



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 Season 2

13 – 15 July 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

141 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

After the grand success of Relio Quick Auto Mall Season 1 in June 18
Relio Quick Auto Mall Season 2 @ Forum Koramangala Mall was organized from July 13 – 15, 2018.

Top 8 leading automobile brands participated
ISUZU, MARUTI SUZUKI, MAHINDRA, NEXA, RENAULT, TATA MOTORS, JEEP, TVS

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 **500+ Enquires**, and

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

**TOUCH. FEEL. TRY.
BUY!**

13TH 14TH & 15TH JULY

www.automallindia.net

[f /rqautomallindia](https://www.facebook.com/rqautomallindia) [i /automall_india](https://www.instagram.com/automall_india) [y /automallofficial](https://www.youtube.com/channel/UC...)

INDIA'S 1ST & LARGEST MULTI CITY AUTO SHOW!

A VENTURE OF

RelioQuick™

IP MANAGED BY

**Team
Stratagem** 



Pre Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH. FEEL. TRY.
BUY!

13th 14th & 15th JULY

FORUM
KORAMANGALA
HOME. WORK. FORUM

**Additional Cash Benefits of upto INR 20000
on Spot-Bookings!**

www.automallindia.net
f /rqautomallindia | t /automall_india | i /automall_india | y /automallofficial

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

A VENTURE OF
RelioQuick

DIGITAL MEDIA PARTNER
AUTOPORTAL

IP MANAGED BY
Team
Stratagem

VENUE PARTNER
FORUM
KORAMANGALA
HOME. WORK. FORUM

Team & Creative: 1979

Event Promotion – On Ground Branding

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

TVS Racing

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A FEATURE OF RelioQuick

MANAGED BY Team Stratagem

DIGITAL MEDIA PARTNER AUTOPORTAL

VENUE PARTNER FORUM KORAMANGALA

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

Mahindra Rise.

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A FEATURE OF RelioQuick

MANAGED BY Team Stratagem

DIGITAL MEDIA PARTNER AUTOPORTAL

VENUE PARTNER FORUM KORAMANGALA

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

Jeep

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A FEATURE OF RelioQuick

MANAGED BY Team Stratagem

DIGITAL MEDIA PARTNER AUTOPORTAL

VENUE PARTNER FORUM KORAMANGALA

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

ISUZU

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A FEATURE OF RelioQuick

MANAGED BY Team Stratagem

DIGITAL MEDIA PARTNER AUTOPORTAL

VENUE PARTNER FORUM KORAMANGALA

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

**TOUCH. FEEL. TRY.
BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME. WORK. FORUM

Event Promotion – On Ground Branding

RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

RENAULT Passion for life

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A VENTURE OF RelioQuick

DIGITAL MEDIA PARTNER AUTOPORTAL

MANAGED BY Team Stratagem

VENUE PARTNER FORUM KORAMANGALA MALL BANGALORE

RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

MARUTI SUZUKI

Way of Life!

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A VENTURE OF RelioQuick

DIGITAL MEDIA PARTNER AUTOPORTAL

MANAGED BY Team Stratagem

VENUE PARTNER FORUM KORAMANGALA MALL BANGALORE

RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

NEXA

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A VENTURE OF RelioQuick

DIGITAL MEDIA PARTNER AUTOPORTAL

MANAGED BY Team Stratagem

VENUE PARTNER FORUM KORAMANGALA MALL BANGALORE

RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

FORUM

SHOWCASING

TATA MOTORS Connecting Aspirations

14th

RELIO QUICK AUTO MALL
www.automallindia.net

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

A VENTURE OF RelioQuick

DIGITAL MEDIA PARTNER AUTOPORTAL

MANAGED BY Team Stratagem

VENUE PARTNER FORUM KORAMANGALA MALL BANGALORE

Autoportal.com as Digital Media Partner



2 lakh+ Additional Impressions from:

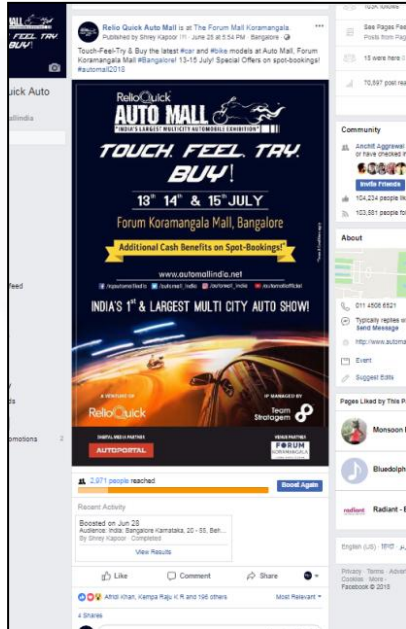
1. **Banner Ad on Homepage of Autoportal.com**
2. **Mailers to local Autoportal Database**
3. **Facebook Posts by Autoportal**

Auto Mall FB Page Engagement

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



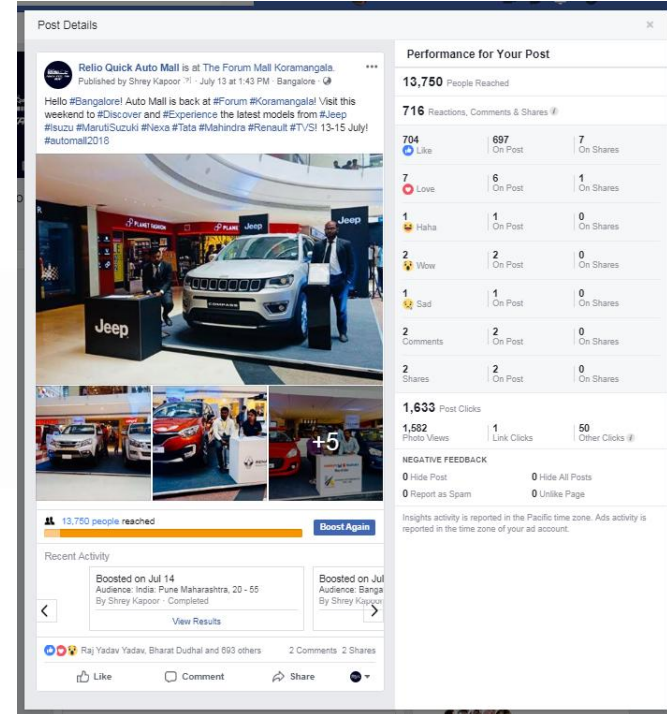
Show Posts – Auto Mall FB & Instagram Handles



Show Announcement



Event Page



Show Commencement

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · July 13 at 5:05 PM · Bangalore

#Discover & #Experience the latest models from #MarutiSuzuki!
#CelerioAGS #SwiftAGS at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automall2018

RelioQuick AUTO MALL
INDIA'S LARGEST MULTI-BRAND AUTOMOBILE EXPERIENCE!!!

SHOWCASING CELERIO AGS

FORUM KORAMANGALA, BANGALORE
13 - 15 July 18

A VENTURE OF **RelioQuick**
DIGITAL MEDIA PARTNER **AUTOPORTAL**

MANAGED BY **Team Stratagem**

104K likes + 103K follows

147 people reached

Boosted on Jul 13
Audience: Bangalore Mobiles
By Shrey Kapoor · Completed

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · July 13 at 5:03 PM · Bangalore

#Discover & #Experience the latest models from #Isuzu! #MUX #VCross at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automall2018

RelioQuick AUTO MALL
INDIA'S LARGEST MULTI-BRAND AUTOMOBILE EXPERIENCE!!!

SHOWCASING V-CROSS

FORUM KORAMANGALA, BANGALORE
13 - 15 July 18

A VENTURE OF **RelioQuick**
DIGITAL MEDIA PARTNER **AUTOPORTAL**

MANAGED BY **Team Stratagem**

104K likes +205 this week
103K follows

2,577 people reached

Boosted on Jul 13
Audience: India: Bangalore Karnataka: 20 - 55
By Shrey Kapoor · Completed

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · July 11 at 5:30 PM · Bangalore

#Discover & #Experience the latest models from #TVS #Apache at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automall2018

RelioQuick AUTO MALL
INDIA'S LARGEST MULTI-BRAND AUTOMOBILE EXPERIENCE!!!

SHOWCASING TVS

FORUM KORAMANGALA, BANGALORE
13 - 15 July 18

A VENTURE OF **RelioQuick**
DIGITAL MEDIA PARTNER **AUTOPORTAL**

MANAGED BY **Team Stratagem**

1,818 people reached

Boosted on Jul 11
Audience: Bangalore Mobiles
By Shrey Kapoor · Completed


Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · July 13 at 8:10 PM · Bangalore

#Discover & #Experience the #Renault #Captur at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automall2018

Relio Quick AUTO MALL **RENAULT** Passion for life

Showcasing CAPTUR



FORUM KORAMANGALA, BANGALORE
13-15 July 18

A VENTURE OF RelioQuick DIGITAL MEDIA PARTNER AUTOPORTAL

IF MANAGED BY Team Stratagem

154 people reached

Boosted on Jul 13 Audience: Bangalore Mobiles By Shrey Kapoor · Completed

View Results

Like Comment Share

Abhijeet Tuteja, Santhosh Suvama and Sandeep Kapoor

2 Shares

Event in New Delhi 4.5 ★★★★★

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

Page Tips Know Friends Invite friends and help yo

72% response Respond fast

104K likes Shrey Kap

103K follow

See Page Posts from

15 were here

70.897 post


Community Anchit Aggr

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · July 13 at 5:08 PM · Bangalore

#Discover & #Experience the latest models from #Nexa #Ciaz #ignis at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automall2018

Relio Quick AUTO MALL **NEXA**

Showcasing CIAZ



FORUM KORAMANGALA, BANGALORE
13-15 July 18

A VENTURE OF RelioQuick DIGITAL MEDIA PARTNER AUTOPORTAL

IF MANAGED BY Team Stratagem

85 people reached

Boosted on Jul 13 Audience: Bangalore Mobiles By Shrey Kapoor · Completed

View Results

Like Comment Share

Deepak Aswal, Narashinha Murthy and Pranav Ramchandra

1 Share

Event in New Delhi 4.5 ★★★★★

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

Page Tips Know Friends Invite friends and help yo

72% response Respond fast

104K likes Shrey Kapoor

103K follows

See Page Free Posts from Page

15 were here

70.897 post re


Community Anchit Aggr or have checked

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor · July 13 at 5:05 PM · Bangalore

#Discover & #Experience the latest models from #Maruti #Swift #Celerio #AGS at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automall2018

Relio Quick AUTO MALL **MARUTI SUZUKI** Way of Life!

Showcasing SWIFT AGS



FORUM KORAMANGALA, BANGALORE
13-15 July 18

A VENTURE OF RelioQuick DIGITAL MEDIA PARTNER AUTOPORTAL

IF MANAGED BY Team Stratagem

874 people reached

Boosted on Jul 13 Audience: Bangalore Mobiles By Shrey Kapoor · Completed

View Results

Like Comment Share

Govind Muley, Narayan Reddy and 50 others

1 Share

Event in New Delhi 4.5 ★★★★★

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

Page Tips Know Friends Invite friends and help yo

72% response Respond fast

104K likes Shrey Kapoor

103K followers

See Page Posts from

15 were here

70.897 post re

Community Anchit Aggr

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor (7) · July 13 at 5:24 PM · Bangalore ·

#Discover & #Experience the #Jeep #Compass at Auto Mall. #ForumKoramangala #Bangalore this weekend 13-15 July! #automal2018

RelioQuick AUTO MALL Showcasing JEEP COMPASS

Forum Koramangala, Bangalore 13-15 July 18

A VENTURE OF RelioQuick DIGITAL MEDIA PARTNER AUTOPORTAL

IF MANAGED BY Team Stratagem VENUE PARTNER FORUM KORAMANGALA

2,577 people reached

Boosted on Jul 13 Audience: Bangalore Mobiles By Shrey Kapoor · Completed

Like Comment Share

Manoj Manu, Parameswaran Menon and 166 others

2 Shares

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor (7) · July 13 at 5:20 PM · Bangalore ·

#Discover & #Experience the latest models from #Mahindra! #TUV300 #XUV500 at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automal2018

RelioQuick AUTO MALL Showcasing TUV300

Forum Koramangala, Bangalore 13-15 July 18

A VENTURE OF RelioQuick DIGITAL MEDIA PARTNER AUTOPORTAL

IF MANAGED BY Team Stratagem VENUE PARTNER FORUM KORAMANGALA

1,090 people reached

Boosted on Jul 13 Audience: Bangalore Mobiles By Shrey Kapoor · Completed

Like Comment Share

Kevin Mukoma, Syed JeeLu and 55 others

1 Share

Relio Quick Auto Mall is at The Forum Mall Koramangala. Published by Shrey Kapoor (7) · July 11 at 5:20 PM · Bangalore ·

#Discover & #Experience the latest models from #TataMotors! #Nexon #Tigor at Auto Mall, #ForumKoramangala #Bangalore this weekend 13-15 July! #automal2018

RelioQuick AUTO MALL Showcasing NEXON

Forum Koramangala, Bangalore 13-15 July 18

A VENTURE OF RelioQuick DIGITAL MEDIA PARTNER AUTOPORTAL

IF MANAGED BY Team Stratagem VENUE PARTNER FORUM KORAMANGALA

2,700 people reached

Boosted on Jul 11 Audience: India: Bangalore Karnataka, 20 - 55 By Shrey Kapoor · Completed

Like Comment Share

Jeevan Gowda, Múráli Achar and 621 others

2 Shares

Event Glimpses

NEXA



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



**TOUCH. FEEL. TRY.
BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME. WORK. FORUM



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



**TOUCH. FEEL. TRY.
 BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
 BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER



VENUE PARTNER





13.07.18



14.07.18



15.07.18

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



**TOUCH. FEEL. TRY.
BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME. WORK. FORUM

TATA MOTORS
Connecting Aspirations



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



**TOUCH. FEEL. TRY.
BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME.WORK.FORUM



13.07.18



14.07.18



15.07.18

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



**TOUCH. FEEL. TRY.
BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME.WORK.FORUM

Jeep



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



**TOUCH. FEEL. TRY.
BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
KORAMANGALA
HOME. WORK. FORUM



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

**TOUCH. FEEL. TRY.
 BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
 BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

FORUM
 KORAMANGALA
 HOME. WORK. FORUM



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



**TOUCH. FEEL. TRY.
 BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

FORUM KORAMANGALA MALL
 BANGALORE

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER



VENUE PARTNER



THANK YOU