



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 3 @
The Great India Place & Gardens
Galleria, Noida
23 – 25 Nov18

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

161 Shows

30+ Malls

1.6 Crore+ Visitors

1.4 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 145 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 @ The Great India Place : 23rd – 25th Nov18 – Event Synopsis

After the grand success of Relio Quick Auto Mall season 2 in July 2018
Relio Quick Auto Mall Season 3 @The Great India Place & Garden Galleria was
organized from **Nov 23 – 25, 2018.**

Top 6 leading automobile brands participated
ISUZU, SKODA, TATA MOTORS, TOYOTA, TVS, HERO

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.
Auto Mall @ **The Great India Place & Garden Galleria** showcased automobiles for all budgets.

All the brands put together generated over **800+ Enquires**, and

Over **1.25 Lac** people visited The Great India Place, during Auto Mall event weekend.

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



**The Great
India Place**



ENTERTAINMENT CITY | NOIDA

**TOUCH. FEEL. TRY
BUY!**

23-25 NOV

**GREAT INDIA PLACE |
GARDENS GALLERIA MALL,
NOIDA**

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



ISUZU

TATA MOTORS
Connecting Aspirations



TVS Racing

Event Glimpses

Pre Event Promotion – On Ground Branding



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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

The Great India Place
Gardens Galleria
ENTERTAINMENT CITY | NOIDA

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23-25 NOV

**THE GREAT INDIA PLACE &
GARDENS GALLERIA MALL, NOIDA**

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

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

Event Promotion – On Ground Branding



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THE GREAT INDIA PLACE |
GARDENS GALLERIA MALL,
Noida
23rd 24th & 25th NOV.

VENUE PARTNER



Event Promotion – On Ground Branding



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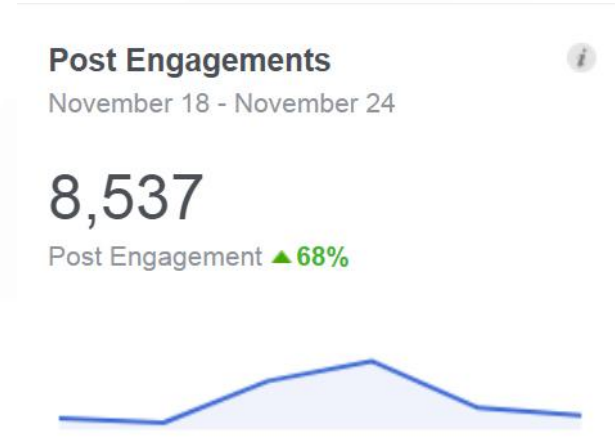
THE GREAT INDIA PLACE | GARDENS GALLERIA MALL,
Noida
23rd 24th & 25th NOV.

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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 is at The Great India Place.
Published by Shrey Kapoor [?] · November 20 at 2:33 PM · Noida · 🌐

Auto Mall is back at The Great India Place & Gardens Galleria #Noidat Visit to experience the latest #cars and #bikes on display, book test drives and avail special #offerst 23-25 Nov! #automall2018



1,673 People Reached 328 Engagements [Boost Again](#)

Event Page

Relio Quick Auto Mall is at The Great India Place.
Published by Shrey Kapoor [?] · November 24 at 12:08 PM · Noida · 🌐

#Hero #Destini unveill at Auto Mall. GIP #Noidat Check out the new model with latest features! #automall2018 @ The Great India Place



490 People Reached 16 Engagements [Boost Post](#)

[Like](#) [Comment](#) [Share](#) 🌐

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Great India Place.
 Published by Shrey Kapoor [?] · November 22 at 10:01 PM · Noida · 🌐

Showcasing the latest #Hero models at Auto Mall, GIP #Noida this weekend! 23-25 Nov! Visit and avail special offers! #automall2018

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

The Great India Place Gardens Galleria ENTERTAINMENT CITY | NOIDA

23 - 25 NOVEMBER 2018

214 People Reached 41 Engagements [Boost Again](#)

Relio Quick Auto Mall is at The Great India Place.
 Published by Shrey Kapoor [?] · November 22 at 10:02 PM · Noida · 🌐

Showcasing the latest #TataMotors models at Auto Mall, GIP #Noida this weekend! 23-25 Nov! Visit and avail special offers! #automall2018

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The Great India Place Gardens Galleria ENTERTAINMENT CITY | NOIDA

23 - 25 NOVEMBER 2018

1,102 People Reached 292 Engagements [Boost Again](#)

Relio Quick Auto Mall is at The Great India Place.
 Published by Shrey Kapoor [?] · November 22 at 10:02 PM · Noida · 🌐

Showcasing the latest #Toyota models at Auto Mall, GIP #Noida this weekend! 23-25 Nov! Visit and avail special offers! #automall2018

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The Great India Place Gardens Galleria ENTERTAINMENT CITY | NOIDA

23 - 25 NOVEMBER 2018

2,132 People Reached 371 Engagements [Boost Again](#)

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Great India Place.
Published by Shrey Kapoor [?] · November 22 at 10:03 PM · Noida · 🌐

Showcasing #Skoda at Auto Mall, GIP #Noida this weekend! 23-25 Nov! Visit and avail special offers! #automall2018



Relio Quick AUTO MALL **The Great India Place** Gardens Galleria
ENTERTAINMENT CITY | NOIDA

23 - 25 NOVEMBER 2018

SKODA

1,606 People Reached 325 Engagements [Boost Again](#)

Relio Quick Auto Mall is at The Great India Place.
Published by Shrey Kapoor [?] · November 22 at 10:03 PM · Noida · 🌐

Showcasing the latest #TVSApache models at Auto Mall, GIP #Noida this weekend! 23-25 Nov! Visit and avail special offers! #automall2018



Relio Quick AUTO MALL **The Great India Place** Gardens Galleria
ENTERTAINMENT CITY | NOIDA

23 - 25 NOVEMBER 2018

TVS Racing

1,588 People Reached 9 Engagements [Boost Again](#)

ISUZU



24.11.18



25.11.18

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ŠKODA



23.11.18



24.11.18



25.11.18

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TOYOTA



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THANK YOU