



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

# RELIO QUICK AUTO MALL@ SHIPRA MALL, GHAZIABAD 21st – 23rd September 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

156 Shows

30+ Malls

1.6 Crore+ Visitors

1.5 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 140 such shows till date at 25+ 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 @ SHIPRA MALL, GHAZIABAD : 21st – 23rd Sept 18 – Event Synopsis

**Relio Quick Auto Mall at SHIPRA MALL was organized from Sept 21 – 23, 2018.**

## **Top 8 leading automobile brands participated**

TOYOTA, TATA MOTORS, MAHINDRA, FORD, ISUZU, HERO, TVS, KROSS BIKES

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.

Auto Mall @ SHIPRA Mall showcased automobiles for all budgets.

**All the brands put together generated over 600+ Hot Enquiries**

**Over 75K people visited SHIPRA Mall, during Auto Mall event weekend.**

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

**21<sup>st</sup> 22<sup>nd</sup> & 23<sup>rd</sup> SEPT**

[www.automallindia.net](http://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/automallofficial)

**INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!**

A VENTURE OF

**RelioQuick**

IP MANAGED BY

Team  
Stratagem 

**Mahindra**  
Rise.

  
Go Further

  
TOYOTA

**ISUZU**

**TATA MOTORS**  
Connecting Aspirations

  
Hero

  
KROSS  
BIKES

**TVS** *Racing*

## Pre Event Promotion

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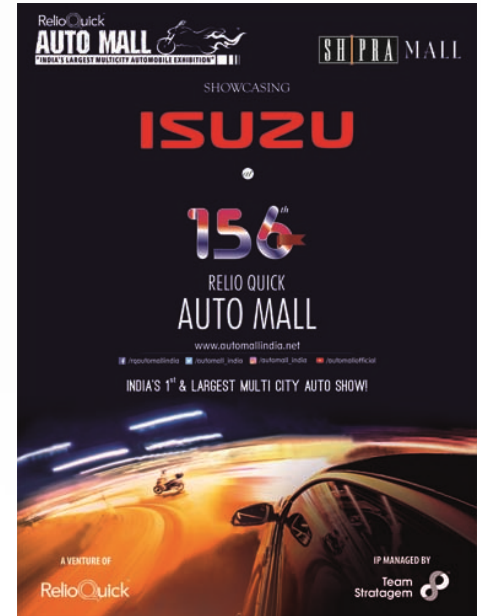
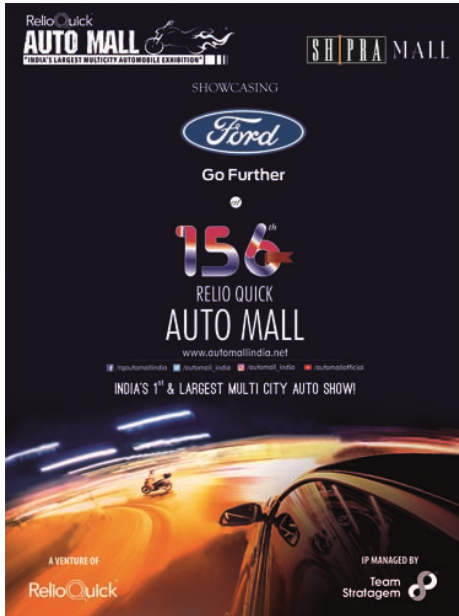
To generate visibility and awareness, Auto Mall event was promoted well in advance

A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

# Pre Event Promotion – On Ground Branding



# Event Promotion – On Ground Branding





# Event Promotion – On Ground Branding

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

SHIPRA MALL

SHOWCASING

**KROSS**  
BIKES

**156<sup>th</sup>**  
RELIO QUICK  
AUTO MALL

www.automallindia.net

INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team  
Stratagem

The poster features a dark background with a blurred, high-speed image of a motorcycle on a track at the bottom. The text is arranged in a clean, modern layout with various font weights and colors (white, red, blue) to highlight key information.

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

SHIPRA MALL

SHOWCASING

**TATA MOTORS**  
Connecting Aspirations

**156<sup>th</sup>**  
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SHIPRA MALL

SHOWCASING

**TOYOTA**

**156<sup>th</sup>**  
RELIO QUICK  
AUTO MALL

www.automallindia.net

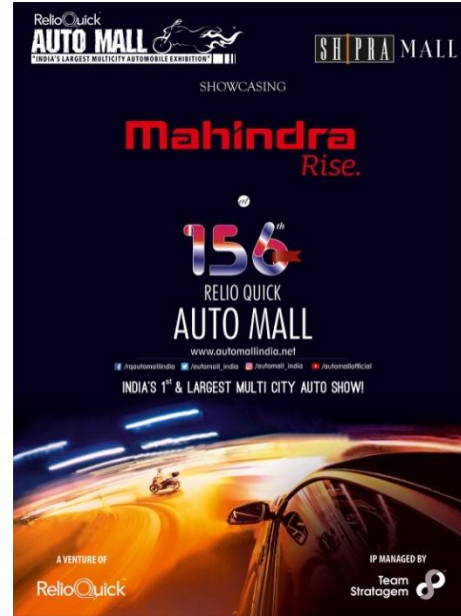
INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

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# Event Promotion – On Ground Branding



## Event Glimpses

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# 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 added an event.  
September 14 at 1:26 PM

Presenting the 1st ever Auto Mall at Shipra Mall Indirapuram! #automall2018



**FRI, SEP 21**  
**Auto Mall at Shipra Mall Indirapuram**  
Shipra Mall - Ghaziabad

★ Interested

Bharat and Manish were interested

103 People Reached 0 Engagements 0 Clicks [View Promotion](#)

Boosted on Sep 14, 2018  
By Shrey Kapoor

People Reached	1.7K	Event Responses	18
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[View Results](#)

Event Page

Relio Quick Auto Mall is at Shipra Mall.  
Published by Shrey Kapoor [?] · September 22 at 5:15 PM · Ghaziabad

Smooth as a Shark! Silent as a Shark!  
Check out the latest #Mahindra #Marazzo at Auto Mall, Shipra Mall Indirapuram! 22-23 Sep! Other participating brands include #Huzar #Ford #Toyota #Tata #TVS #Hero #Kross #automall2018



3,702 People Reached 483 Engagements 384 Clicks [Boost Again](#)

Boosted on Sep 22, 2018  
By Shrey Kapoor

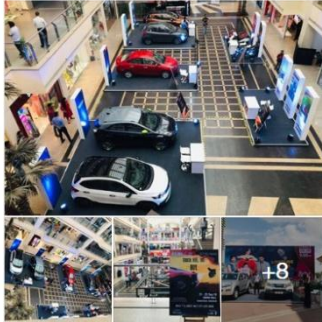
People Reached	2.6K	Post Engagement	708
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[View Results](#)

Show Commencement

Relio Quick Auto Mall is at Shipra Mall.  
Published by Shrey Kapoor [?] · September 21 at 5:49 PM · Ghaziabad

Presenting the 1st ever Auto Mall at Shipra Mall Indirapuram!  
Showcasing a wide range of the latest cars and bikes from #Tata#Motors #Huzar #Ford #Toyota #Kross#Bikes #TVS#Apache #Hero! Stay tuned for a special display of the new #Mahindra Marazzo from tomorrow! 21-23 Sep! #automall2018



7,914 People Reached 713 Engagements 1,240 Clicks [Boost Again](#)

Boosted on Sep 21, 2018  
By Shrey Kapoor

People Reached	6.7K	Post Engagement	1.7K
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[View Results](#)

# Show Posts – Auto Mall FB & Instagram Handles

**Relio Quick Auto Mall is at Shipra Mall.**  
Published by Shrey Kapoor (1) · September 19 at 1:39 PM · Ghaziabad

Stop Nowhere!  
Check out the #Kross range at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018

**21 - 23 SEPTEMBER 2018**

**KROSS BIKES**

1,560	365	10
People Reached	Engagements	Clicks

[Boost Again](#)

Boosted on Sep 19, 2018  
By Shrey Kapoor

People Reached	1.4K	Post Engagement	365
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[View Results](#)

👍👍 Sakat Debnath, Avnish Yadav and 382 others  
t...%5B0%5D=68.ARAHVdVYXCKIK3QFGf0Cm0EYovrIDPjaCPmXrGbG0igwgm\_GLUC

**Relio Quick Auto Mall is at Shipra Mall.**  
Published by Shrey Kapoor (1) · September 17 at 4:46 PM · Ghaziabad

Xtreme Control. Xtreme Thrill. Xtreme Design. Xtreme Grip. Check out the Hero Xtreme 200R at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018

**21 - 23 SEPTEMBER 2018**

**Hero Xtreme 200R**

1,772	373	22
People Reached	Engagements	Clicks

[Boost Again](#)

Boosted on Sep 17, 2018  
By Shrey Kapoor

People Reached	1.6K	Post Engagement	383
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[View Results](#)

👍👍👍 Relio Quick Auto Mall, Sharuk Khan, Kabir Kumar and 365 others 1 Share

**Relio Quick Auto Mall is at Shipra Mall.**  
Published by Shrey Kapoor (1) · September 17 at 4:56 PM · Ghaziabad

Racing DNA Unleashed!  
Explore the most awarded motorcycles from #TVS #Apache at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018

**21 - 23 SEPTEMBER 2018**

**TVS Racing**

2,946	378	31
People Reached	Engagements	Clicks

[Boost Again](#)

Boosted on Sep 17, 2018  
By Shrey Kapoor

People Reached	2.8K	Post Engagement	395
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[View Results](#)

Relio Quick Auto Mall, Ashish Kumar, Thejaswini and 911 others 1 Comment

**Relio Quick Auto Mall is at Shipra Mall.**  
Published by Shrey Kapoor (1) · September 17 at 4:53 PM · Ghaziabad

Experience the thrill yourself!  
Check out the #Ford #Freestyle at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018

**21 - 23 SEPTEMBER 2018**

**Ford Go Further**

1,474	346	9
People Reached	Engagements	Clicks

[Boost Again](#)

Boosted on Sep 17, 2018  
By Shrey Kapoor

People Reached	1.4K	Post Engagement	337
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[View Results](#)

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# Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Shipra Mall.  
Published by Shrey Kapoor (1) · September 17 at 4:54 PM · Ghaziabad

Explore the new #Ford #Ecosport at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018



**21 - 23 SEPTEMBER 2018**

2,210 People Reached, 355 Engagements, 6 Clicks [Boost Again](#)

Boosted on Sep 17, 2018 By Shrey Kapoor

People Reached	2.1K	Post Engagement	350
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[View Results](#)

K Harish Kumar Kandanud, Sharuk Khan and 347 others

2 Comments

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Relio Quick Auto Mall is at Shipra Mall.  
Published by Shrey Kapoor (1) · September 17 at 5:03 PM · Ghaziabad

The #SUV that's an off-roader on the outside & a comfortable 7-seater inside. Check out the #Isuzu #MUX at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018



**21 - 23 SEPTEMBER 2018**

1,739 People Reached, 347 Engagements, 27 Clicks [Boost Again](#)

Boosted on Sep 17, 2018 By Shrey Kapoor

People Reached	1.6K	Post Engagement	357
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[View Results](#)

ts\_%5B0%5D=68.ARC03Pu76zZKOEHkcqP3FKSUm1ORFhA9h2QAkreUzkdInn\_8fve1

Relio Quick Auto Mall is at Shipra Mall.  
Published by Shrey Kapoor (1) · September 19 at 1:38 PM · Ghaziabad

A sedan like no other! Check out the #Toyota #Yaris at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018



**21 - 23 SEPTEMBER 2018**

2,063 People Reached, 405 Engagements, 20 Clicks [Boost Again](#)

Boosted on Sep 19, 2018 By Shrey Kapoor

People Reached	1.7K	Post Engagement	386
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[View Results](#)

Relio Quick Auto Mall, Sakat Debnath, Danish Khan and 386 others

3 Shares

Relio Quick Auto Mall is at Shipra Mall.  
Published by Shrey Kapoor (1) · September 19 at 5:40 PM · Ghaziabad

Check out the #Tiago #NRG by #TataMotors at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018



**21 - 23 SEPTEMBER 2018**

1,558 People Reached, 415 Engagements, 12 Clicks [Boost Again](#)

Boosted on Sep 19, 2018 By Shrey Kapoor

People Reached	1.4K	Post Engagement	414
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[View Results](#)

Sakat Debnath, Shiva Risly and 409 others

1 Comment

# Show Posts – Auto Mall FB & Instagram Handles

**Relio Quick Auto Mall** is at Shipra Mall.  
Published by Shrey Kapoor [?] · September 19 at 5:41 PM · Ghaziabad · 🌐

Check out the #Nexon #Kraz by #TataMotors at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 21-23 Sep #automall2018




**TATA MOTORS**  
Connecting Aspirations

**1,314** People Reached    **361** Engagements    **11** Clicks    [Boost Again](#)

Boosted on Sep 19, 2018  
By Shrey Kapoor    Completed

People Reached	<b>1.1K</b>	Post Engagement	<b>349</b>
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[View Results](#)

👍👍 Sakal Debnath, Vipul Bansal and 352 others    1 Comment 1 Share

**Relio Quick Auto Mall** is at Shipra Mall.  
Published by Shrey Kapoor [?] · September 21 at 7:01 PM · Ghaziabad · 🌐

Smooth as a Shark!  
Silent as a Shark!  
Presenting the new #Mahindra #Marazzo at the 1st ever #AutoMall at Shipra Mall, Indrapuram! 22-23 Sep #automall2018




**1,606** People Reached    **406** Engagements    **15** Clicks    [Boost Again](#)

Boosted on Sep 21, 2018  
By Shrey Kapoor    Completed

People Reached	<b>1.3K</b>	Post Engagement	<b>406</b>
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[View Results](#)

👍👍 Hakim Ali, Obaid Obaid Ah and 399 others    2 Comments 1 Share





21.09.18



22.09.18



23.09.18

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



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

INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

**SHIPRA MALL  
GHAZIABAD**

**21<sup>st</sup> 22<sup>nd</sup> & 23<sup>rd</sup> SEPT**

**VENUE PARTNER**

**SHIPRA MALL**



21.09.18



22.09.18



23.09.18



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

INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

**SHIPRA MALL  
GHAZIABAD**

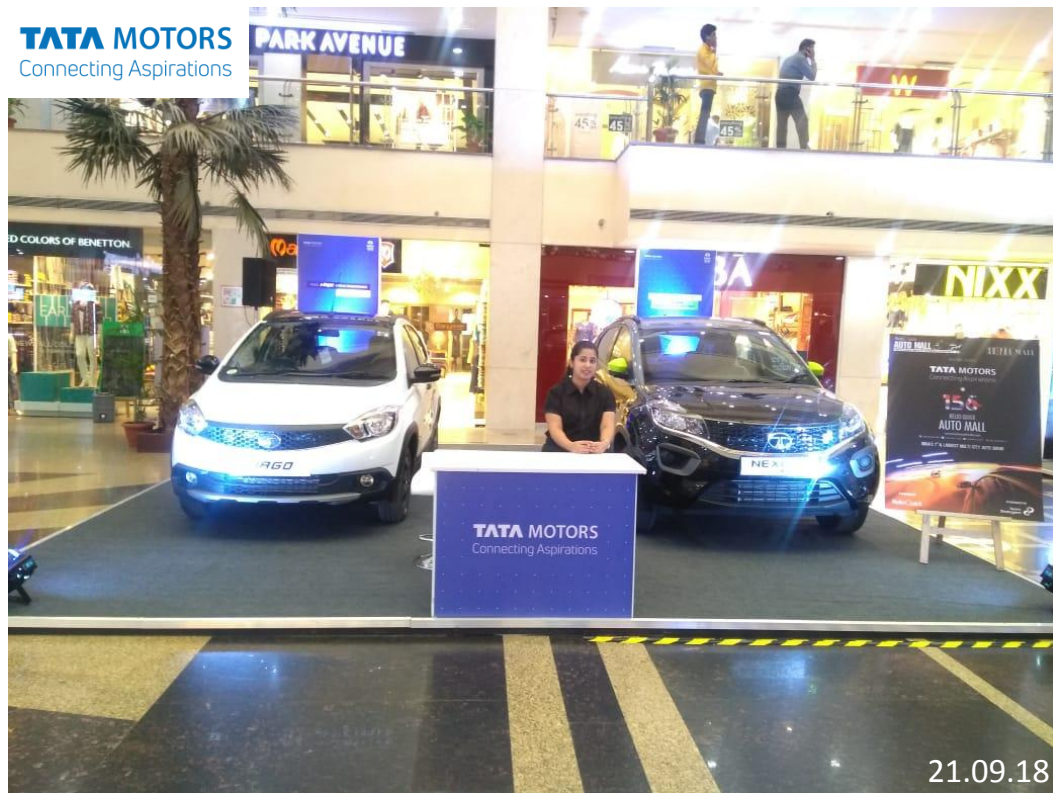
**21<sup>st</sup> 22<sup>nd</sup> & 23<sup>rd</sup> SEPT**

**VENUE PARTNER**





**TATA MOTORS**  
Connecting Aspirations



ReltoQuick  
**AUTO MALL**  
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VENUE PARTNER

**SHIPRA MALL**

Mahindra  
Rise.



22.09.18



23.09.18

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

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GHAZIABAD

**21<sup>st</sup> 22<sup>nd</sup> & 23<sup>rd</sup> SEPT**

**VENUE PARTNER**

**SHIPRA MALL**



21.09.18



22.09.18



23.09.18



21.09.18



22.09.18



23.09.18



21.09.18



22.09.18



23.09.18



**THANK YOU**