



**Relio Quick AUTO MALL
Season 3
@Quest Mall, Kolkata
10 – 12 March, 2017**

IPs managed:





#automall2017
Premium Auto Show
QUEST MALL, KOLKATA
10 - 12, MARCH, 2017

A VENTURE OF
RelioQuick™

IP MANAGED BY
Stratagem



Auto Mall @ Quest Mall, Kolkata : 10 - 12 March' 2017 – Event Synopsis

After the Grand Success of Auto Mall Season 2 in Dec 2016
Auto Mall Season 3 @ Quest Mall, Kolkata was organized from March 10 – 12, 2017.

Top 6 leading automobile brands participated
AUDI, ISUZU, PORSCHE, NISSAN, TOYOTA & DSK BENELLI

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

All the brands put together generated over **450 Enquires, 150 Hot Prospects** and
Over **1 Lakh+ people visited** Quest Mall, Kolkata during Auto Mall event weekend.



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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 Twitter and Facebook created great visibility, awareness and engagement with the Event

On ground branding at the Mall was done 1 weeks prior to the event through Backdrops and Standees Screens to create awareness and visibility amongst the Mall visitors.



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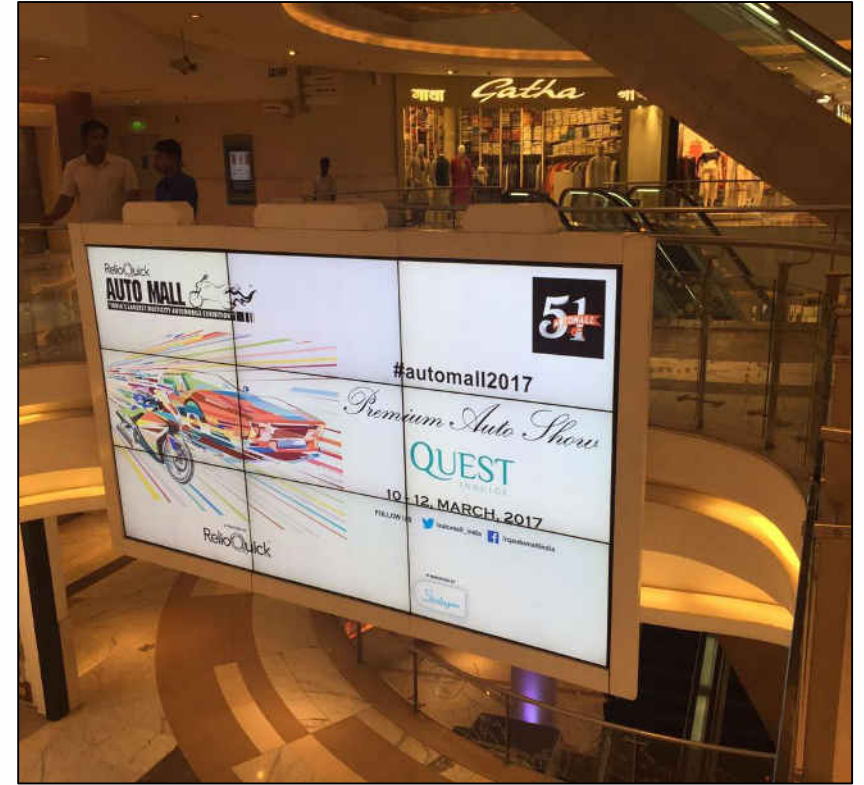
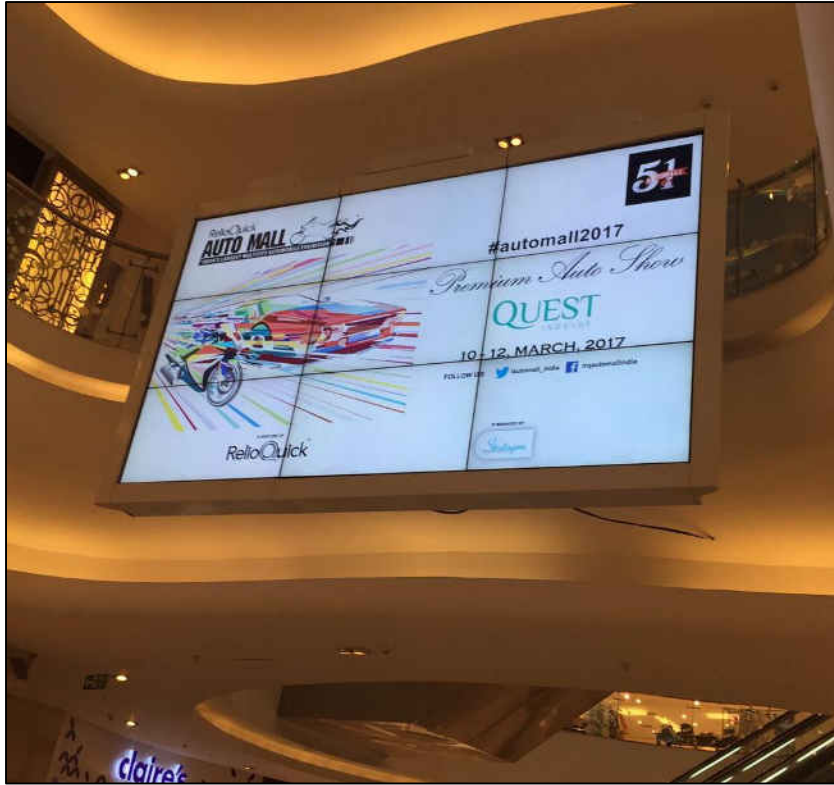
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Pre Event Promotion – On Ground Branding



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Pre Event Promotion – Facebook

Relio Quick Auto Mall
Published by Stratagem (?) · March 10 at 3:36pm ·

Discover. Connect. Experience
51st Relio Quick Auto Mall @ Quest Mall, Kolkata
from 10 - 12th March 17 #AutoMall2017



Organising

51st AUTOMALL

Get yourself there &
Discover. Connect. Experience.
top premium automobile brands

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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Manish Gupta, Nidhi Kapoor and Sandeep Kapoor

Relio Quick Auto Mall
Published by Stratagem (?) · March 8 at 4:17pm ·

Discover. Connect. Experience
We're proud to announce the 51st Relio Quick Auto Mall @ Quest Mall,
Kolkata from 10-12th March 17
#AutoMall2017 #AutoShow #CarShow #automallindia



Discover. Connect. Experience.
an entertaining & informative day of
cars and bikes.

Presenting

51st

Quest Mall, Kolkata
10 - 12, March, 2017

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Manish Gupta and Sandeep Kapoor



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GURGAON KOLKATA
10 - 12, MARCH, 2017

MAR 10 **51st Relio Quick Auto Mall**
Public · Hosted by Relio Quick Auto Mall

★ Interested ✓ Going

March 10 – March 12
Mar 10 at 11 AM to Mar 12 at 9 PM

Quest Mall, Kolkata
33 Syed Amir Ali Ave, Park Circus, Ballygunge, Opposite Mithai Sho... Show Map

About Discussion



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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem (?) - March 11 at 8:28pm

Showcasing Audi TT at #Quest Mall #Kolkata from 10-12 March
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Audi Vorsprung durch Technik

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Akshay Shetty, Dinesh Gupta and 14 others

Published by Stratagem (?) - March 11 at 3:00pm

Showcasing DSK Benelli at #Quest Mall #Kolkata from 10-12 March
#AutoMall2017



DSK Benelli

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Akshay Shetty, Prince Lohar and 9 others

Relio Quick Auto Mall
Published by Shrey Kapoor (?) - March 11 at 1:45pm

Showcasing Porsche Boxster at Quest Mall, Kolkata!! #AutoMall2017
#Porsche



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Gabriel Kumar, Piyush Puri and 8 others

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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem [?] · March 11 at 1:00pm ·

Showcasing ISUZU at #Quest Mall #Kolkata from 10-12 March
#AutoMall2017



ISUZU

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Prince Lohar, Pranav Kataria and 2 others

Relio Quick Auto Mall
Published by Stratagem [?] · March 11 at 8:33am ·

Showcasing Jaguar XF at #Quest Mall #Kolkata from 10-12 March
#AutoMall2017



JAGUAR LAND-ROVER

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Gabriel Kumar, संजीत सिंह राजपुत and 10 others

Published by Stratagem [?] · March 11 at 3:00pm ·

Showcasing Nissan at #Quest Mall #Kolkata from 10-12 March
#AutoMall2017



NISSAN Innovation that excites

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Akshay Shetty, Prince Lohar and 9 others

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Event Glimpses

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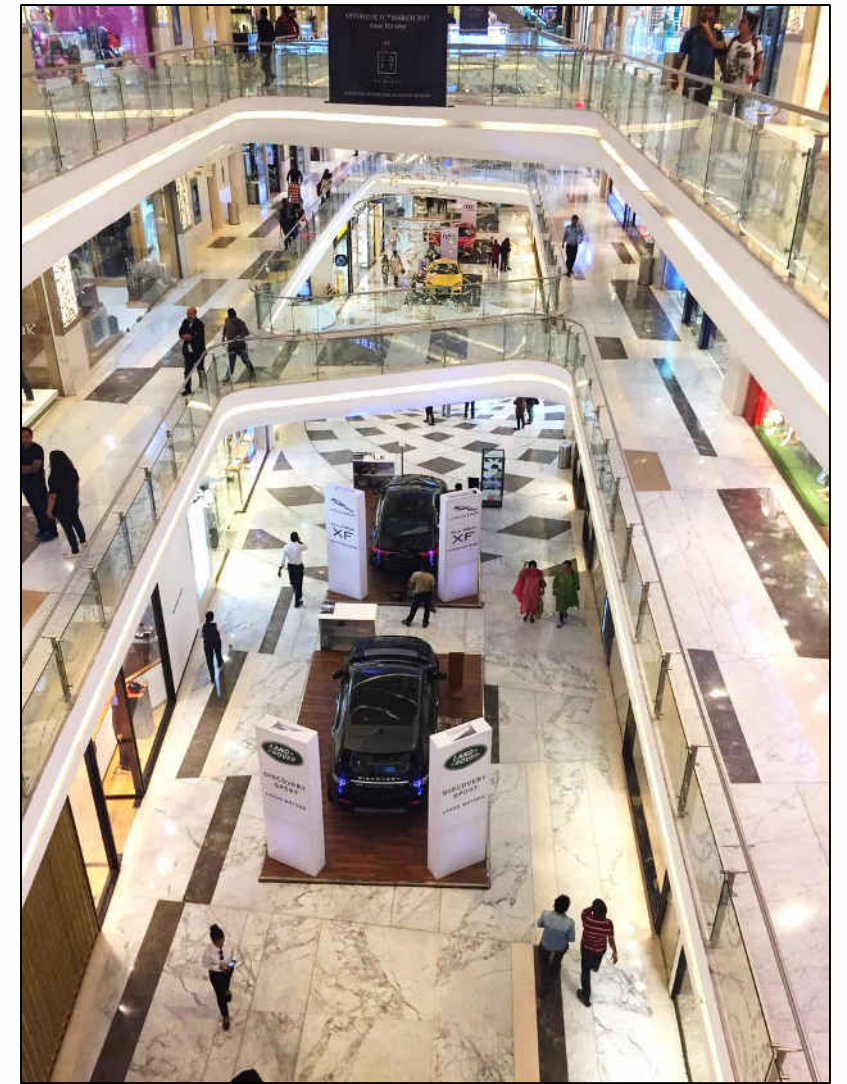
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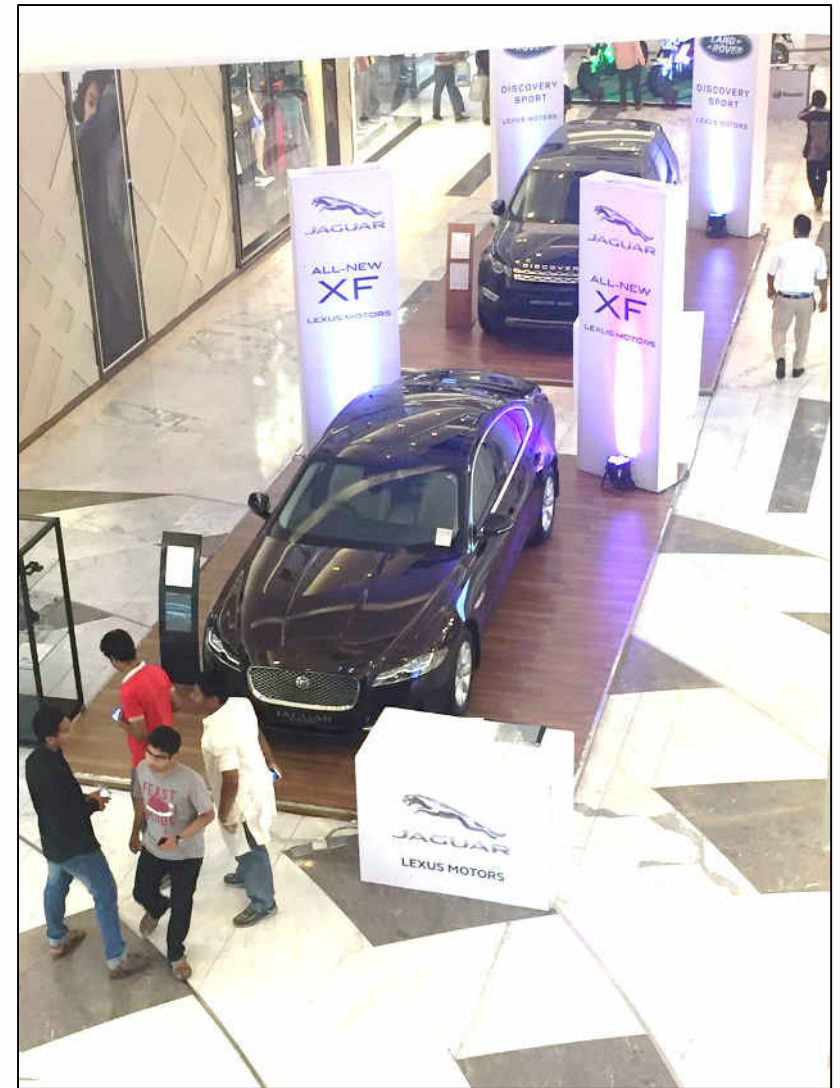
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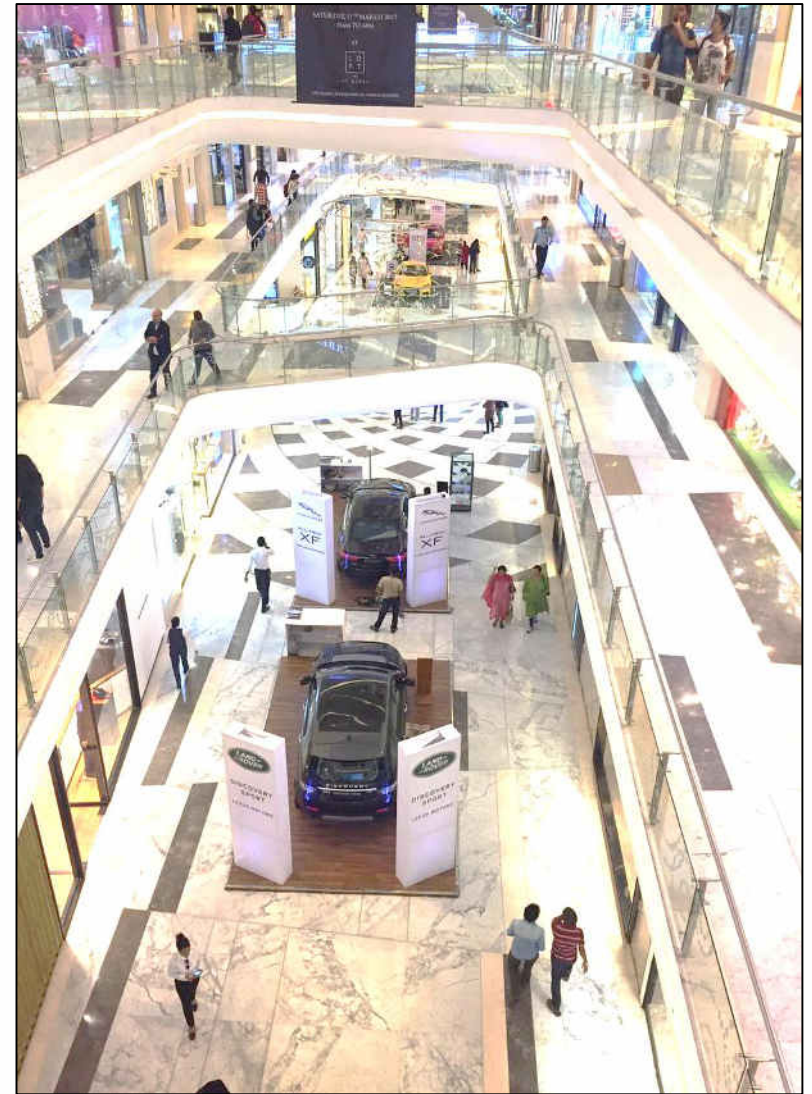
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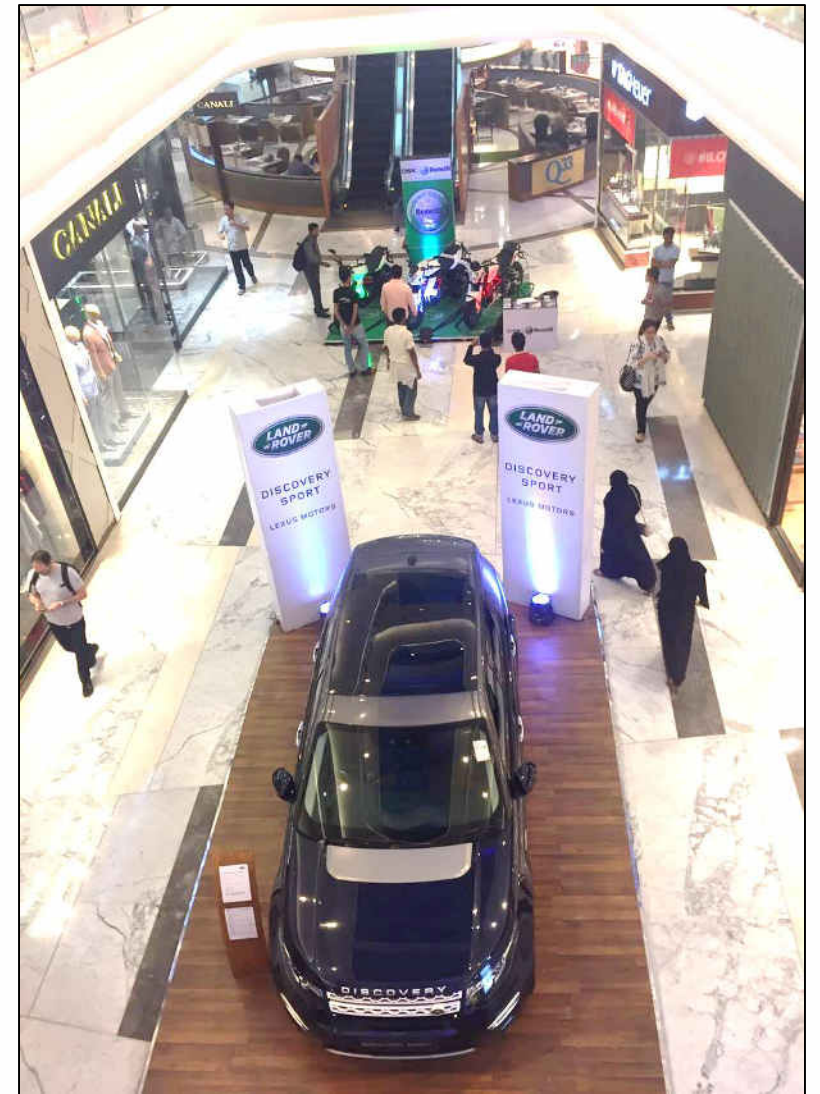
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