



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 Koramangala Mall, Bangalore

15 – 17 June 18

ABOUT STRATAGEM

We create a seamless blend of **Online** & **Offline**

BRAND EXPERIENCES

Team Stratagem identifies strongly with the convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.

Stratagem Focus Areas

Experiential Marketing

Event IPs Curation & Management

Digital Solutions

IPs Managed



The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer

Relio Quick Auto Mall

135 Shows

30+ Malls

1.5 Crore+ Visitors

1.3 lakh+ Enquiries Generated



Relio Quick Auto Mall is India's First and Single Largest Brand in Multi City Auto Shows. We are the Pioneers of Auto Shows @ Malls and have successfully organized 118 such shows till date at 30+ Top Malls Pan India since 2014.



Participating Brands

8-12 Brands participate per Auto Mall Show depending on mall size and locations

In addition to the Auto Shows at Malls, Relio Quick has organised 16 Large Format Ticketed Auto Shows since 2002 in association with Media Houses like TOI and HT, held in Expo Centres Pan India, reaching out to 15 lakh+ visitors

*Team Stratagem is the authorized agency to manage and execute RQ Auto Mall IP

Relio Quick Auto Mall @ Forum Koramangala Mall, Bangalore – Event Synopsis

Relio Quick Auto Mall Season 1 @ Forum Koramangala Mall was organized from June 15 – 17, 2018.

Top 7 leading automobile brands participated
MAHINDRA, MAHINDRA ELECTRIC, HONDA, VOLKSWAGEN, NEXA, 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 Koramangala Mall showcased automobiles for all budgets.

All the brands put together generated over **200+ Hot Enquires, 600+ Enquires**, and

Over **1.25+ Lakh people visited** Forum Koramangala Mall, during Auto Mall event weekend.



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

DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
BANGALORE
15 - 17, June 18
Book Your BIKE/CAR at Relio Quick Auto Mall and get
Cash Benefit of INR 1000* / INR 3000*
over and above regular offers by Brands.

DIGITAL MEDIA PARTNER
AUTOPORTAL

VENUE PARTNER
FORUM
KORAMANGALA

Terms & Conditions apply*



DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
 BANGALORE
 15-17 June 18

DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF

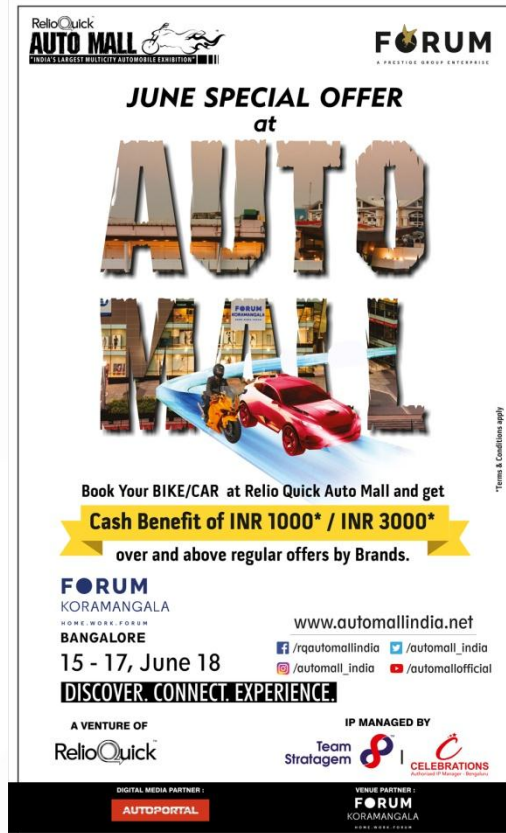


IP MANAGED BY



Event Glimpses

Pre Event Promotion – On Ground Branding



RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM
A PRESTIGE SHOP EXPERIENCE

JUNE SPECIAL OFFER
at
AUTO MALL

Book Your BIKE/CAR at Relio Quick Auto Mall and get
Cash Benefit of INR 1000* / INR 3000*
over and above regular offers by Brands.

FORUM
KORAMANGALA
KORAMANGALA
BANGALORE

15 - 17, June 18

DISCOVER. CONNECT. EXPERIENCE.

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS

DIGITAL MEDIA PARTNER:
AUTOPORTAL

VENUE PARTNER:
FORUM
KORAMANGALA

*Terms & Conditions apply

Event Promotion – On Ground Branding

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING
HONDA

135th
RELIO QUICK
AUTO MALL
www.automallindia.net

Book Your HONDA Car at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem CELEBRATIONS

DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
FORUM KORAMANGALA

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING
KTM

135th
RELIO QUICK
AUTO MALL
www.automallindia.net

Book Your KTM Bike at Relio Quick Auto Mall and get
Cash Benefit of INR 1000*

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem CELEBRATIONS

DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
FORUM KORAMANGALA

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING
Mahindra ELECTRIC tME

135th
RELIO QUICK
AUTO MALL
www.automallindia.net

Book Your MAHINDRA ELECTRIC Car at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem CELEBRATIONS

DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
FORUM KORAMANGALA

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING
Mahindra Rise.

135th
RELIO QUICK
AUTO MALL
www.automallindia.net

Book Your MAHINDRA Car at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem CELEBRATIONS

DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
FORUM KORAMANGALA

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

DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
BANGALORE
15 - 17, June 18

DIGITAL MEDIA PARTNER
AUTOPORTAL

VENUE PARTNER
FORUM
KORAMANGALA
HOME.WORK.FORUM

Event Promotion – On Ground Branding

Autoporta.l.com as Digital Media Partner

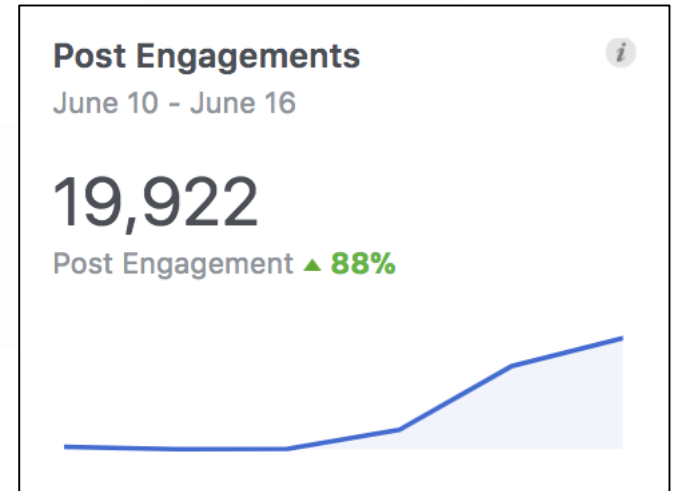


2 lakh+ Additional Impressions from:

1. Banner Ad on Homepage of Autoportal.com
2. Mailers to local Autoportal Database
3. Facebook Posts by Autoportal

Auto Mall FB Page Engagement

High Facebook Page *Targeted Reach & Engagement* around show dates



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 5 at 2:05pm · Bangalore ·

#Bangalore! Visit Auto Mall, Forum Koramangala Mall 15th-17th June, to experience the car and bike models on display and avail cash benefits on spot bookings! #automall2018

www.automallindia.net

2,141 people reached

Boosted on Jun 05
Audience: India: Bangalore Karnataka, 16 - 55
By Shrey Kapoor · Completed

View Results

Like Comment Share

Nanda Nanda, Sagar Kumar and 518 others

Show Announcement

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 15 at 2:09pm · Bangalore ·

#Koramangala #Bangalore! Visit #AutoMall this weekend 15-17 June at Forum Koramangala Mall! Check out the latest models from #Mahindra #Honda #Jeep #Nexa #Volkswagen #MahindraElectric #KTM #TVS on display! Get special cash benefits on spot bookings! #automall2018

Auto Mall at Forum Kormangala Bangalore

Public · Hosted by Relio Quick Auto Mall

Interested Going

June 15 – June 17
Jun 15 at 11 AM to Jun 17 at 9 PM

The Forum Mall Koramangala
21 Hour Road, Stage 1, Koramangala, Bangalore, India 560030

About Discussion

Event Page

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 15 at 2:09pm · Bangalore ·

#Koramangala #Bangalore! Visit #AutoMall this weekend 15-17 June at Forum Koramangala Mall! Check out the latest models from #Mahindra #Honda #Jeep #Nexa #Volkswagen #MahindraElectric #KTM #TVS on display! Get special cash benefits on spot bookings! #automall2018

9,092 people reached

Boosted on Jun 15
Audience: India: Bangalore Karnataka, 16 - 55
By Shrey Kapoor · Completed

View Results

Savitha Krishna, Chidanda Sachidanda and 672 others

2 Shares

Like Comment Share

Show Commencement

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 16 at 4:08pm · Bangalore ·

Day 2 Glimpses of #AutoMall at #Forum Koramangala Mall, #Bangalore! Visit this weekend to experience the cars and bikes on display and avail exciting offers on bookings! #automall2018

11,001 people reached

Boosted on Jun 16
Audience: India: Bangalore Karnataka, 16 - 55
By Shrey Kapoor · Completed

View Results

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 14 at 1:00pm · Bangalore

Showing #MahindraElectric at Auto Mall - Forum Koramangala! Visit this weekend! 15-17 June to check out the cars and bikes on display and avail cash benefits on spot bookings! #automal2018



Showing MAHINDRA ELECTRIC

DISCOVER. CONNECT EXPERIENCE. 15-17 June 18

FORUM KORAMANGALA

RelioQuick

1,811 people reached

Boost Again

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 14 at 6:03pm · Bangalore

Showing #KTM at Auto Mall - Forum Koramangala! Visit this weekend! 15-17 June to check out the cars and bikes on display and avail cash benefits on spot bookings! #automal2018



Showing KTM

DISCOVER. CONNECT EXPERIENCE. 15-17 June 18

FORUM KORAMANGALA


RelioQuick

2,525 people reached

Boost Again

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 16 at 4:49pm · Bangalore

Check out the latest #Nexa #Ciaz - at Auto Mall - #Forum Koramangala Mall this weekend! Avail exciting offers on spot bookings! #automal2018



2,161 people reached

Boost Again

Recent Activity

Boosted on Jun 16
Audience: India, Bangalore Karnataka, 16 - 55
By Shrey Kapoor - Completed

View Results

Performance for Your Post

2,161 People Reached

| | | |
|---------------|---------------|----------------|
| 476 Like | 476 On Post | 0 On Shares |
| 6 Love | 6 On Post | 0 On Shares |
| 3 Haha | 3 On Post | 0 On Shares |
| 1 Wow | 1 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 0 Shares | 0 On Post | 0 On Shares |
| 4 Post Clicks | | |
| 1 Photo Views | 0 Link Clicks | 3 Other Clicks |

NEGATIVE FEEDBACK


0 Hide Post
0 Report as Spam

0 Hide All Posts
0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity reported in the time zone of your ad account.

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · June 16 at 4:57pm · Bangalore

Check out the latest #Honda models #Amaze #WRV at Auto Mall - #Forum Koramangala Mall this weekend! Avail exciting offers on spot bookings! #automal2018



3,136 people reached

Boost Again

Recent Activity

Boosted on Jun 16
Audience: India, Bangalore Karnataka, 16 - 55
By Shrey Kapoor - Completed

View Results

Performance for Your Post

3,136 People Reached

362 Reactions, Comments & Shares

| | | |
|-----------------|---------------|-----------------|
| 354 Like | 354 On Post | 0 On Shares |
| 7 Love | 7 On Post | 0 On Shares |
| 1 Wow | 1 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 0 Shares | 0 On Post | 0 On Shares |
| 145 Post Clicks | | |
| 128 Photo Views | 0 Link Clicks | 17 Other Clicks |

NEGATIVE FEEDBACK

0 Hide Post
0 Report as Spam



0 Hide All Posts
0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity reported in the time zone of your ad account.

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor 791 · June 16 at 5:03pm · Bangalore

Check out the latest #Volkswagen models #Polo #Vento at Auto Mall - #Forum Koramangala Mall this weekend! Avail exciting offers on spot bookings! #automall2018



Performance for Your Post

3,201 People Reached

413 Reactions, Comments & Shares

| | | |
|------------|-------------|-------------|
| 402 Like | 402 On Post | 0 On Shares |
| 7 Love | 7 On Post | 0 On Shares |
| 2 Wow | 2 On Post | 0 On Shares |
| 2 Comments | 2 On Post | 0 On Shares |
| 0 Shares | 0 On Post | 0 On Shares |

162 Post Clicks

| | | |
|-----------------|---------------|-----------------|
| 143 Photo Views | 0 Link Clicks | 19 Other Clicks |
|-----------------|---------------|-----------------|

NEGATIVE FEEDBACK

| | |
|------------------|------------------|
| 0 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Insights activity is reported in the Pacific time zone. Ads activity reported in the time zone of your ad account.

3,201 people reached

Boost Again



Recent Activity

Boosted on Jun 16
Audience: India: Bangalore Karnataka, 16 - 55
By Shrey Kapoor - Completed

View Results

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor 791 · June 16 at 4:39pm · Bangalore

Check out the latest #MahindraElectric models - #E20 #Verito at Auto Mall - #Forum Koramangala Mall this weekend! Avail exciting offers on spot bookings! #automall2018



3,510 people reached

Boost Again

Recent Activity

Boosted on Jun 16
Audience: India: Bangalore Karnataka, 16 - 55
By Shrey Kapoor - Completed

View Results



15.06.18



16.06.18



17.06.18



DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
BANGALORE
15 - 17, June 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME.WORK.FORUM

NEXA



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



DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
BANGALORE
15 - 17, June 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER
FORUM
KORAMANGALA
HOME.WORK.FORUM



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



DISCOVER. CONNECT. EXPERIENCE.

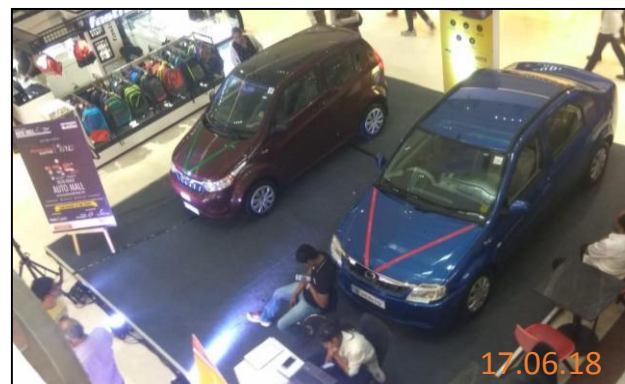
FORUM KORAMANGALA
BANGALORE
15 - 17, June 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME.WORK.FORUM





Volkswagen



15.06.18



16.06.18



17.06.18

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



DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
 BANGALORE
 15 - 17, June 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
 KORAMANGALA
 HOME.WORK.FORUM



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



DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
BANGALORE
15 - 17, June 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER
FORUM
KORAMANGALA
HOME.WORK.FORUM



15.06.18



16.06.18



17.06.18

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



DISCOVER. CONNECT. EXPERIENCE.

FORUM KORAMANGALA
BANGALORE
15 - 17, June 18

DIGITAL MEDIA PARTNER
AUTOPORTAL

VENUE PARTNER
FORUM
KORAMANGALA
HOME.WORK.FORUM

THANK YOU