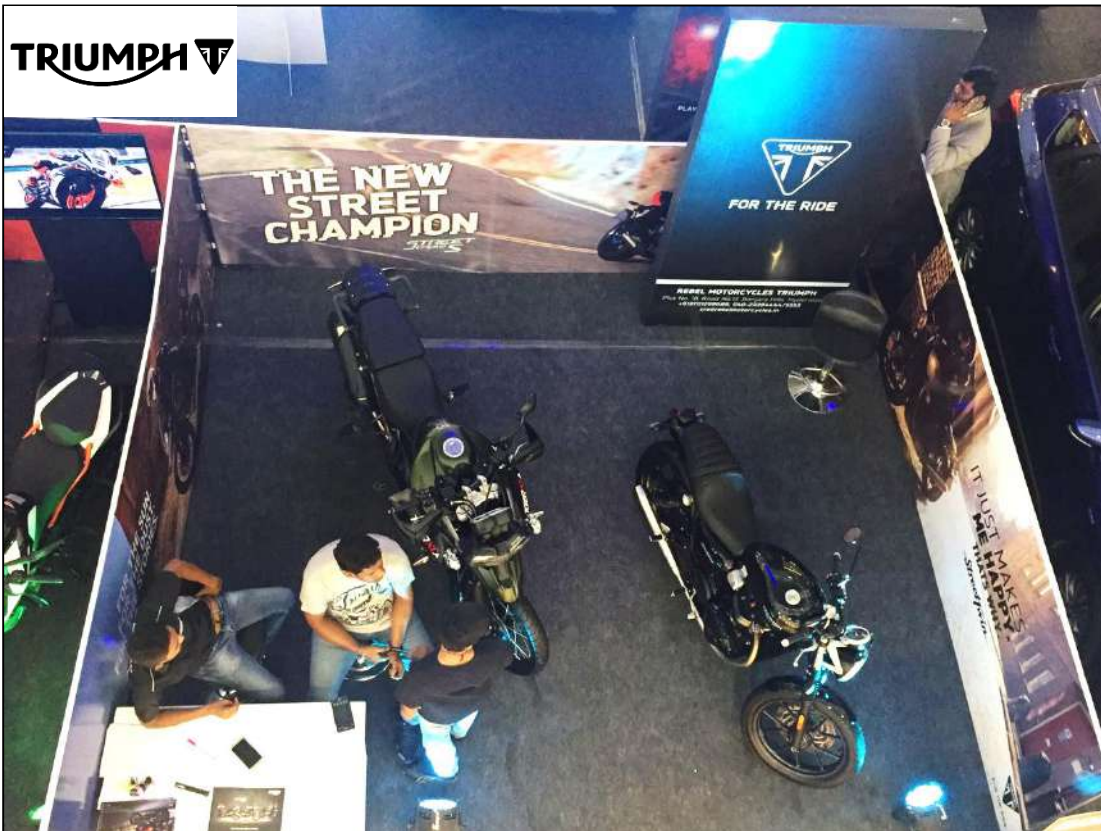


FOR THE RIDE

REBEL MOTORCYCLES TRIUMPH

FOR THE RIDE

IT JUST MAKES
THE DIFFERENCE



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THANK YOU