

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 @ Forum Neighbourhood Mall @ Bangalore

12 – 14 Jan' 18

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 @ Forum Neighbourhood Mall, Bangalore: 12 – 14 Jan' 18 – Event Synopsis

After the Grand Success of Vintage Car Show in December 2017
Relio Quick Auto Mall (Premium Auto Show) @ Forum Neighbourhood Mall was organized from
Jan' 12 – 14, 2018.

Top 3 leading automobile brands participated
TATA MOTORS, MAHINDRA, UM bikes

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

All the brands put together generated over 234+ Hot Enquires, 700+ Enquires, and
Over 1Lakh+ people visited Forum Neighbourhood Mall, during Auto Mall event weekend.



Premium Auto Show

12 - 14 Jan'

Forum Neighbourhood Mall, Bangalore

FOLLOW US |  /automall_india  /rqautomallindia

A VENTURE OF

RelioQuick™

IP MANAGED BY

Team
Stratagem 



TOUCH & FEEL
YOUR

FAVOURITE MODELS

Mahindra
Rise.

TATA MOTORS
Connecting Aspirations

UM
CONQUER THE WORLD.

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

FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
Whitefield, Bangalore

**TOUCH & FEEL
YOUR
FAVOURITE MODELS**

Premium Auto Show
12th - 14th January
Forum Neighbourhood Mall, Bangalore

FOLLOW US | [facebook_india](#) | [instagramindia](#)

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS



RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



**TOUCH & FEEL
YOUR
FAVOURITE MODELS**

Premium Auto Show
12 - 14 Jan'
Forum Neighbourhood Mall, Bangalore

FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
Whitefield, Bangalore

Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Premium Auto Show' and is scheduled for January 12-14 at Forum Neighbourhood Mall in Bangalore. The event description encourages visitors to 'Touch-Feel-Try the latest car and bike models'. The event page features a promotional banner with a red car and a yellow motorcycle, and includes details such as the hashtag #AutoMall2018 and the website http://www.automallindia.com. The page also shows engagement metrics like 71,746 likes and 71,086 followers, along with a list of pages liked by the event.

Quick Auto
mallindia

Relio Quick Auto Mall added an event.
January 10 at 12:21pm · 🌐

Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Forum Neighbourhood Mall, Bangalore!

TOUCH & FEEL YOUR FAVOURITE MODELS

RelioQuick **AUTO MALL**
#AutoMall2018
Premium Auto Show
12th - 14th January
Forum Neighbourhood Mall, Bangalore
FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
Whitefield, Bangalore

JAN 14 Premium Auto Show
Jan 12 - Jan 14 · Forum Neighbourhood Mall - W...
Rampher and Joby were interested

Boost Unavailable

Like Comment

Sujans Suji, Reshe Pradhan and 288 others

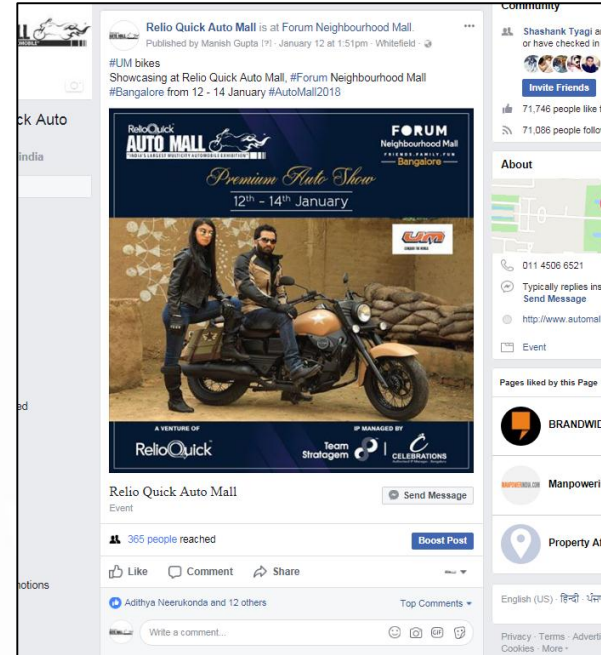
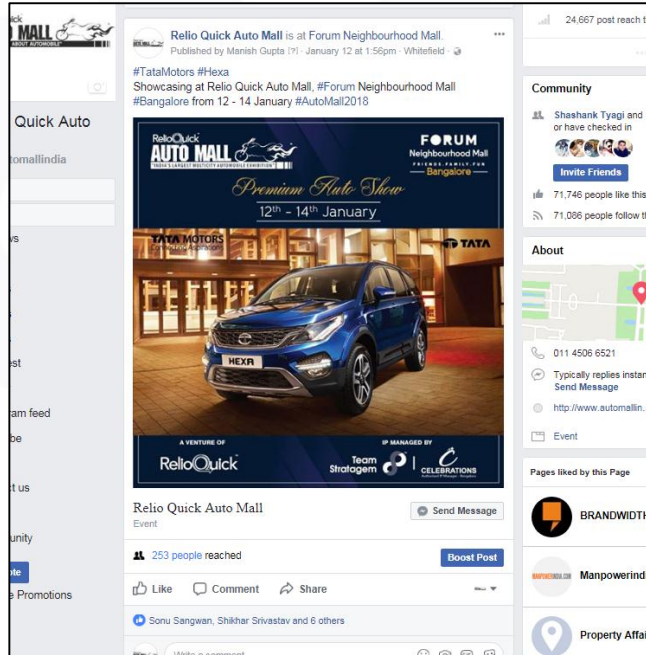
Invite Friends
71,746 people like
71,086 people follow

About
011 4506 6521
Typically replies in 1 hour
Send Message
http://www.automallindia.com
Event

Pages liked by this Page
BRANDW
Manpowe



Pre Event Promotion – EDM on facebook



TOUCH & FEEL
YOUR



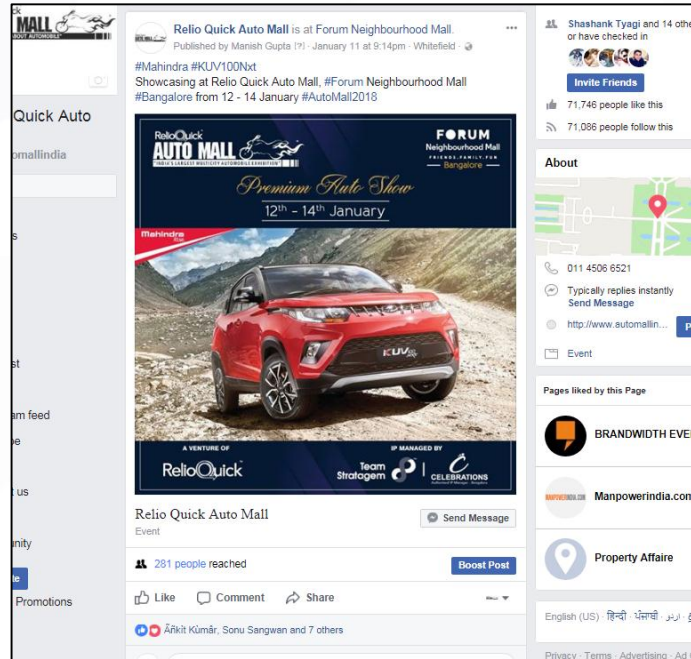
FAVOURITE MODELS

Premium Auto Show
12 - 14 Jan'

Forum Neighbourhood Mall, Bangalore

FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
Whitefield, Bangalore

Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

74th
AutoMall

**RENEGADE
COMMANDO**

UM
EXHIBIT 16 AREA 1



Showing
@ Relio Quick Auto Mall
Premium Auto Show
12th - 14th January
Forum Neighbourhood Mall, Bangalore

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS
Authorized IP Manager - Bangalore

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

74th
AutoMall

Mahindra



Showing
@ Relio Quick Auto Mall
Premium Auto Show
12th - 14th January
Forum Neighbourhood Mall, Bangalore

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS
Authorized IP Manager - Bangalore

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

74th
AutoMall

TATA MOTORS
Connecting Aspirations



NEXON. LEVEL NEX SUV.

Showing
@ Relio Quick Auto Mall
Premium Auto Show
12th - 14th January
Forum Neighbourhood Mall, Bangalore

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS
Authorized IP Manager - Bangalore

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

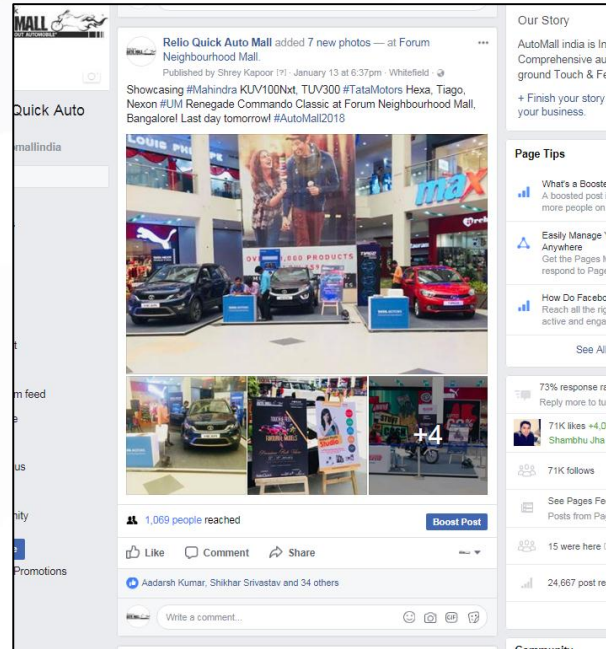
Premium Auto Show

12 - 14 Jan'

Forum Neighbourhood Mall, Bangalore

FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
Whitefield, Bangalore

Event Promotion – Live Glimpses



Event Glimpses



12.01.18



13.01.18



14.01.18





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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

Premium Auto Show
 12 - 14 Jan'

Forum Neighbourhood Mall, Bangalore

FORUM
 Neighbourhood Mall
 FRIENDS.FAMILY.FUN
 Whitefield, Bangalore



TATA MOTORS
Connecting Aspirations



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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
12 - 14 Jan'

Forum Neighbourhood Mall, Bangalore

FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
Whitefield, Bangalore



THANK YOU