



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

RELIO QUICK AUTO MALL@
Pavilion Mall, Ludhiana
Season 2
23rd – 25th Nov.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

162 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 142 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 @ Pavilion Mall: 23rd – 25th Nov.18 – Event Synopsis

After the grand success of Relio Quick Auto Mall Season 1 in May 18
Auto Mall Season 2 @ Pavilion Mall was organized from Nov 23 – 25, 2018.

Top 8 leading automobile brands participated

TATA MOTORS, LANDROVER, BMW, MARUTI SUZUKI, KTM, INDIAN MOTORCYCLES, KROSS BIKES, TVS

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.
Auto Mall @ Pavilion Mall showcased automobiles for all budgets.

All the brands put together generated over **150+ Hot Enquiries**

Over 60K people visited Pavilion Mall during Auto Mall event weekend.

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

 **PAVILION**



**TOUCH. FEEL. TRY
BUY!**

23-25 NOV

**Pavilion Mall,
Ludhiana**

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

TATA MOTORS
Connecting Aspirations

 **DADA** *motors*
RELATIONSHIP THROUGH SERVICE



MARUTI SUZUKI
Way of Life!



Indian
MOTORCYCLE

 **KROSS**
BIKES

TVS *Racing*

Pre Event Promotion

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

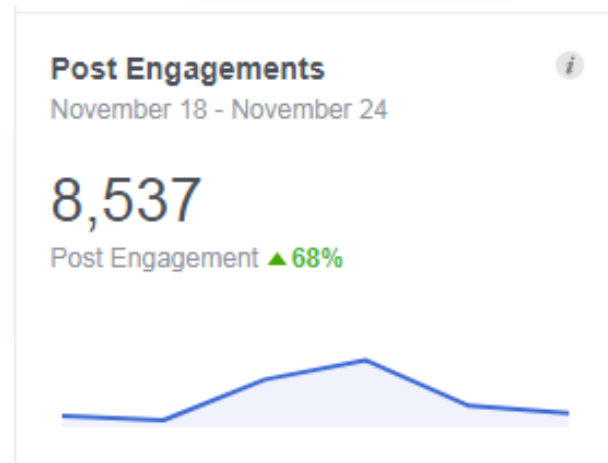
A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

Event Promotion – On Ground Branding



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 Pavilion.
Published by Shrey Kapoor · 11 · November 22 at 10:09 PM · Ludhiana

Hello #Ludhiana! Auto Mall is back at Pavilion Mall for Season 2!
Showing a wide range of brands like #BMW #LandRover #MarutiSuzuki #TataMotors #IndianMotorcycles #TVSApache #KTM #Kross! Visit to book test drives, compare various models and avail special offers! #automall2018

Relio Quick AUTO MALL PAVILION

TOUCH. FEEL. TRY BUY!
23-25 NOV
Pavilion Mall, Ludhiana

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

TATA MOTORS Connecting Aspirations | DADA | MARUTI SUZUKI Way of Life | KTM | Indian MOTORCYCLE | KROSS BIKES | TVS

2,594 People Reached | 10 Engagements | Boost Again

Boosted on Nov 22, 2018 By Shrey Kapoor | Completed

People Reached	2.0K	Post Engagement	866
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View Results

Aadilva Sharma Bultar and Sandeep Kapoor · 1 · Share

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor · 11 · November 20 at 2:32 PM · Ludhiana

Auto Mall is back at Pavilion Mall #Ludhiana! Visit to experience the latest #cars and #bikes on display, book test drives and avail special offers! 23-25 Nov! #automall2018

Relio Quick AUTO MALL PAVILION

TOUCH. FEEL. TRY BUY!
23-25 NOV
Pavilion Mall, Ludhiana

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!
A VENTURE OF RelioQuick | IP MANAGED BY Team Stratagem

2,036 People Reached | 450 Engagements | Boost Again

Boosted on Nov 20, 2018 By Shrey Kapoor | Completed

People Reached	1.6K	Post Engagement	439
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View Results

Relio Quick Auto Mall, Raj Kumar, Wasim Mahi and 438 others

Like Comment Share

Write a comment...

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor (11 · November 22 at 1:29 PM · Ludhiana ·)

Experience the latest #TataMotors models at Auto Mall, Pavilion Mall #Ludhiana this weekend! #automal2018

Relio Quick AUTO MALL PAVILION
23 - 25 NOVEMBER 2018
TATA MOTORS Connecting Aspirations

1,855 People Reached 471 Engagements **Boost Again**

Boosted on Nov 22, 2018 By Shrey Kapoor Completed

People Reached	1.5K	Post Engagement	444
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View Results

Er Vipin Singh, Pinder Bar and 448 others 3 Comments 1 Share

Like Comment Share

Most Relevant

Anuj Khan Super Like Reply Message 3d

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor (11 · November 22 at 1:29 PM · Ludhiana ·)

Experience the latest #TataMotors models at Auto Mall, Pavilion Mall #Ludhiana this weekend! #automal2018

Relio Quick AUTO MALL PAVILION
23 - 25 NOVEMBER 2018
TATA MOTORS Connecting Aspirations

2,366 People Reached 510 Engagements **Boost Again**

Boosted on Nov 22, 2018 By Shrey Kapoor Completed

People Reached	2.0K	Post Engagement	478
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View Results

Pardeep Kumar, Ajnu Vrane and 475 others 1 Comment 3 Shares

Like Comment Share

Most Relevant

Ranjit Singh Nyc Like Reply Message 3d

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor (11 · November 22 at 1:30 PM · Ludhiana ·)

Experience the #MarutiSuzuki #ItraBreza at Auto Mall, Pavilion Mall #Ludhiana this weekend! Book test drives and avail special offers! #automal2018

Relio Quick AUTO MALL PAVILION
23 - 25 NOVEMBER 2018
MARUTI SUZUKI Way of Life!

1,584 People Reached 477 Engagements **Boost Again**

Boosted on Nov 22, 2018 By Shrey Kapoor Completed

People Reached	1.2K	Post Engagement	456
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View Results

Atul Prasad, Rahul Kundra and 462 others 2 Shares

Like Comment Share


Most Relevant

Relio Quick Auto Mall is at Pavilion.

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor [?], November 22 at 1:55 PM · Ludhiana ·

Get Ready to Race! Experience the latest #KTM models at Auto Mall, Pavilion Mall #Ludhiana this weekend! #automall2018



Relio Quick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

PAVILION

23 - 25 NOVEMBER 2018

Our Story
AutoMall India
Comprehensive ground Tour
→ Finish your business

Page Tips

- How to Grow Short video audience
- Know Friends and help
- Easily Manage the respond

2,765 People Reached 494 Engagements [Boost Again](#)

Boosted on Nov 22, 2018 By Shrey Kapoor Completed


People Reached	2.5K	Post Engagement	479
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[View Results](#)

Like Comment Share

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor [?], November 21 at 5:46 PM · Ludhiana ·

Experience the #BMW #3Series GT at Auto Mall, Pavilion Mall #Ludhiana this weekend! #automall2018



Relio Quick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

PAVILION

23 - 25 NOVEMBER 2018

40% response

104K likes

103K followers

See 1 Post

14 weeks

21,333

Community

- Sanjeev or have
- Invite Friends
- 104,261 likes
- 103,599 followers

About

1,890 People Reached 512 Engagements [Boost Again](#)

Boosted on Nov 21, 2018 By Shrey Kapoor Completed


People Reached	1.8K	Post Engagement	474
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[View Results](#)

Like Comment Share

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor [?], November 21 at 5:45 PM · Ludhiana ·

Experience #Kross #Bikes at Auto Mall, Pavilion Mall #Ludhiana this weekend! Explore various models on display and avail special offers! #automall2018



Relio Quick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

PAVILION

23 - 25 NOVEMBER 2018

1,539 People Reached 486 Engagements [Boost Again](#)

Boosted on Nov 21, 2018 By Shrey Kapoor Completed

People Reached	1.4K	Post Engagement	468
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[View Results](#)

Like Comment Share

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor (P) · November 24 at 11:19 AM · Ludhiana ·

Get Ready to Race! Experience the latest #KTM models at Auto Mall, Pavilion Mall #Ludhiana this weekend! #automall2018

2,863 People Reached 673 Engagements [Boost Again](#)

Boosted on Nov 24, 2018 By Shrey Kapoor

People Reached	Post Engagement
2.5K	646

[View Results](#)

👍 Like 💬 Comment ➦ Share

1 Comment · 1 Share

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor (P) · November 21 at 5:44 PM · Ludhiana ·

Experience #Indian #Motorcycles at Auto Mall, Pavilion Mall #Ludhiana this weekend! Explore various models on display and avail special offers! #automall2018

3,783 People Reached 795 Engagements [Boost Again](#)

Boosted on Nov 21, 2018 By Shrey Kapoor

People Reached	Post Engagement
3.4K	740

[View Results](#)

👍 Like 💬 Comment ➦ Share

1 Comment · 8 Shares

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor (P) · November 21 at 5:43 PM · Ludhiana ·

Experience #TVSApache #Bikes at Auto Mall, Pavilion Mall #Ludhiana this weekend! Explore various models on display and avail special offers! #automall2018

2,511 People Reached 494 Engagements [Boost Again](#)

Boosted on Nov 21, 2018 By Shrey Kapoor

People Reached	Post Engagement
2.4K	483

[View Results](#)

👍 Like 💬 Comment ➦ Share

2 Shares

Event Glimpses









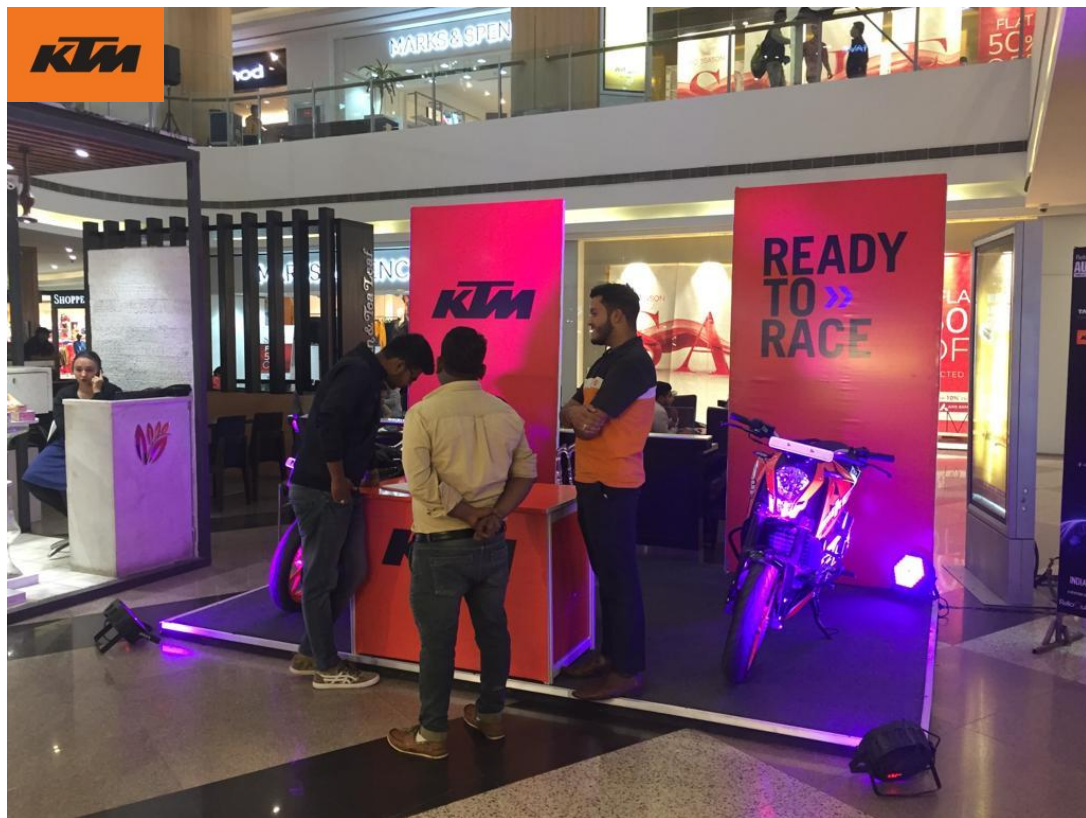
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 23rd 24th & 25th NOV.

VENUE PARTNER
 **PAVILION**







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Ludhiana
23rd 24th & 25th NOV.

VENUE PARTNER

 **PAVILION**

THANK YOU