

Our New Identity



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 6 @
Phoenix Marketcity, Pune

16 – 18 JUNE 17

ABOUT US

We create a seamless blend of **Online & Offline**

BRAND EXPERIENCES

On one hand, Digital Channels are taking over all other mediums of marketing. They're much more measurable and people are opening up to brands online like never before.

At the same time, On-Ground Experiences are getting bigger and better, with the use of latest technologies like AR/VR and improving quality of design and execution. Consumers want their brands to be more than just twitter handles!

Team Stratagem identifies strongly with this convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.



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

ABOUT AUTOMALL

- **Auto Mall** is an IP (Intellectual Property) of RQ managed by Stratagem Business Consulting
- The first Auto Mall was launched in Delhi in 2002. Encouraged by participation from leading car and two wheeler manufacturers, OEMs, auto finance and insurance companies, Auto Mall became an business epicenter which provided opportunities to industry players to showcase their products and services. For visitors, it was a great platform to find various products under the one roof.
- Over the years Auto Mall has become India's Largest Multicity Automobile Exhibition in India covering cities Delhi, Chandigarh, Ludhiana, Mumbai, Ahmedabad, Bangalore and Chennai covering 3000 sq m to 10,000 sq m of space in an indoor venue or built up outdoor venues.



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Premium Auto Show

16 - 18, JUNE, 2017

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A VENTURE OF

RelioQuick™

IP MANAGED BY

Team
Stratagem 



Mahindra
Rise.

N E X A

ŠKODA



Auto Mall @ Phoenix Marketcity, Pune : 16 – 18 June' 17 – Event Synopsis

After the Grand Success of Auto Mall Season 5 in August 2016
Auto Mall Season 6 @ Phoenix Marketcity, Pune was organized from June 16 – 18, 2017.

Top 8 leading automobile brands participated

FORD, MUSTANG, SKODA, MAHINDRA (XUV500, TUV300, KUV100), JAGUAR, LANDROVER, NEXA, TRIUMPH

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

All the brands put together generated over **400 Hot Enquires, 1200 Enquires, 203 Hot Prospects** and

Over **1.25+ Lakh people visited** Phoenix Marketcity, during Auto Mall event weekend.



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Pre Event Promotion – On Ground Branding



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Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall
Published by Stratagem (?) · June 15 at 3:09pm · 🌐

GEAR UP FOR ADVENTURES. WITHOUT GEARS.
#MAHINDRA XUV 500
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Pune from 16 - 18 June #AutoMall2017



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14,022 people reached [View Results](#)

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👤 Shubham Khadepati, Ravindra Bhalake and 2.3K others Chronological

Relio Quick Auto Mall
Published by Stratagem (?) · June 15 at 3:16pm · 🌐

The young SUV now with a cool new look.
#MAHINDRA KUV100
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Pune from 16 - 18 June #AutoMall2017



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422 people reached [Boost Post](#)


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👤 Shikhar Srivastav, Deepak Wani and 2 others

Write a comment...

Relio Quick Auto Mall
Published by Stratagem (?) · June 15 at 5:53pm · 🌐

Toughness has bold new look.
Presenting the dual-tone TUV 300. #MAHINDRA
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Pune from 16 - 18 June #AutoMall2017



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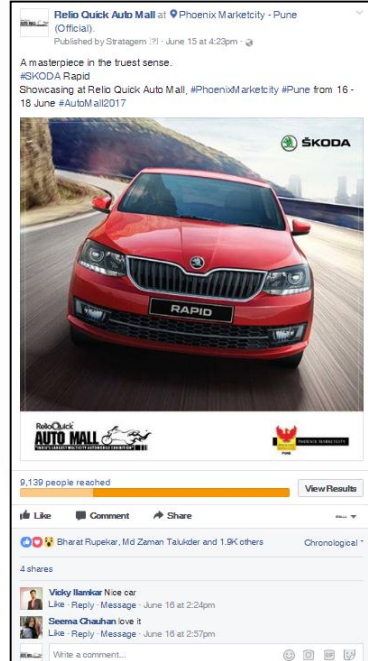
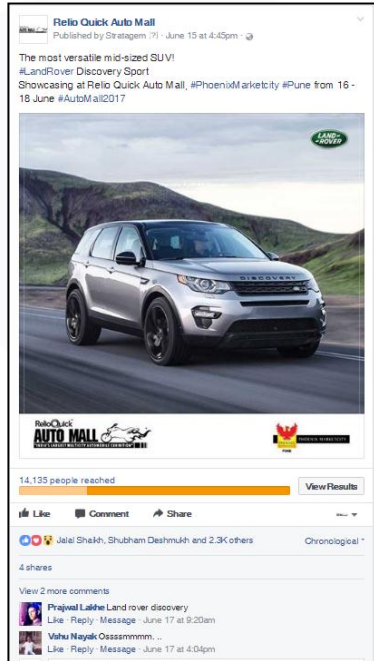


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Relio Quick Auto Mall
Published by Stratagem [?] · June 15 at 2:40pm · @

Ignite the Challenger in you
#INEXA Ciaz
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Pune from 16 - 18 June #AutoMall2017



10,923 people reached

Like Comment Share

Infant Shalish, सितो टोपरे and 1.9K others

Nisar Shah Wow nice
Like · Reply · Message · June 15 at 10:20pm

Abhijeet Pingkar Nice car model!
Like · Reply · Message · June 15 at 11:00pm

Write a comment...

Relio Quick Auto Mall at Phoenix Marketcity - Pune (Official).
Published by Stratagem [?] · June 15 at 11:13am · @

The most advanced, efficient and refined sports sedan #JAGUAR XE
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Pune from 16 - 18 June #AutoMall2017



14,459 people reached

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Atul Kevat, Sachin Nak and 2.9K others

12 shares

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Vikas Bhirwad So
Like · Reply · Message · June 16 at 10:30pm

Akash Giltorkar Dream car...
Like · Reply · Message · 1 · June 17 at 10:10am

Relio Quick Auto Mall at Phoenix Marketcity - Pune (Official).
Published by Stratagem [?] · June 15 at 10:55am · @

Because we want you to live more everyday.
#FORD EcoSport
Showcasing at Relio Quick Auto Mall, #PhoenixMarketcity #Pune from 16 - 18 June #AutoMall2017



7,621 people reached

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पिटू कर्ते, Ganesh Galphade and 1.6K others



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Event Glimpses

Relio Quick Auto Mall added 10 new photos — at Phoenix Marketcity - Pune (Official).
Published by Shrey Kapoor (?) · June 16 at 2:53pm · Pune ·

Relio Quick Auto Mall is in #Pune this weekend! Showcasing models like #Ford Mustang, Ford EcoSport, Ford Aspire, #Jaguar XE, #LandRover Discovery, #Nexa Ciaz, Ignis, #Mahindra XUV 500, TUV, KUV, #Skoda Rapid and #Triumph Bikes! This is the 6th edition of Relio Quick Auto Mall in Phoenix Marketcity, Pune and our 55th show across India! (16-18 June) #AutoMall2017



Live Happenings from Show post reached 44000 people in Pune.

38,969 people reached [View Results](#)

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Somnath Pawar, Aditya Thopate and 4.4K others Chronological *

13 shares

Jared Fernandes Awesome
Like · Reply · Message · June 17 at 1:02pm



Event Glimpses





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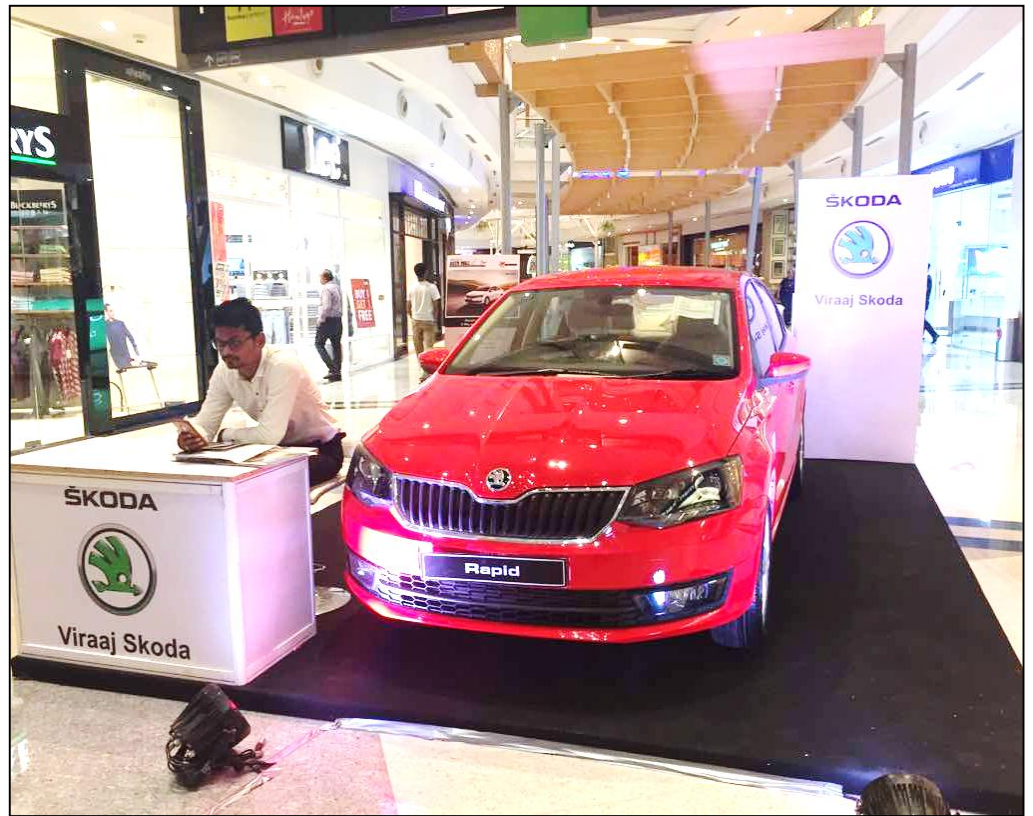
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