

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 5 @
Forum Sujana Mall, Hyderabad

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 @ Forum Sujana, Hyderabad : 19 – 21 Jan' 18 – Event Synopsis

After the Grand Success of Auto Mall Season 4 in November 2017
Auto Mall Season 5 @ Forum Sujana, Hyderabad was organized from Jan' 19 – 21, 2018.

Top 10 leading automobile brands participated
MAHINDRA, MARUTI SUZUKI, TATA MOTORS, JEEP, VESPA-APRILIA, HARLEY DAVIDSON, SUZUKI BIKES,
UM MOTORCYCLES, TVS, KTM

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

All the brands put together generated over 400+ Hot Enquires, 1200+ Enquires, and

Over 1.5+ Lakh people visited Forum Sujana Mall, during Auto Mall event weekend.



Premium Auto Show

19 – 21 Jan'

Forum Sujana, Hyderabad

FOLLOW US |  /automall_india  frqautomallindia

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Team
 Stratagem 

 **SIPL**
ENGINEERED IN EXCELLENCE



Mahindra
 Rise.

MARUTI SUZUKI
 Way of Life!

TATA MOTORS
 Connecting Aspirations

Jeep

aprilia

Vespa

**MOTOR HARLEY-DAVIDSON
 CYCLES**

KTM

SUZUKI

TVS

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



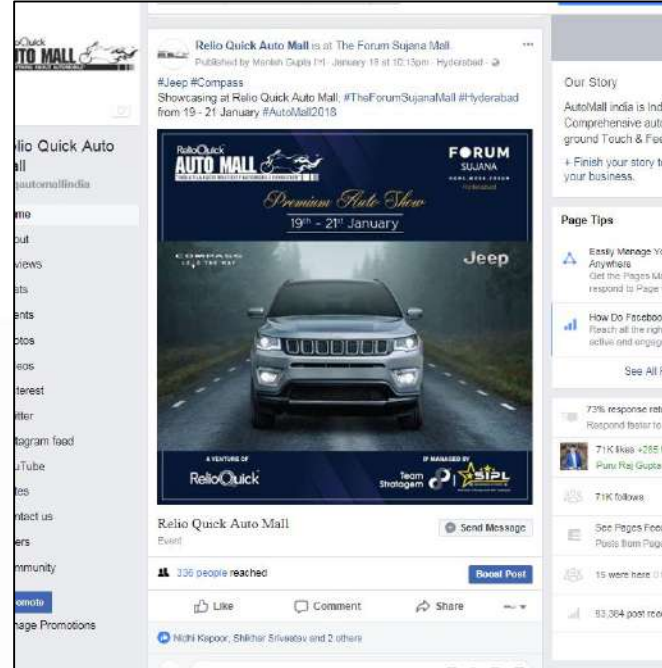
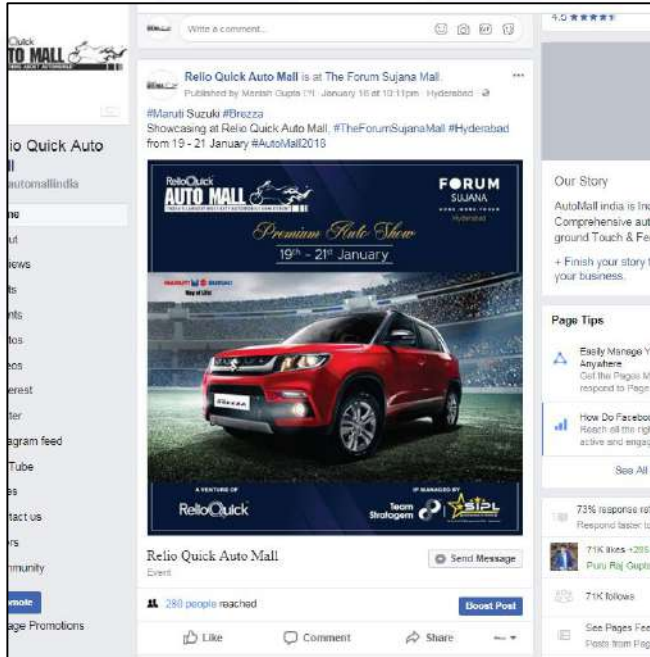
Pre Event Promotion – On Ground Branding



Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The page features a navigation menu on the left with options like Home, About, Reviews, Posts, Events, Photos, Videos, Pinterest, Twitter, Instagram feed, YouTube, Notes, Contact us, Offers, and Community. The main content area displays an event announcement: 'Relio Quick Auto Mall added an event. January 17 at 5:22pm'. The event description reads: 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Forum Sujana Mall, Hyderabad!'. Below the text is a promotional banner for the 'Premium Auto Show' with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and '19th - 21st January'. The banner also includes the Relio Quick Auto Mall logo and the Forum Sujana logo. The event details show 'JAN 21' and 'Premium Auto Show' with dates 'Jan 19 - Jan 21' and location 'The Forum Sujana Mall - Hyderabad'. There are buttons for 'Interested' and 'Boost Unavailable'. At the bottom, there are options to 'Like' and 'Comment', and a comment box with the text 'Write a comment...'. The right sidebar shows contact information: 'Enter Service Area', '011 4506 0321', 'Send Message', and a link to 'http://www.automallin...'. Below this, it lists 'Pages liked by this Page' including 'Cats N MICE', 'Live Space India', and 'iNvision Entertainment'.

Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

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

76th AutoMall

COMPASS
LEAD THE WAY

Jeep

#AutoMall2018

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

FORUM
SUJANA
HOME. WORK. FORUM

19th – 21st January

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

76th AutoMall

TVS

TVS Jupiter
ETADA RA FAYDA

TVS
Jupiter Classic

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76th AutoMall

Apache
RTR
ADVANTAGE

TVS

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Event Promotion – On Ground Branding

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76th
AutoMall

EXPLORE THE EXTRAORDINARY

RENEGADE Classic

THE AMERICAN STAR
ON INDIAN ROADS

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19th – 21st January

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AUTO MALL
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THE ALL-NEW
CELERIO X
THERE IS ONLY IN ALL OF US

MAHINDRA SUZUKI
Big of Life

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

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BREZZA

MAHINDRA SUZUKI
Big of Life

Showcasing
@ Relio Quick Auto Mall

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TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
19 – 21 Jan'
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Event Promotion – On Ground Branding

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SUZUKI Way of Life



FREESS 125 GIXER INTRUDER

Showcasing
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HONG. MORE. FORUM

19th – 21st January

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76th AutoMall

aprilia Vespa



What The Fun

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RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

76th AutoMall



PRESENTING THE ALL NEW KUV100 NXT

ALL POWERFUL SCORPIO
BEHIND EVERY WHEEL IS GO

Showcasing
@ Relio Quick Auto Mall
Premium Auto Show
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SUJANA
HONG. MORE. FORUM

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Event Promotion – On Ground Branding



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**MOTOR
HARLEY-DAVIDSON
CYCLES**



Banjara Harley-Davidson

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TOUCH & FEEL
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Event Promotion – Live Glimpses

Relio Quick Auto Mall added 15 new photos — at The Forum Sujana Mall

Published by Shrey Kapoor 1 hr · January 20 at 2:35pm · Hyderabad · 🌐

Planning to buy a #car or #bike? Visit Auto Mall, this weekend 19th-21st Jan at Forum Sujana Mall, Hyderabad! #MarutiSuzuki #Jeep #Mahindra #TataMotors #JMBikes, #TVS, #KTM, #Suzuki #HarleyDavidson, #Vespa, #Aprilia #AutoMall2018

29,506 people reached

Like Comment Share

Shiva Das, Sarabhi Chandrajivani and 1.9K others

Our Story

AutoMall India is India's Comprehensive as ground Touch & Feel + Finish your story your business.

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7.1K follows

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Event Glimpses

TATA MOTORS
Connecting Aspirations



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

TOUCH & FEEL
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19.01.18



20.01.18



21.01.18

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TOUCH & FEEL
 YOUR



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MARUTI SUZUKI

Way of Life!



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Jeep



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20.01.18



21.01.18

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