

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 @
Orion East Mall, Bengaluru

17 – 19 Nov. 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.

ABOUT Celebrations

Celebrations is the authorised agency to manage Relio Quick Auto Mall IP in Bengaluru.

Started in April 2010, Celebrations has seen rapid growth and is now a Global brand known for its Exclusive Exhibits.

The focus has been on Lifestyle Exhibitions and Luxury Expos at Premium Locations. Celebrations has organised numerous exhibitions at venues like UB City (Luxury Indoor), Orion Mall, Inorbit Mall and Five Star Hotels like The Lalit, Ashok, Taj Krishna in Bangalore & Hyderabad. Celebrations is known for dependable service and impeccable quality of events among its set of clients.

Some of the events organised by Celebrations in the past are:

- Celebrations - The Magical Experience - Lifestyle Exhibition at UB City
- Style Affaire at Taj Deccan
- Family Carnival at Manpho Convention Center
- Global Exhibition at Inorbit Mall



Auto Mall @ Orion East Mall, Bengaluru: 17 – 19 Nov. 17 – Event Synopsis

After the Grand Success of Auto Mall Season 4 in January 2017
Auto Mall Season 5 @ Orion East Mall was organized from Nov. 17 – 19, 2017.

Top 5 leading automobile brands participated
FORD, MAHINDRA, TATA MOTORS, KTM, DSK HYOSUNG

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

All the brands put together generated over 275+ Hot Enquires, 825+ Enquires, and

Over 60,000+ people visited Orion East Mall, during Auto Mall event weekend.



Premium Auto Show

17 - 19 Nov.

Orion East Mall, Bengaluru

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IP MANAGED BY

Team
Stratagem 


CELEBRATIONS
Authorised IP Manager - Bengaluru



TOUCH & FEEL
YOUR

FAVOURITE MODELS



Pre Event Promotion

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

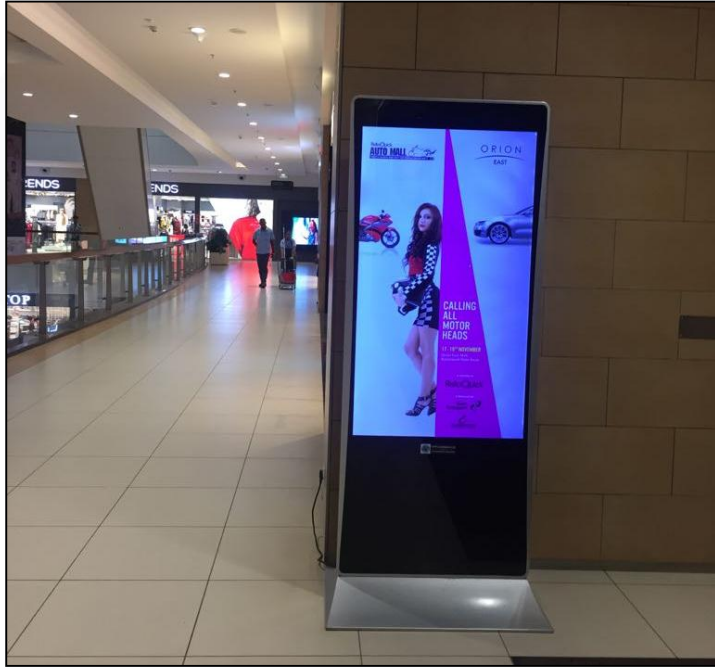
A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

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



Pre Event Promotion – On Ground Branding



Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Premium Auto Show at Orion East Mall'. The event cover features a red sports car and a yellow motorcycle with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and 'RelioQuick AUTO MALL Premium Auto Show'. The event dates are listed as '10 - 12 Nov.' and '17 - 19 Nov.' with locations 'Forum Sujana, Hyderabad', 'Phoenix Marketcity, Kurla', 'Ambience Mall, Gurgaon', and 'Orion Mall, Bengaluru'. The event is scheduled for 'NOV 17' and is 'Public - Hosted by Relio Quick Auto Mall'. Interaction buttons for 'Interested' and 'Going' are visible, along with a 'Show Map' link.

Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Orion East Mall.
Published by Manish Gupta (7) · November 17 at 5:34pm · Bangalore ·

#KTM motorcycles
Showcasing at Relio Quick Auto Mall, #Orion East Mall #Bengaluru from 17 - 19 November #AutoMall2017

Relio Quick AUTO MALL
ORION EAST
Premium Auto Show
17 - 19 November

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Relio Quick Auto Mall Event
Send Message

2704 people reached
View Promotion

Like Comment Share

Sidhanth Bari, Raki Rakesh and 72 others

Community
46,498 people like this
45,833 people follow it
Abhijet Kasliwal and 4 others have checked in

About
011 4509 6521
Typically replies instantly
Send Message
<http://www.automall.in>
Event

Pages liked by this Page
Laughing Colours
Marketing Solutions
D Craft Events

Relio Quick Auto Mall is at Orion East Mall.
Published by Manish Gupta (7) · November 17 at 5:30pm · Bangalore ·

#TataMotors #Nexon
Showcasing at Relio Quick Auto Mall, #Orion East Mall #Bengaluru from 17 - 19 November #AutoMall2017

Relio Quick AUTO MALL
ORION EAST
Premium Auto Show
17 - 19 November

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Relio Quick Auto Mall Event
Send Message

993 people reached
View Promotion

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Nidhi Kapoor, Mohit Rawal and 2 others

About
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Typically replies instantly
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<http://www.automall.in>
Event

Pages liked by this Page
Laughing Colours
Marketing Solutions
D Craft Events

Relio Quick Auto Mall is at Orion East Mall.
Published by Manish Gupta (7) · November 17 at 5:27pm · Bangalore ·

#TataMotors #Tigor
Showcasing at Relio Quick Auto Mall, #Orion East Mall #Bengaluru from 17 - 19 November #AutoMall2017

Relio Quick AUTO MALL
ORION EAST
Premium Auto Show
17 - 19 November

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Relio Quick Auto Mall Event
Send Message

1311 people reached
View Promotion

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Ambareesh Kattimani, Nidhi Kapoor and 4 others

About
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Marketing Solutions
D Craft Events



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at **Orion East Mall**.
Published by Manish Gupta (P) · November 16 at 9:23pm · Bangalore ·

#Ford EcoSport
Showcasing at Relio Quick Auto Mall, #Orion East Mall #Bengaluru from 17 - 19 November #AutoMall2017

Premium Auto Show
17 - 19 November

ALL-NEW ECOSPORT
Ford

A VENTURE OF **RelioQuick** | IP MANAGED BY **Team Stratagem** | **CELEBRATIONS**

Relio Quick Auto Mall Event
1372 people reached

Like Comment Share

Samad Sharif, Barath Gowda Barath Gowda and 59 others

Relio Quick Auto Mall is at **Orion East Mall**.
Published by Manish Gupta (P) · November 17 at 5:20pm · Bangalore ·

#Mahindra #XUV500
Showcasing at Relio Quick Auto Mall, #Orion East Mall #Bengaluru from 17 - 19 November #AutoMall2017

Premium Auto Show
17 - 19 November

ALL-NEW XUV500

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Relio Quick Auto Mall Event
1749 people reached

Like Comment Share

Mani Gandan, Nidhi Kapoor and 26 others

Relio Quick Auto Mall is at **Orion East Mall**.
Published by Manish Gupta (P) · November 16 at 9:30pm · Bangalore ·

#Hyosung #GT250
Showcasing at Relio Quick Auto Mall, #Orion East Mall #Bengaluru from 17 - 19 November #AutoMall2017

Premium Auto Show
17 - 19 November

GT250
THE BIG BOY

BIG ON ATTITUDE. BIG ON THE ROAD.

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Relio Quick Auto Mall Event
1935 people reached

Like Comment Share

Golu Golu, Jitendra Verma and 207 others



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
17 - 19 Nov.

Orion East Mall, Bengaluru

ORION
EAST

Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

68th
AutoMall

**BIG ON ATTITUDE.
BIG ON THE ROAD.**

GT250
THE BIG BOY

DSK
SPORTS



Showing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
EAST

17 – 19 November


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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

68th
AutoMall

READY TO RACE!



KTM

Showing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
EAST

17 – 19 November

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

68th
AutoMall

Mahindra



KUV

Showing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
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17 – 19 November

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Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

68th
AutoMall



ALL-NEW ECOSPORT
Ford

Showing
@ Relio Quick Auto Mall

Premium Auto Show

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17 - 19 November

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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AutoMall



TATA MOTORS
EXPERIENCE THE NEW

Showing
@ Relio Quick Auto Mall

Premium Auto Show

ORION
EAST

17 - 19 November

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

68th
AutoMall



TATA MOTORS
DRIVING IS AGRADU

Showing
@ Relio Quick Auto Mall

Premium Auto Show

ORION
EAST

17 - 19 November

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Event Promotion – Live Glimpses

Relio Quick Auto Mall added 10 new photos — at Orion East Mall.

Published by Shrey Kapoor (?) · November 18 at 2:57pm · Bangalore ·

#AutoMall Bengaluru! This weekend visit Relio Quick Auto Mall at Orion East Mall! Showcasing #Tata Hexa, Nexon, Tigor, Tiago #Ford New EcoSport #Mahindra KUV 100NXT, XUV 500, #KTM RC 390, KTM 200, KTM 250, KTM 390, RC 200, #Hyosung Aquila Pro 650, GTR 250! Event managed by Team Stratagem and Celebrations! #AutoMall2017

15650 people reached

View Promotion

Like Comment Share

Harshil Panday, Sagar Sahoo and 1.3K others

Chronological



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

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Orion East Mall, Bengaluru

ORION
EAST

Event Glimpses



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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

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ORION
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TATA MOTORS
Connecting Aspirations



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

**TOUCH & FEEL
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AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

TOUCH & FEEL
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FAVOURITE MODELS

Premium Auto Show

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Orion East Mall, Bengaluru

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THANK YOU