

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 2 @  
Forum Sujana, Hyderabad

21 – 23 JULY 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.

## Auto Mall @ Forum Sujana, Hyderabad : 21 – 23 July' 17 – Event Synopsis

After the Grand Success of Auto Mall Season 1 in August 2015  
Auto Mall Season 2 @ Forum Sujana, Hyderabad was organized from July 21 – 23, 2017.

Top 6 leading automobile brands participated  
ISUZU, MAHINDRA, MARUTI SUZUKI, TATA MOTORS, KAWASAKI, TRIUMPH

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

All the brands put together generated over 415+ Hot Enquires, 1250+ Enquires, and

Over 2.10+ Lakh people visited Forum Sujana Mall, during Auto Mall event weekend.



# Premium Auto Show

21 - 23 July

Forum Sujana, Hyderabad

FOLLOW US |  /automall\_india  /rqautomallindia

A VENTURE OF

RelioQuick™

IP MANAGED BY

Team  
Stratagem 



TOUCH & FEEL  
YOUR

FAVOURITE MODELS

**ISUZU**  
NEVER STOP

**Mahindra**  
Rise.

**MARUTI SUZUKI**  
Way of Life!

**TATA MOTORS**

**Kawasaki**

**TRIUMPH** 

## Pre Event Promotion

---

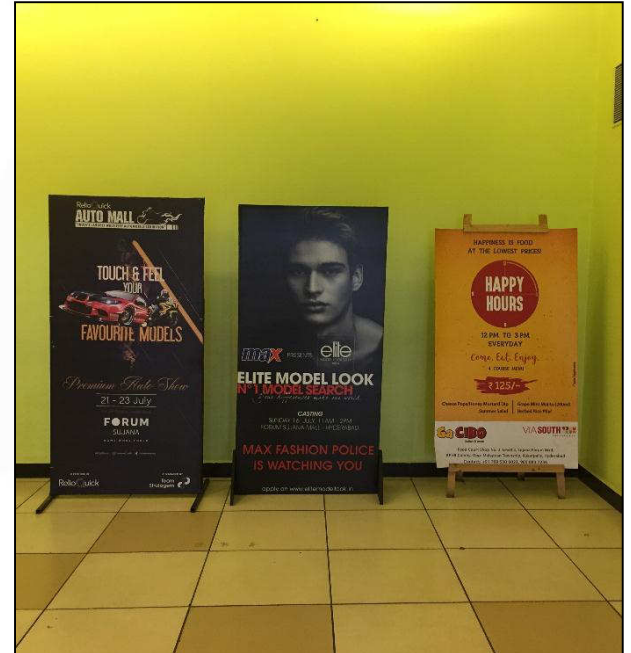
To generate visibility and awareness, Auto Mall event was promoted well in advance

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

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

Radio FM campaign was carried for 3 days.

# Pre Event Promotion – On Ground Branding





# Radio FM Campaign 30 spots/day (3days) @ Radio City

## Jingle Script HYDERABAD: 20,21,22 JULY 2017

It's Hot, It's irresistible

It's the hottest Auto Show in Town

**Relio Quick**

Presents

**AUTO MALL**

at

**FORUM SUJANA MALL , Hyderabad**

Showcasing

MARUTI SUZUKI VITARA BREZZA , NEW DZIRE & RANGE OF AUTO GEAR SHIFT CARS

ISUZU V CROSS , MU - X

MAHINDRA KUV , TUV

TATA HEXA , TIGOR , TIAGO

TRIUMPH &

KAWASAKI

on 21, 22 and 23 July 2017



***FM Bole Toh Radio City***



**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

**21 - 23 July**

Forum Sujana, Hyderabad

**FORUM  
SUJANA**

HOME.WORK.FORUM



# Event Promotion – On Ground Branding



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

57<sup>th</sup>  
AutoMall

MARUTI SUZUKI  
Way of Life!

#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem



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

57<sup>th</sup>  
AutoMall

MARUTI SUZUKI  
Way of Life!

#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem



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

57<sup>th</sup>  
AutoMall

MARUTI SUZUKI  
Way of Life!

*Make everyday Great.*

#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem



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

57<sup>th</sup>  
AutoMall

Kawasaki

#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem



# Event Promotion – On Ground Branding



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

57<sup>th</sup>  
AutoMall

FUN  
SMART  
PREMIUM  
TATA Nano  
with Features, Technology

#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem



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

57<sup>th</sup>  
AutoMall

Mahindra  
KUV100



#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem



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

57<sup>th</sup>  
AutoMall

TRIUMPH

#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem



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

57<sup>th</sup>  
AutoMall

ISUZU  
NEWER SPACE

#AutoMall2017

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
**FORUM**  
SUJANA  
HOME.WORK.FORUM  
21 - 23 July

A VENTURE OF  
RelioQuick


IP MANAGED BY  
Team Stratagem




# Live Happenings

**Relio Quick Auto Mall**  
Published by Stratagem 19 - July 22 at 12:26pm

**'LIVE GLIMPSES'**  
#Dzire #Brezza (Maruti Suzuki)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017



**Live Glimpses**  
Relio Quick Auto Mall @ Forum Sujana, Hyderabad



A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**


443 people reached [View Results](#)

Like Comment Share


Naseer Tej, Sohail Khan and 76 others

**Relio Quick Auto Mall**  
Published by Stratagem 19 - July 22 at 12:45pm

**'LIVE GLIMPSES'**  
#Tigor #Hexa (TATA MOTORS)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017



**Live Glimpses**  
Relio Quick Auto Mall @ Forum Sujana, Hyderabad



A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

3,299 people reached [View Results](#)

Like Comment Share

Vishal Singh, Vikas Vikas Yadav and 861 others

**Relio Quick Auto Mall**  
Published by Stratagem 19 - July 22 at 12:58pm

**'LIVE GLIMPSES'**  
#KUV100 #TUV300 (Mahindra)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017



**Live Glimpses**  
Relio Quick Auto Mall @ Forum Sujana, Hyderabad



A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

328 people reached [View Results](#)

Like Comment Share

Jaidu Sakumar Mudhiraj, Krishna Vamsi and 49 others






# Live Happenings

**Relio Quick Auto Mall**  
Published by Stratagem · 71 · July 22 at 1:04pm · 🌐

**'LIVE GLIMPSES'**  
#Ninja #Kawasaki  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

**Relio Quick AUTO MALL** #AutoMall2017  
**Live Glimpses**  
Relio Quick Auto Mall @ Forum Sujana, Hyderabad



A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

505 people reached [View Results](#)

👍 Like    💬 Comment    ➦ Share


👤 Shiva Mudhiraj, Anil Kasumala and 56 others

Write a comment...

**Relio Quick Auto Mall**  
Published by Stratagem · 71 · July 22 at 1:03pm · 🌐

**'LIVE GLIMPSES'**  
#Street triple S #Bonneville Bobber #Adventure Tiger XGx #Bonneville T100 (TRIUMPH)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

**Relio Quick AUTO MALL** #AutoMall2017  
**Live Glimpses**  
Relio Quick Auto Mall @ Forum Sujana, Hyderabad



A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

369 people reached [View Results](#)


👍 Like    💬 Comment    ➦ Share

👤 Karun Virat, Mārvel Sañu and 49 others

**Relio Quick Auto Mall**  
Published by Stratagem · 71 · July 22 at 1:02pm · 🌐

**'LIVE GLIMPSES'**  
#ISUZU  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

**Relio Quick AUTO MALL** #AutoMall2017  
**Live Glimpses**  
Relio Quick Auto Mall @ Forum Sujana, Hyderabad



A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

3,201 people reached [View Results](#)

👍 Like    💬 Comment    ➦ Share



👤 Mani Deep Dagad, Pavan Nani and 821 others



# Live Happenings

**Relio Quick Auto Mall**  
Published by Stratagem 191 - July 22 at 1:35pm

"LIVE GLIMPSES"  
#WagonR #Celerio #Aito K10 #Dzire #Brezza (Maruti Suzuki)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

3,034 people reached [View Results](#)

Like Comment Share

👍👍👍 Naveen Jakkam, Prince Arvind and 651 others

**Relio Quick Auto Mall**  
Published by Stratagem 191 - July 22 at 12:17pm

"LIVE GLIMPSES"  
#WagonR #Celerio #Aito K10 (Maruti Suzuki)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017




A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

106 people reached [Boost Post](#)

Like Comment Share

👍 Aamer Ali

**Relio Quick Auto Mall**  
Published by Shrey Kapoor 191 - July 21 at 4:51pm

Touch & Feel your favourite Car and Bike models at Relio Quick Auto Mall! Premium Auto Shows @ Forum Sujana, Hyderabad & Ambience Mall, Gurgaon (21 - 23 July) Featuring brands like #Audi #Mercedes #Volvo #Jaguar #LandRover #Volkswagen #MarutiSuzuki #Ducati #Kawasaki #Triumph #Bmw #Mahindra #Toyota #Tata!! #AutoMall2017 The Forum Sujana Mall Ambience Mall, Gurgaon



A VENTURE OF **RelioQuick** | MANAGED BY **Team Stratagem**

3,299 people reached [View Results](#)

Like Comment Share

👍👍👍 Vishal Singh, Vikas Vikas Yadav and 861 others



# Live Happenings

**Relio Quick Auto Mall** added 13 new photos — at Forum Sujana Mall, Hyderabad

Published by Shrey Kapoor · 7h · July 21 at 3:03pm

Relio Quick Auto Mall @ Forum Sujana Mall, Hyderabad is on!! 21,22,23 July 2017. The Most Happening Auto Show in Hyderabad having Special #Maruti Suzuki Zone Displaying #Vitarra Brezza, New #Dzire, AGS Cars #Celerio, #WagonR & #Alto K10, #Tata #Hexa, #Tigor & #Tiago, #Mahindra KUV & TUV, #Isuzu MU-X in addition to #Kawasaki Ninja 300, Versys 650 ,Z900,KX 100, #Triumph Street triple S, Bonneville Bobber, Adventure Tiger XCx & Bonneville T100!! #AutoMall2017

**Relio Quick Auto Mall** added 11 new photos — at Forum Sujana Mall, Kukatpally, Hyderabad

Published by Shrey Kapoor · 7h · 22 hrs · Hyderabad

Thank You Hyderabad for such an overwhelming response to this edition of Relio Quick Auto Mall at Forum Sujana! The show offered 19 different car and bike models on display! We thank all participating brands, visitors and partners! #MarutiSuzuki #TataMotors #Mahindra #Isuzu #Kawasaki #Triumph #ForumSujana #AutoMall2017

21,260 people reached View Results

Like Comment Share

Sarbjee Singh Sirpalliwal, Veñkátēsh Ērúkáā and 1.2K others

3 shares

24,269 people reached View Results

Like Comment Share

Hēärt Smügiēr Māhi, Husan Msa and 2.9K others Chronological

**Maiboo Bevinall Super**  
Like · Reply · Message · July 23 at 10:06pm

**Zameer Razvi Show**  
Like · Reply · Message · Yesterday at 9:05am

**Raja Raja Nice**  
Like · Reply · Message · 22 hrs





# Pre Event Promotion – EDM on facebook

**Relio Quick Auto Mall**  
Published by Stratagem 191 · July 21 at 3:34pm ·

"High on Excitement high on Savings"  
#D-Max V-Cross (ISUZU)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

2,298 people reached [View Results](#)

Like Comment Share

Abdul Rahman, R. Sohan Rider and 495 others

Chronological

**Relio Quick Auto Mall** at Forum Sujana Mall, Kukatpally, Hyderabad.  
Published by Stratagem 191 · July 21 at 3:28pm ·

"The Young SUV. Now with Cool New Look"  
#KUV100 (Mahindra)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

2,385 people reached [View Results](#)

Like Comment Share

Afroz Bin, Banu Potty and 522 others

**Relio Quick Auto Mall**  
Published by Stratagem 191 · July 21 at 2:26pm ·

#TUV300 (MAHINDRA)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

2,190 people reached [View Results](#)

Like Comment Share

Srikan, Sabavath Naresh Nalk and 475 others

Write a comment...

**Relio Quick Auto Mall** at Forum Sujana Mall, Kukatpally, Hyderabad.  
Published by Stratagem 191 · July 21 at 3:22pm ·

"BUILT FOR FUN"  
#Bonneville1100 #StreetTwin (Triumph)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

2,474 people reached [View Results](#)

Like Comment Share

Ramana Ram, Pavan Kumar Pk and 554 others

SK Khaita Super  
Like Reply Message · July 22 at 4:01pm

Write a comment...





# Pre Event Promotion – EDM on facebook

**Relio Quick Auto Mall**  
Published by Stratagem · 17 · July 18 at 6:37pm · 🌐

"Make Everyday Great"  
#Wagonr (Maruti Suzuki)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017



2,234 people reached [View Results](#)


Like Comment Share

Sabavath Naresh Naik, Sushel Kumar and 443 others

1 share

**Relio Quick Auto Mall**  
Published by Stratagem · 17 · July 21 at 2:26pm · 🌐

"The Whole New World of Dzire"  
#Dzire (Maruti Suzuki)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017



2,190 people reached [View Results](#)

Like Comment Share

Sriram, Sabavath Naresh Naik and 475 others

Write a comment...

**Relio Quick Auto Mall** at **Forum Sujana Mall, Kukatpally, Hyderabad.**  
Published by Stratagem · 17 · July 17 at 5:44pm · 🌐

"The harder you play, the better you Look"  
#Maruti Suzuki Vitara Brezza  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017



2,155 people reached [View Results](#)

Like Comment Share

Tharun Tharun, Kailiwa Hemant Kumar and 489 others

Write a comment...

**Relio Quick Auto Mall**  
Published by Stratagem · 17 · July 21 at 2:26pm · 🌐

#Celerio (Maruti Suzuki)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017



2,190 people reached [View Results](#)

Like Comment Share

Sriram, Sabavath Naresh Naik and 475 others

Write a comment...



# Pre Event Promotion – EDM on facebook

**Relio Quick Auto Mall**  
Published by Stratagem '19 · July 21 at 2:54pm ·

"The Worlds Most Advanced Sports Tourer"  
#Ninja (Kawasaki)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

**RelioQuick AUTO MALL** FORUM SUJANA Hyderabad  
*Premium Auto Show*  
21 - 23 July

**Kawasaki**

A VENTURE OF RelioQuick | IP MANAGED BY Team Stratagem

2,997 people reached | View Results

Like Comment Share

K T Tu, Vivek Kumar and 442 others

MID Feroz Khan Nice car  
Like Reply Message · July 22 at 5:03pm

Hari Krishna, Manikanth Tumpalli and 116 others

**Relio Quick Auto Mall**  
Published by Stratagem '19 · July 17 at 5:48pm ·

"STYLISH, YOUNG, DYNAMIC."  
#Tigor (Tata Motors)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

**RelioQuick AUTO MALL** FORUM SUJANA Hyderabad  
*Premium Auto Show*  
21 - 23 July

TATA MOTORS

STYLISH YOUNG DYNAMIC  
TATA TIGOR  
TATA FROM THE BACK

A VENTURE OF RelioQuick | IP MANAGED BY Team Stratagem

1,902 people reached | View Results

Like Comment Share

K T Tu, Vivek Kumar and 442 others

MID Feroz Khan Nice car  
Like Reply Message · July 22 at 5:03pm

**Relio Quick Auto Mall**  
Published by Stratagem '19 · July 19 at 11:49am ·

"POWER-PACKED, FEATURE-LOADED, ADRENALINE-PUMPED."  
#Hexa (Tata Motors)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

**RelioQuick AUTO MALL** FORUM SUJANA Hyderabad  
*Premium Auto Show*  
21 - 23 July

TATA MOTORS

A VENTURE OF RelioQuick | IP MANAGED BY Team Stratagem

1,316 people reached | View Results

Like Comment Share

Meena Khichar, Amit Amit and 304 others

**Relio Quick Auto Mall**  
Published by Stratagem '19 · July 21 at 2:26pm ·

"FUN, SMART, PREMIUM."  
#Tiago (Tata Motors)  
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 21 - 23 July #AutoMall2017

**RelioQuick AUTO MALL** FORUM SUJANA Hyderabad  
*Premium Auto Show*  
21 - 23 July

TATA MOTORS

FUN SMART PREMIUM  
TATA TIAGO  
Fun. Smart. Premium.

A VENTURE OF RelioQuick | IP MANAGED BY Team Stratagem

2,190 people reached | View Results

Like Comment Share

Sriram, Sabavith Naresh Naik and 475 others

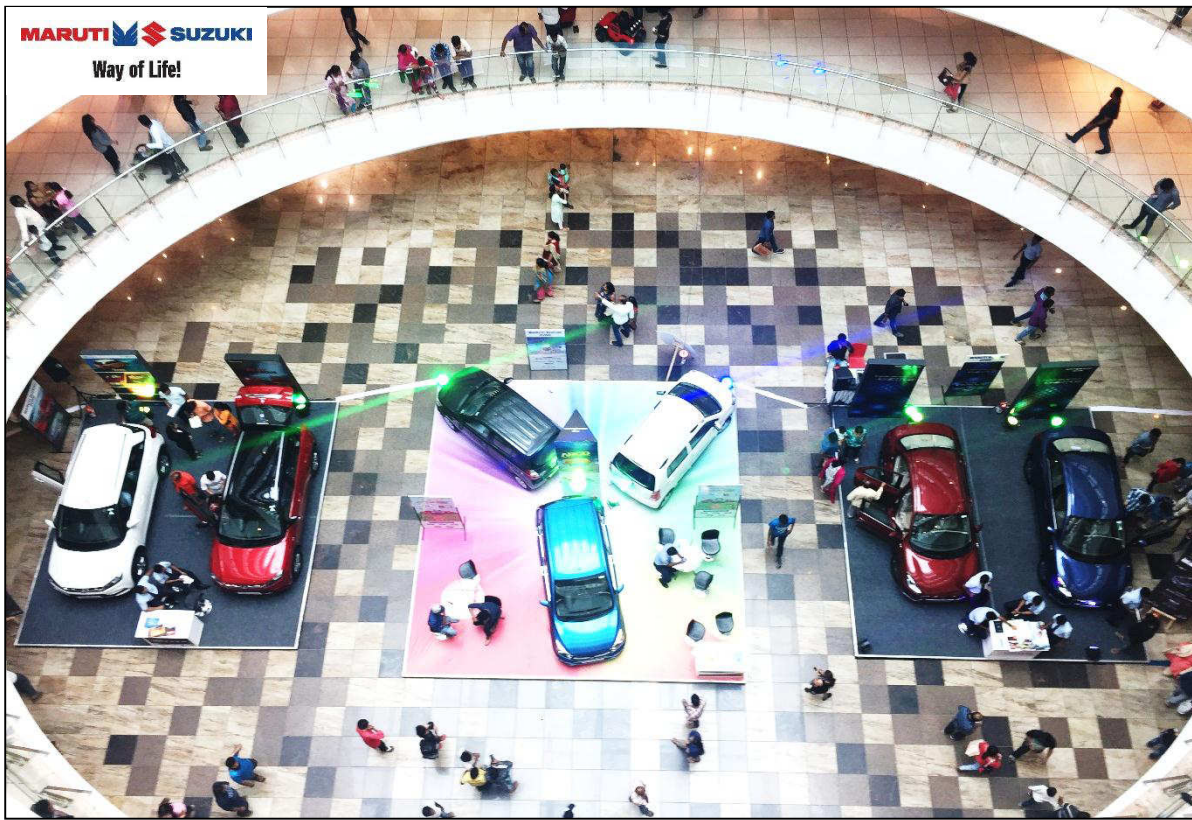
Write a comment...



## Event Glimpses

---





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

**TOUCH & FEEL  
 YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

21 - 23 July

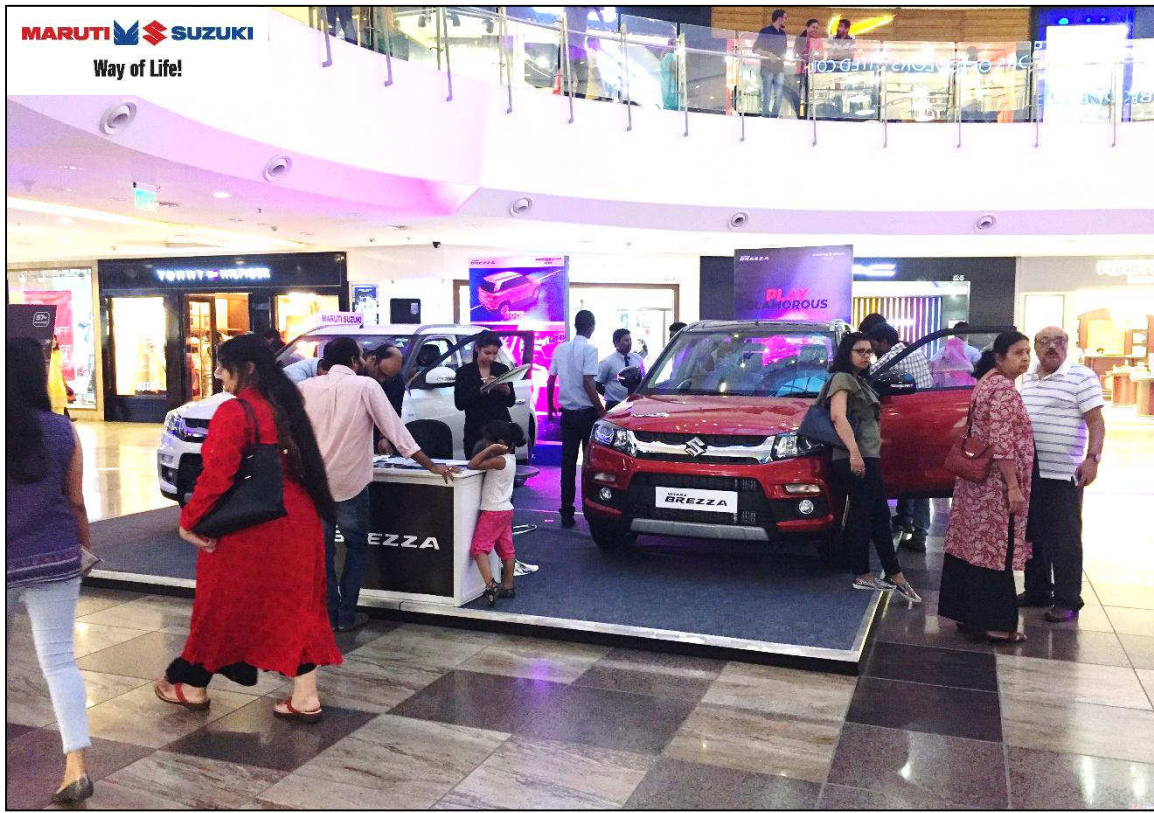
Forum Sujana, Hyderabad

**FORUM**  
 SUJANA  
 HOME.WORK.FORUM











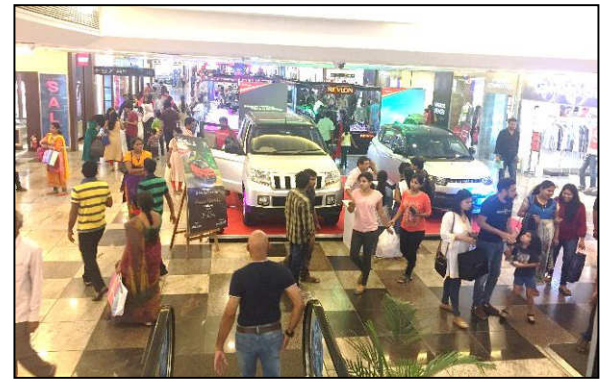
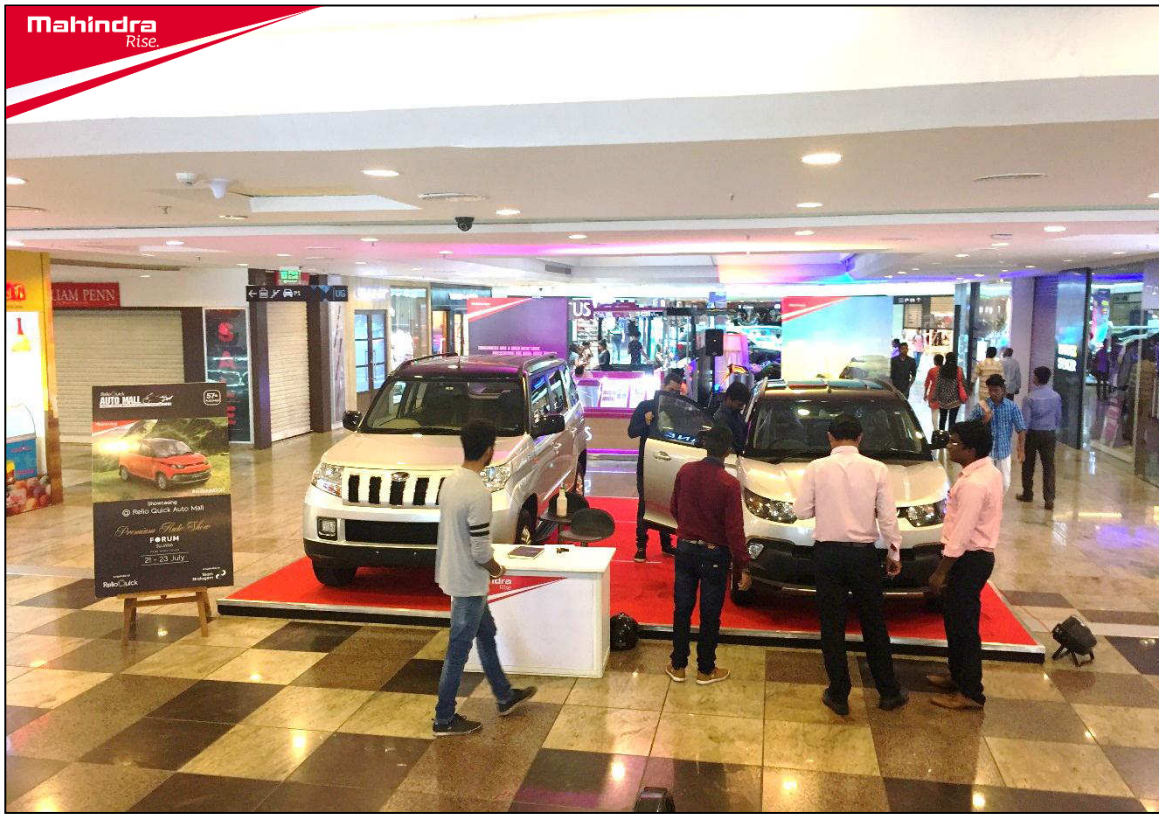




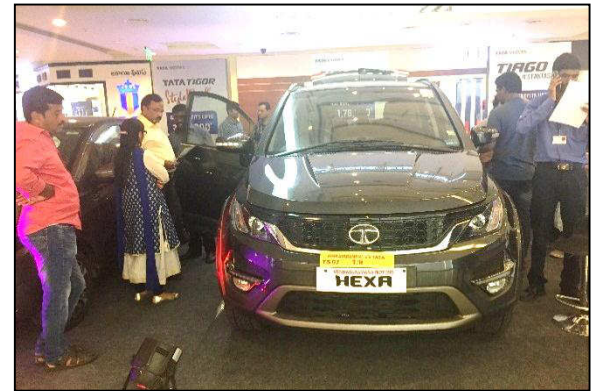
**Kawasaki**



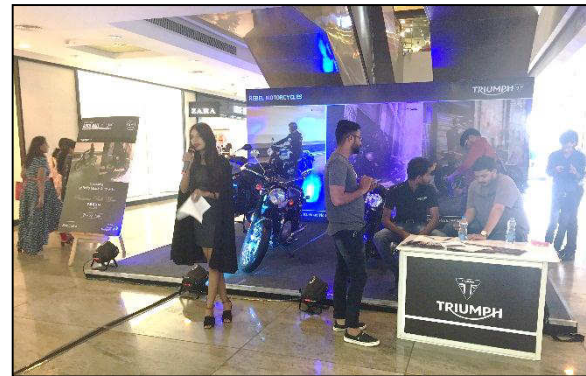
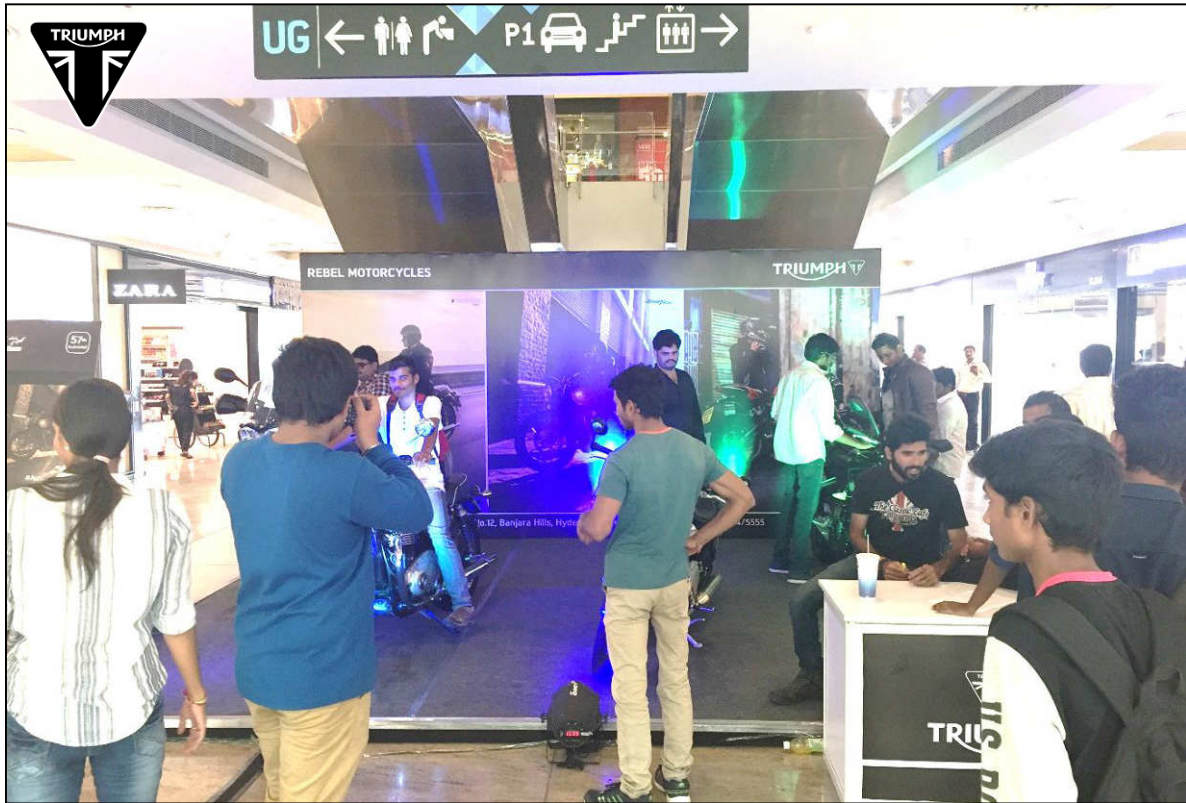












**THANK YOU**