

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 6 @
Forum Sujana Mall, Hyderabad

09 – 11 March 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 : 09 – 11 March 18 – Event Synopsis

After the Grand Success of Auto Mall Season 5 in Jan 2018
Auto Mall Season 6 @ Forum Sujana, Hyderabad was organized from March 09 – 11, 2018.

Top 8 leading automobile brands participated

MARUTI SUZUKI, TATA MOTORS, VOLKSWAGEN, VESPA-APRILIA, TRIUMPH, 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 460+ Hot Enquires, 1380+ Enquires, and

Over 1.6+ Lakh people visited Forum Sujana Mall, during Auto Mall event weekend.



Premium Auto Show

09th, 10th & 11th March

Forum Sujana, Hyderabad



A VENTURE OF

RelioQuick™

IP MANAGED BY

Team
Stratagem



MARUTI SUZUKI
Way of Life!

TATA MOTORS
Connecting Aspirations



Volkswagen

aprilia *Vespa*



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

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM
SUJANA
HOME WORK FORUM

**TOUCH & FEEL
YOUR
FAVOURITE MODELS**

Premium Auto Show
09th, 10th & 11th March
The Forum Sujana Mall, Hyderabad

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SPECIAL INVESTMENT PROMOTIONS

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TOUCH. FEEL. TRY.

Premium Auto Show
09th, 10th & 11th March
The Forum Sujana Mall, Hyderabad

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**TOUCH & FEEL
YOUR
FAVOURITE MODELS**

Premium Auto Show
09th, 10th & 11th March
Forum Sujana, Hyderabad

FORUM
SUJANA
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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 March 9th, 10th, and 11th at The Forum Sujana Mall, Hyderabad. The event description reads: 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - The Forum Sujana Mall, Hyderabad!'. The event page features a promotional banner with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and 'Relio Quick's AUTO MALL #AutoMall2018 Premium Auto Show 09th, 10th & 11th March The Forum Sujana Mall, Hyderabad'. The page also shows engagement metrics: 1,709 people reached, 15 people were here, and 81,968 post reach. The event is categorized as 'Community' and has 102,186 likes and 101,533 followers. The page includes a 'Boost Unavailable' button, a 'Like' button, and a 'Comment' button. The event is also listed in the 'About' section with contact information: 011 4506 6521, a 'Send Message' button, and the website URL http://www.automall.in.

Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall added 11 new photos
Published by Shrey Kapoor · 7h · March 10 at 6:14pm · 0

Showcasing #Jeep #MarutiSuzuki #KTM #TataMotors #Volkswagen #Triumph #Vespa #Aprilia #BLM #TVS at Relio Quick Auto Mall, The Forum Sujana Mall 9th-11th March #AutoMall2015

Quick Auto

Our Story
AutoMall India is Comprehensive ground Touch & Finish your store your business.

72% response
Respond Rate

102K likes
Sharmistha

101K follow

See Pages
Posts from

15 were her

61,988 post

Community

Vishnat Washi
or have check

Invite Friend

102,199 people

101,533 people

5,972 people reached

Boost Again

Recent Activity

Booked on Mar 10
Audience: India, Hyderabad Telangana, 25 - 55, Ed...
By Shrey Kapoor · Completed

View Results

Like Comment Share

Aksh Sharma, Abdulrasoam Waseem and 57 others

Pre Event Promotion – EDM on facebook

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

FORUM SUJANA
HOME.WORK.FORUM
— Hyderabad —

Premium Auto Show
09th, 10th & 11th March

MAHINDRA SUZUKI
Way of Life

A VENTURE OF **RelioQuick**

IP MANAGED BY **Team Stratagem** | **SIPL**

Relio Quick Auto Mall
Published by Shrey Kapoor (P)
Page Liked · March 10 · 48

Tag Photo Tag Products Edit

Like Comment Share

Write a comment...

Suggested Pages [See All](#)

Fashion Craft
Shubh likes this.
Like

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

FORUM SUJANA
HOME.WORK.FORUM
— Hyderabad —

Premium Auto Show
09th, 10th & 11th March

KTM

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Published by Shrey Kapoor (P)
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Like Comment Share

Write a comment...

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Fashion Craft
Shubh likes this.
Like



**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show
09th, 10th & 11th March
Forum Sujana, Hyderabad

FORUM SUJANA
HOME.WORK.FORUM

Pre Event Promotion – EDM on facebook

Photos from Relio Quick Auto Mall's post

FORUM SUJANA
HOME.WORK.FORUM
— Hyderabad —

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Premium Auto Show
09th, 10th & 11th March

TATA MOTORS
Connecting Aspirations

TATA

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Like Comment Share

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SPECIAL INVESTMENT PROMOTION LIAISON OFFICER

Relio Quick Auto Mall
Published by Shrey Kapoor (P)
Page Liked · March 10

Tag Photo Tag Products Edit

Like Comment Share

Write a comment...

Suggested Pages See All

Fashion Craft Shubh Shree Bhs Like

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM SUJANA
HOME.WORK.FORUM
— Hyderabad —

Premium Auto Show
09th, 10th & 11th March

TRIUMPH

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Like Comment Share

IP MANAGED BY **Team Stratagem** **SIPL**
SPECIAL INVESTMENT PROMOTION LIAISON OFFICER

Relio Quick Auto Mall
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Tag Photo Tag Products Edit

Like Comment Share

Lourd Reddy Udumala

Write a comment...

Suggested Pages See All

Fashion Craft Shubh Shree Bhs Like



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
09th, 10th & 11th March
Forum Sujana, Hyderabad

FORUM SUJANA
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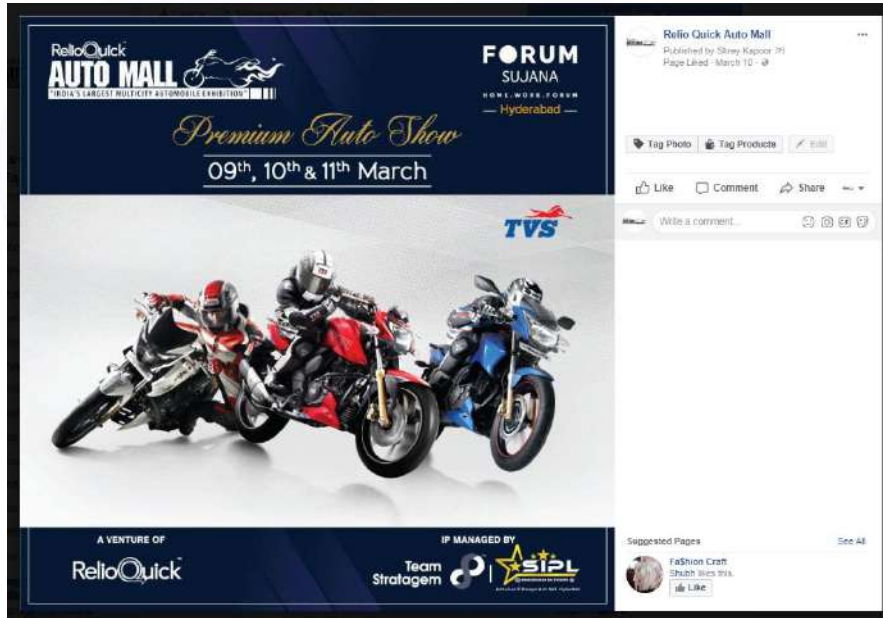
Pre Event Promotion – EDM on facebook

This image shows a Facebook post from the page 'Relio Quick Auto Mall'. The post features a promotional banner for the 'Premium Auto Show' held at 'FORUM SUJANA' in Hyderabad from March 09th, 10th, and 11th. The banner includes logos for RelioQuick, Team Stratagem, and SIPL. The main image in the post shows a person riding a motorcycle on a road. The post interface includes a comment from 'Prashanth Kumar' and a 'Like' button.

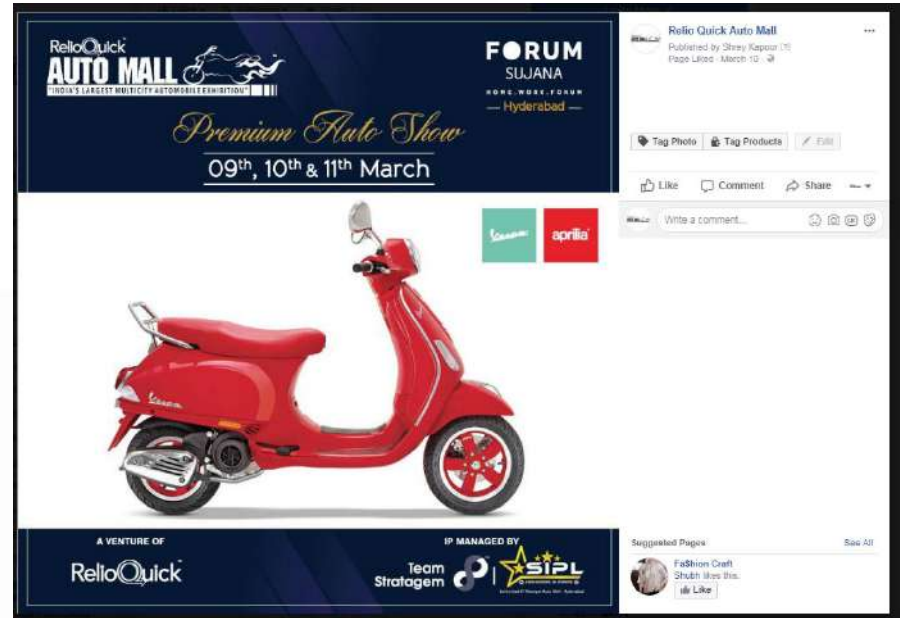
This image shows another view of the same Facebook post. The banner and main image are identical to the first view. The post interface shows the 'Like' button has been clicked, and the 'Write a comment...' field is visible. The 'Suggested Pages' section at the bottom shows 'Fashion Craft'.



Pre Event Promotion – EDM on facebook



This Facebook post promotes the Premium Auto Show. The top banner features the 'RelloQuick AUTO MALL' logo with the tagline 'INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION' and the 'FORUM SUJANA HOME WORK FORUM - Hyderabad' logo. The event title 'Premium Auto Show' is written in a cursive font, with the dates '09th, 10th & 11th March' below it. The main image shows three motorcycles in motion, with the 'TVS' logo in the top right corner. At the bottom, it states 'A VENTURE OF RelloQuick' and 'IP MANAGED BY Team Stratagem' and 'SIPL'. The right side of the image shows a partial view of the Facebook interface, including the post title 'Relio Quick Auto Mall', the publisher 'Shrey Kapoor', and interaction buttons like 'Like', 'Comment', and 'Share'.



This Facebook post promotes the Premium Auto Show. The top banner features the 'RelloQuick AUTO MALL' logo with the tagline 'INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION' and the 'FORUM SUJANA HOME WORK FORUM - Hyderabad' logo. The event title 'Premium Auto Show' is written in a cursive font, with the dates '09th, 10th & 11th March' below it. The main image shows a red scooter, with the 'Aprilia' logo in the top right corner. At the bottom, it states 'A VENTURE OF RelloQuick' and 'IP MANAGED BY Team Stratagem' and 'SIPL'. The right side of the image shows a partial view of the Facebook interface, including the post title 'Relio Quick Auto Mall', the publisher 'Shrey Kapoor', and interaction buttons like 'Like', 'Comment', and 'Share'.



Pre Event Promotion – EDM on facebook

ReltoQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM SUJANA
HOME.WORK.FORUM
Hyderabad

Premium Auto Show
09th, 10th & 11th March

Volkswagen
Volkswagen

A VENTURE OF ReltoQuick

IP MANAGED BY Team Stratagem SIPL

Relto Quick Auto Mall
Published by Shrey Kapoor (7)
Page Liked · March 10 ·

Tag Photo Tag Products Edit

Like Comment Share

Write a comment...

Suggested Pages
Fashion Craft
Shuhub likes this.
Like

ReltoQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM SUJANA
HOME.WORK.FORUM
Hyderabad

Premium Auto Show
09th, 10th & 11th March

Way of Life

Suzuki
SWIFT

A VENTURE OF ReltoQuick

IP MANAGED BY Team Stratagem SIPL

Relto Quick Auto Mall
Published by Shrey Kapoor (7)
Page Liked · March 10 ·

Tag Photo Tag Products Edit

Like Comment Share

Shrey Mishra

Write a comment...

Suggested Pages
Fashion Craft
Shuhub likes this.
Like



Event Promotion – Live Glimpses



Event Glimpses

TATA MOTORS
Connecting Aspirations



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

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show
09th, 10th & 11th March
Forum Sujana, Hyderabad

FORUM
SUJANA
HOME.WORK.FORUM



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

TOUCH & FEEL
 YOUR



FAVOURITE MODELS

Premium Auto Show

09th, 10th & 11th March

Forum Sujana, Hyderabad

FORUM
 SUJANA

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TRIUMPH 



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

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show
09th, 10th & 11th March
Forum Sujana, Hyderabad

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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
09th, 10th & 11th March
Forum Sujana, Hyderabad

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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" |||

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

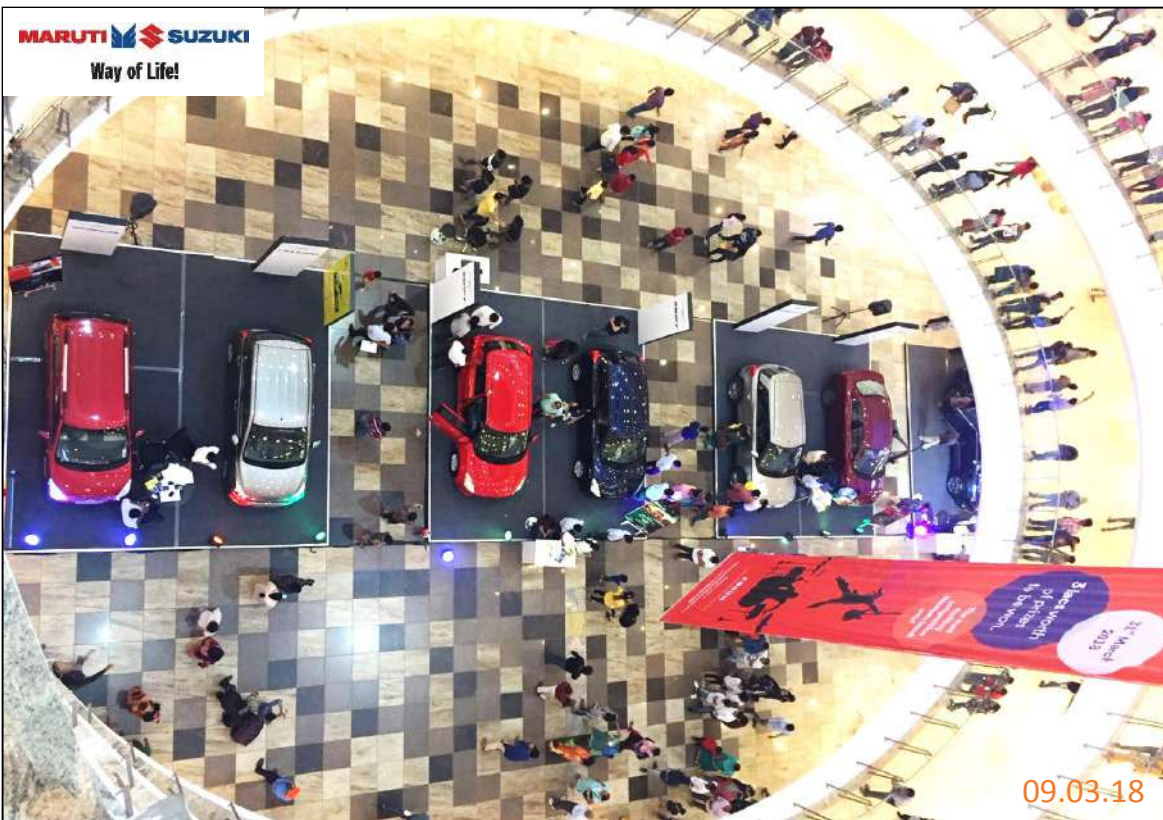
Premium Auto Show

09th, 10th & 11th March

Forum Sujana, Hyderabad

FORUM
SUJANA

HOME.WORK.FORUM



MARUTI SUZUKI

Way of Life!

09.03.18



10.03.18



11.03.18

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

TOUCH & FEEL
 YOUR



FAVOURITE MODELS

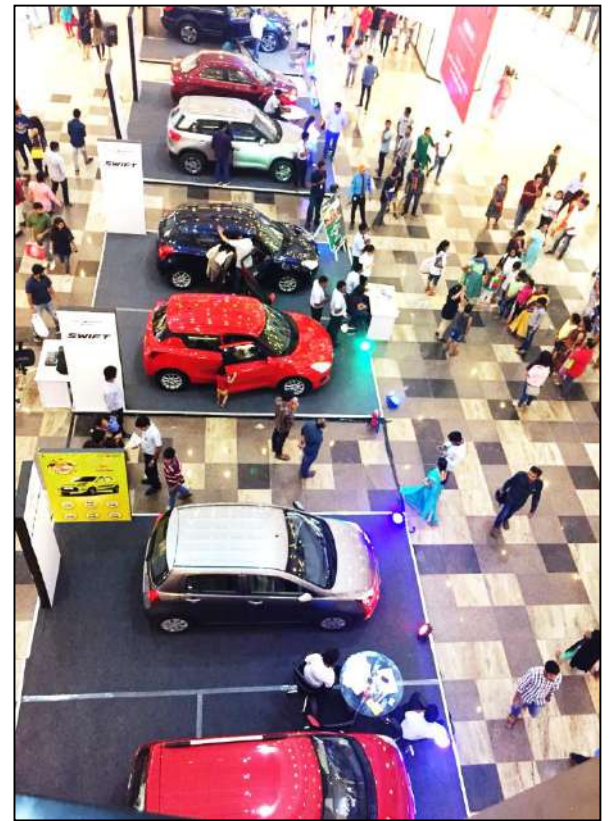
Premium Auto Show

09th, 10th & 11th March

Forum Sujana, Hyderabad

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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

Premium Auto Show
 09th, 10th & 11th March
 Forum Sujana, Hyderabad

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

TOUCH & FEEL
 YOUR



FAVOURITE MODELS

Premium Auto Show
 09th, 10th & 11th March
 Forum Sujana, Hyderabad

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THANK YOU