

## 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  
@Pacific Mall, New Delhi

19 – 21 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.

## Auto Mall @ Pacific Mall, New Delhi: 19 – 21 Jan' 18 – Event Synopsis

After the grand success of Relio Quick Auto Mall Season 1 in Sept' 17

Relio Quick Auto Mall Season 2 @ Pacific Mall, New Delhi was organized from  
Jan'19 – 21, 2018.

Top 9 leading automobile brands participated

FORD, HONDA, JEEP, NEXA, TATA MOTORS, TOYOTA, HERO MOTOCORP, TRIUMPH, UM bikes

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

All the brands put together generated over **384+ Hot Enquires**, **1150+ Enquires**, and  
**Over 1.45+ Lakh people visited** Pacific Mall, during Auto Mall event weekend.



# Premium Auto Show

19<sup>th</sup> – 21<sup>st</sup> Jan'

Pacific Mall, Delhi

FOLLOW US |  /automall\_india  /rqautomallindia

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RelioQuick™

IP MANAGED BY

Team  
Stratagem 



**HONDA**

**Jeep**

**NEXA**

**TATA MOTORS**  
Connecting Aspirations



**TOYOTA**



**hero**

**TRIUMPH**



CONQUER THE WORLD

## Pre Event Promotion

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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



*Premium Auto Show*

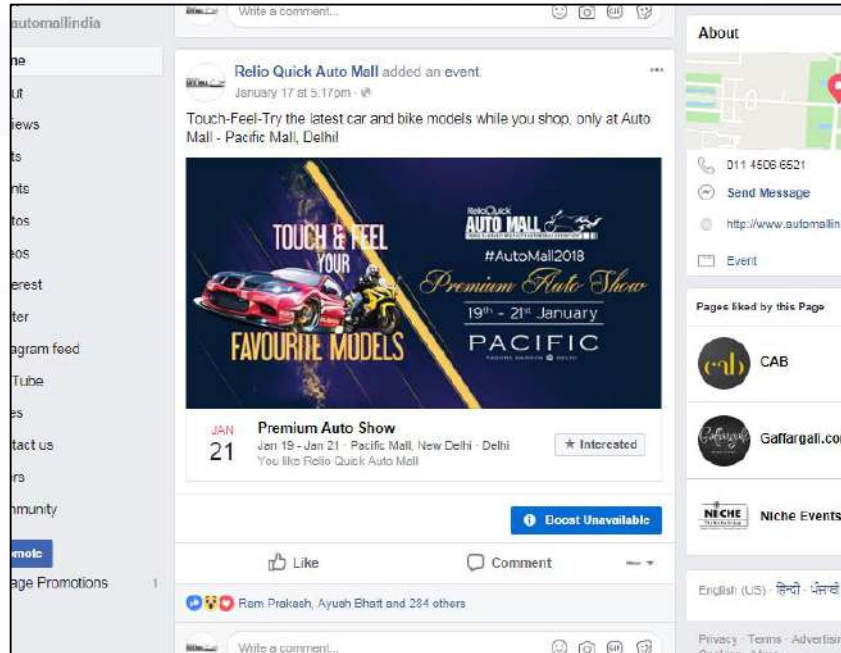
19 - 21 Jan'

Pacific Mall, New Delhi

**PACIFIC**  
TAGORE GARDEN | DELHI

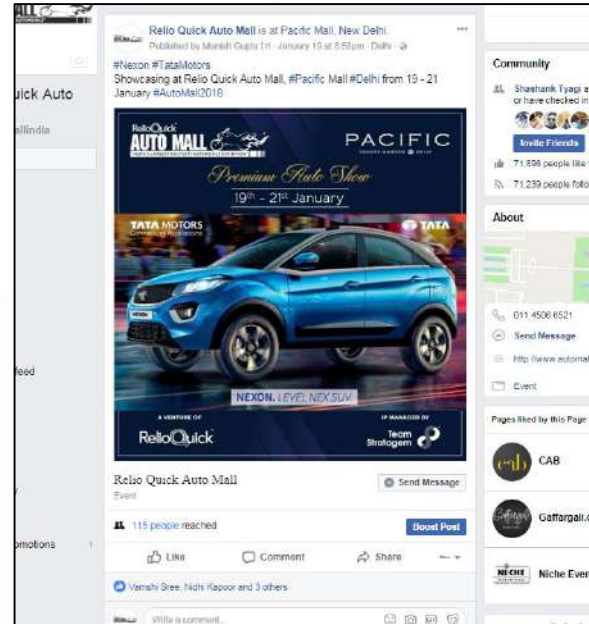
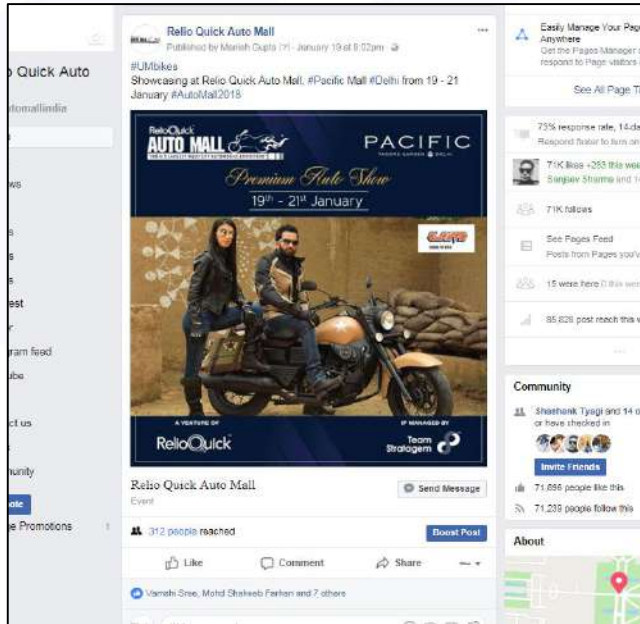


# Pre Event Promotion – Event page





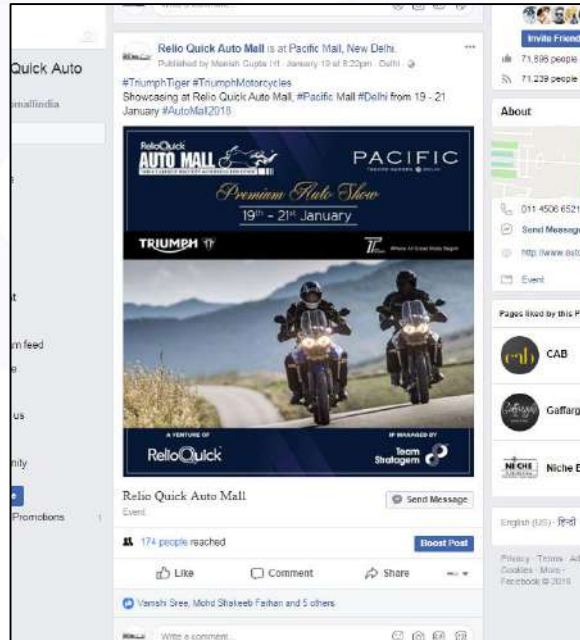
# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook

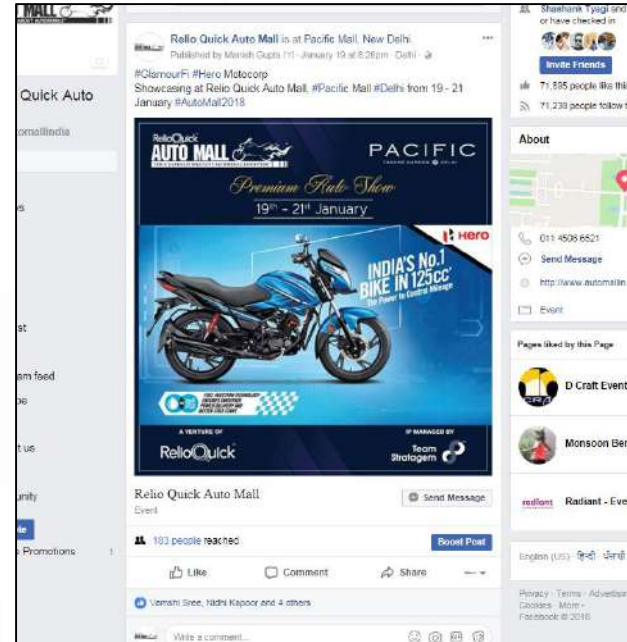
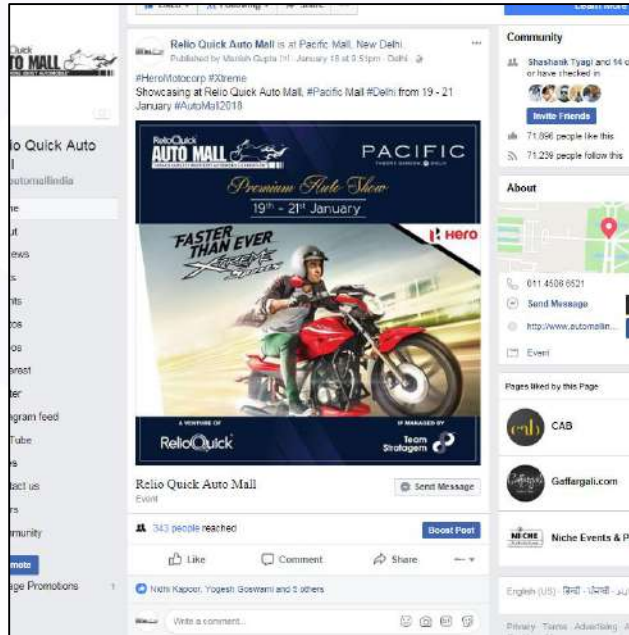


# Pre Event Promotion – EDM on facebook

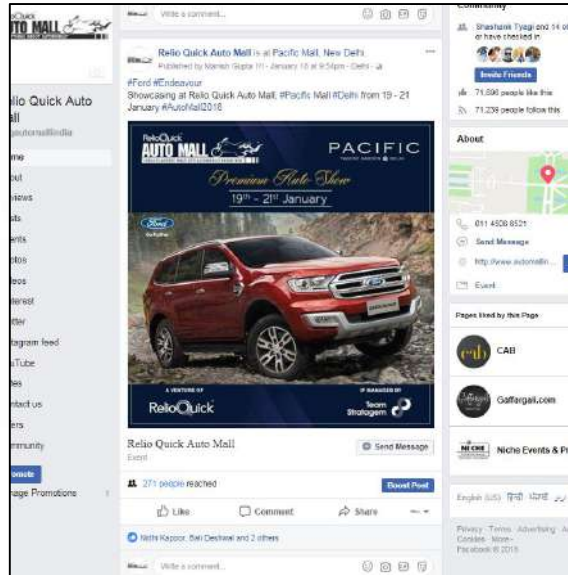
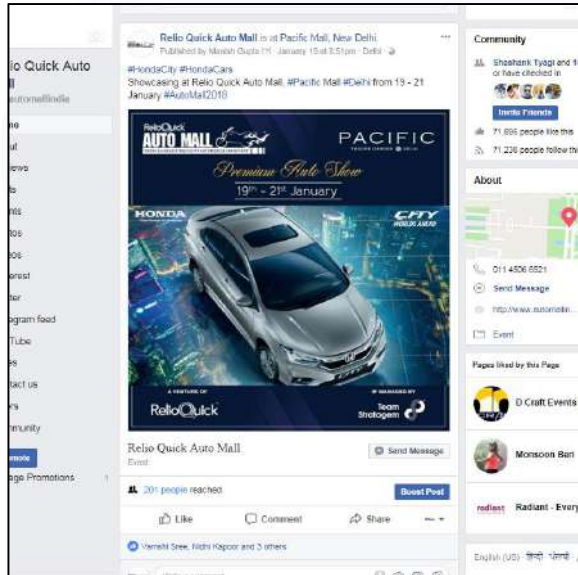




# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook



TOUCH & FEEL  
YOUR



FAVOURITE MODELS

Premium Auto Show

19 - 21 Jan

Pacific Mall, New Delhi

PACIFIC  
TAKE ONE. OWN ONE.

# Event Promotion – On Ground Branding

RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

75 AutoMall

HERO

INDIA'S No.1 BIKE IN 125cc  
The Power to Control Mileage

50000+ VISITORS  
1000+ DEALERS  
1000+ PRODUCTS  
1000+ SERVICES  
1000+ VENDORS

SHOWCASING  
@ Relio Quick Auto Mall

Premium Auto Show  
19<sup>th</sup> - 21<sup>st</sup> January

PACIFIC  
TAGORE GARDEN DELHI

A VENTURE OF RelioQuick IP MANAGED BY Team Stratagem

RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

75 AutoMall

HERO

FASTER THAN EVER  
YAMAHA FZS

SHOWCASING  
@ Relio Quick Auto Mall

Premium Auto Show  
19<sup>th</sup> - 21<sup>st</sup> January

PACIFIC  
TAGORE GARDEN DELHI

A VENTURE OF RelioQuick IP MANAGED BY Team Stratagem

RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

75 AutoMall

TRIUMPH

WHERE ALL GREAT RIDERS GO

SHOWCASING  
@ Relio Quick Auto Mall

Premium Auto Show  
19<sup>th</sup> - 21<sup>st</sup> January

PACIFIC  
TAGORE GARDEN DELHI

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RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL YOUR FAVOURITE MODELS

Premium Auto Show  
19 - 21 Jan'  
Pacific Mall, New Delhi

PACIFIC  
TAGORE GARDEN DELHI



# Event Promotion – On Ground Branding

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

75  
AutoMall

MARUTI SUZUKI NEXA



Claz  
UNLEASH YOUR IMAGINATION

Showing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
19<sup>th</sup> – 21<sup>st</sup> January

**PACIFIC**  
TAGORE GARDEN DELHI

A VENTURE OF  
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RelioQuick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

75  
AutoMall

UJM  
HONDA FMF



Showing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
19<sup>th</sup> – 21<sup>st</sup> January

**PACIFIC**  
TAGORE GARDEN DELHI

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**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

75  
AutoMall

Jeep



Showing  
@ Relio Quick Auto Mall

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19<sup>th</sup> – 21<sup>st</sup> January

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# Event Promotion – On Ground Branding



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**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

75  
AutoMall

HONDA  
CITY  
HYBRID

Showing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
19<sup>th</sup> – 21<sup>st</sup> January

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Stratagem



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

75  
AutoMall

TATA MOTORS  
TATA

NEXON. LEVEL NEX SUV

Showing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
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Stratagem



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

75  
AutoMall

TOYOTA

Showing  
@ Relio Quick Auto Mall

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**PACIFIC**  
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# Event Promotion – On Ground Branding



Relio Quick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

75  
AutoMall

Ford  
GO FURTHER

Showing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
19<sup>th</sup> – 21<sup>st</sup> January

**PACIFIC**  
TAGORE GARDEN DELHI

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Relio Quick

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Stratagem



Relio Quick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



TOUCH & FEEL  
YOUR  
FAVOURITE MODELS

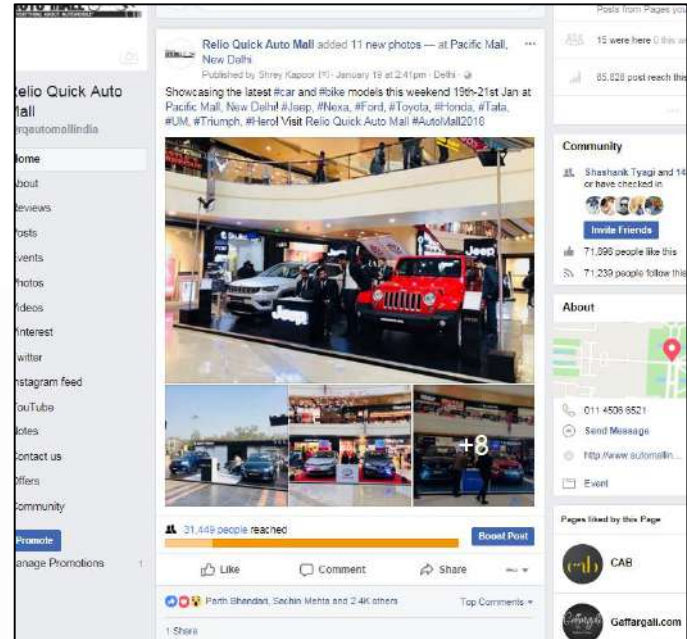


*Premium Auto Show*  
19 – 21 Jan'  
Pacific Mall, New Delhi



**PACIFIC**  
TAGORE GARDEN DELHI

# Live Happenings





# Live Happenings


View 1 more comment

4.5 ★★★★★

**Relio Quick Auto Mall** is at The Forum Sujana Mall

Published by Shrey Kapoor (17) · January 20 at 3:16pm · Hyderabad

Touch-Feel-Try the All-New #CelerioX, a stylish, elegant and sporty hatchback from #MarutiSuzuki this weekend 19th-21st Jan at The Forum Sujana Mall Hyderabad! #AutoMall2018



Our Story

AutoMall india is India's Most Comprehensive automobile platform ground Touch & Feel Platform for

+ Finish your story to tell people your business.

Page Tips

4. Easily Manage Your Page From Anywhere

Get the Pages Manager app to respond to Page visitors on the go.

5. How Do Facebook Ads Work?

Reach all the right people when they're active and engaged.

See All Page Tips (2)

72% response rate, 14-day response time

Respond faster to turn on the best of your business.

71K likes +254 this week

Puru Raj Gupta and 14 others

4,646 people reached

Boost Post

Like Comment Share

Sariketh Jadhav, Ajay Yadav and 1.3K others

Top Comments

Write a comment...

Priasad Goura Pallu Nyc  
Like · Reply · Message · 3d

Raju Rockstar Superb  
Like · Reply · Message · 3d

Relio Quick Auto Mall

Published by Shrey Kapoor (17) · January 20 at 2:24pm · Delhi

Touch-Feel-Try the latest models like #Ciaz and #Ignis from #Nexa this weekend 19th-21st Jan at Pacific Mall, New Delhi #AutoMall2018



Our Story

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+ Finish your story to tell people your business.

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72% response rate, 14-day response time

Respond faster to turn on the best of your business.

71K likes +254 this week

Puru Raj Gupta and 14 others

6,971 people reached

Boost Post

Like Comment Share

Bhishk Sehanni, Rohan Chhabra and 1.6K others

Top Comments

Write a comment...

CH Kaur Gajjar Gader  
Like · Reply · Message · 3d

Rajat Chauhan Ciaz is a nice car  
Like · Reply · Message · 3d



## Event Glimpses

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

**TOUCH & FEEL  
 YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

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Pacific Mall, New Delhi

**PACIFIC**  
 TAKONE. GARDEN. GREEN.



**TATA MOTORS**  
Connecting Aspirations



RelioQuick  
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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

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**PACIFIC**  
TAKASHI, DAMEN & CO. LTD.





Jeep



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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

19 - 21 Jan'

Pacific Mall, New Delhi

**PACIFIC**  
TAKONE GARDEN • GROUND FLOOR





19.01.18



20.01.18



21.01.18

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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

19 - 21 Jan'

Pacific Mall, New Delhi

**PACIFIC**  
TAKASHI, GARDEN, GREEN



19.01.18



20.01.18



21.01.18







# NEXA



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

**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

19 - 21 Jan'

Pacific Mall, New Delhi

**PACIFIC**  
TAKASHI, DAMEN, CHEN







TRIUMPH 



19.01.18



20.01.18



21.01.18

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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

19 - 21 Jan'

Pacific Mall, New Delhi

**PACIFIC**  
TAKASHI, GARDEN, GREEN

**THANK YOU**