

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
Luxury Auto Show@
Pacific Mall, Tagore Garden

08 – 10 Sept. 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 @ Pacific Mall, Tagore Garden: 08 – 10 Sept. 17 – Event Synopsis

After the Grand Success of Vintage Car Show in August 2017
Relio Quick Auto Mall (Luxury Auto Show) @ Pacific Mall, Tagore Garden was organized
from Sept. 08 – 10, 2017.

Top 8 Luxury Automobile brands participated
AUDI, BMW, FORD, JAGUAR, MERCEDES, TOYOTA, VOLKSWAGEN, HARLEY DAVIDSON

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.

All the brands put together generated over 320+ Hot Enquires, 960+ Enquires, and

Over 1.30+ Lakh people visited Pacific Mall, during Auto Mall event weekend.



EXPERIENCE THE ULTIMATE IN AUTOMOTIVE LUXURY!



Luxury Auto Show

08 - 10 September '17

A VENTURE OF

RelioQuick[™]

IP MANAGED BY

**Team
Stratagem**



Audi
Delhi South 



Mercedes-Benz
The best or nothing.



Pre Event Promotion

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

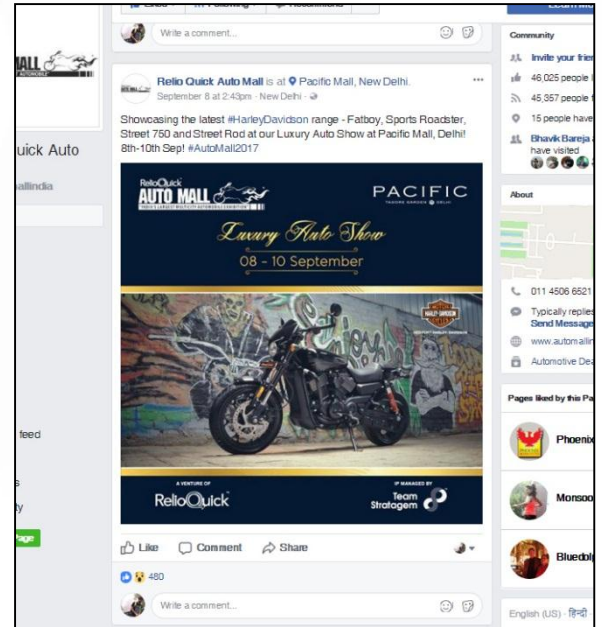
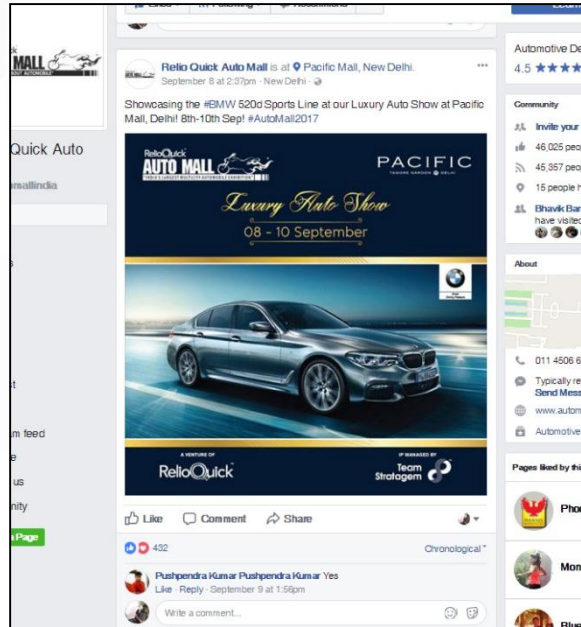
A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

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.

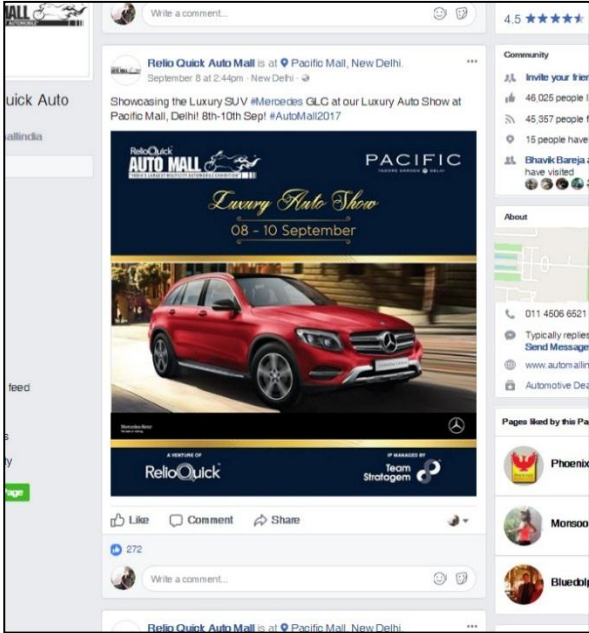
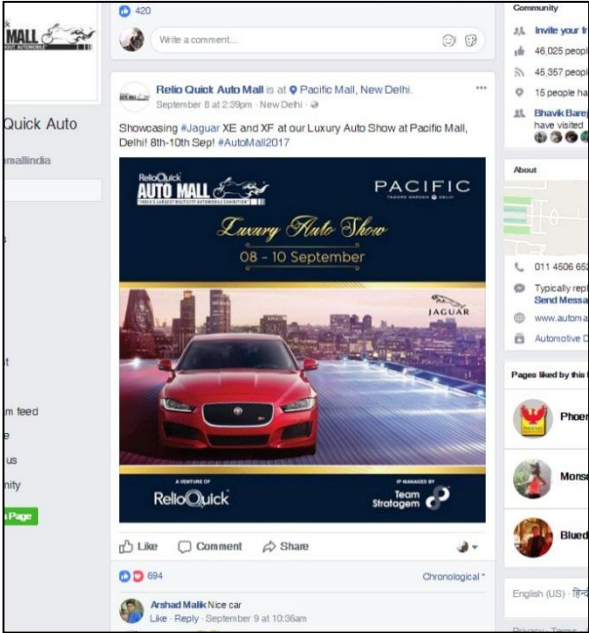
Pre Event Promotion – On Ground Branding



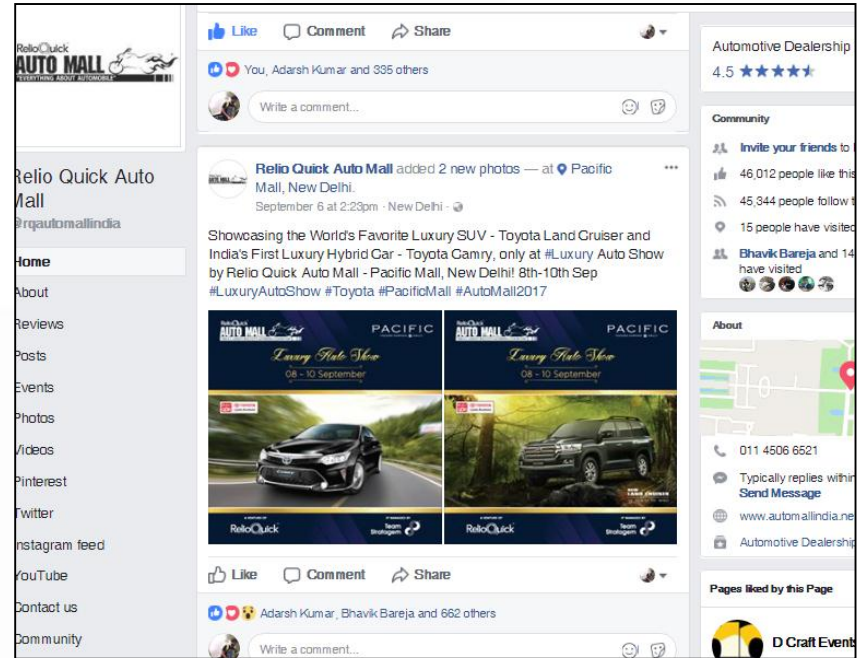
Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – Event page & Announcement post

This screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Luxury Auto Show at Pacific Mall' and is scheduled for September 8-10. The description mentions a special showcasing of high-end luxury models. The event page includes a cover image with the text 'EXPERIENCE THE ULTIMATE IN AUTOMOTIVE LUXURY!' and 'Luxury Auto Show 08 - 10 September '17'. The page also shows engagement metrics like 46,012 likes and 45,944 followers.

This screenshot shows a Facebook announcement post from 'Relio Quick Auto Mall' dated September 5 at 12:31pm. The post text reads: 'Delhi! Kolkata! Hyderabad! 3 Days to Go for 3 Awesome Auto Shows at Pacific Mall, New Delhi (Exclusive Luxury Show), Quest Mall, Kolkata (Exclusive Luxury Show), The Forum Sujana Mall Be there! 8th-10th Sept! #AutoMall2017'. The post features a graphic with the text '3 Days to Go for 3 Super Exciting Auto Shows!' and three images of the event venues: Quest Mall, Forum Sujana Mall, and Pacific Mall. The post has 252 likes and a comment from Rishi Talukdar.



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

63rd
AutoMall



Mercedes-Benz

Showcasing
@ Relio Quick Auto Mall

Luxury Auto Show

08 - 10 September

PACIFIC
TAGORE GARDEN DELHI

A VENTURE OF
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RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

63rd
AutoMall



Audi

Showcasing
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63rd
AutoMall



HARLEY-DAVIDSON
RED FORT HARLEY-DAVIDSON

Showcasing
@ Relio Quick Auto Mall

Luxury Auto Show

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PACIFIC
TAGORE GARDEN DELHI

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Event Promotion – On Ground Branding

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



BMW 

Showcasing
 @ Relio Quick Auto Mall
Luxury Auto Show
 08 - 10 September
PACIFIC
 TAGORE GARDEN DELHI

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

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



Volkswagen 

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



Go Further 

ALL-NEW ENDEAVOUR
Ford

Showcasing
 @ Relio Quick Auto Mall
Luxury Auto Show
 08 - 10 September
PACIFIC
 TAGORE GARDEN DELHI

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



Event Promotion – On Ground Branding

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

63rd
AutoMall

BUILT BY TOYOTA
QDR Quality Revolution

NEW
LAND CRUISER
THE PRIDE OF THE WORLD

Showcasing
@ Relio Quick Auto Mall
Luxury Auto Show
08 - 10 September
PACIFIC
TAGORE GARDEN DELHI

A VENTURE OF
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RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

63rd
AutoMall

JAGUAR

Showcasing
@ Relio Quick Auto Mall
Luxury Auto Show
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PACIFIC
TAGORE GARDEN DELHI

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RelioQuick

IP MANAGED BY
Team Stratagem



Live Happenings

The screenshot shows a Facebook post from 'Relio Quick Auto Mall' at Pacific Mall, New Delhi. The post, dated September 10 at 3:27pm, features a main image of a white Audi A6 and a red Jaguar XE on display. The text of the post reads: 'Some Glimpses of our Luxury Auto Show at Pacific Mall, New Delhi! Showing Exclusive Luxury Car Models ranging from INR 25 Lakh to 1 Crore+! #Audi A6, #BMW 520d, #Jaguar XE, XF, #Toyota Land Cruiser, Camry, #Mercedes GLC, #Ford Endeavour, #Volkswagen Tiguan, GTI and a range of #HarleyDavidson Motorcycles! Last day today! Thanks to all participants, partners and visitors! #AutoMall2017'. Below the main image are three smaller thumbnail images showing different parts of the auto show. The post has 46,012 likes and 45,344 followers. The right sidebar shows the page's contact information: phone number 011 4506 6521, a website link www.automallindia.com, and a list of pages liked by this page including 'D Craft Events', 'Trespasser', and 'Nuptialknots'.



Event Glimpses



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

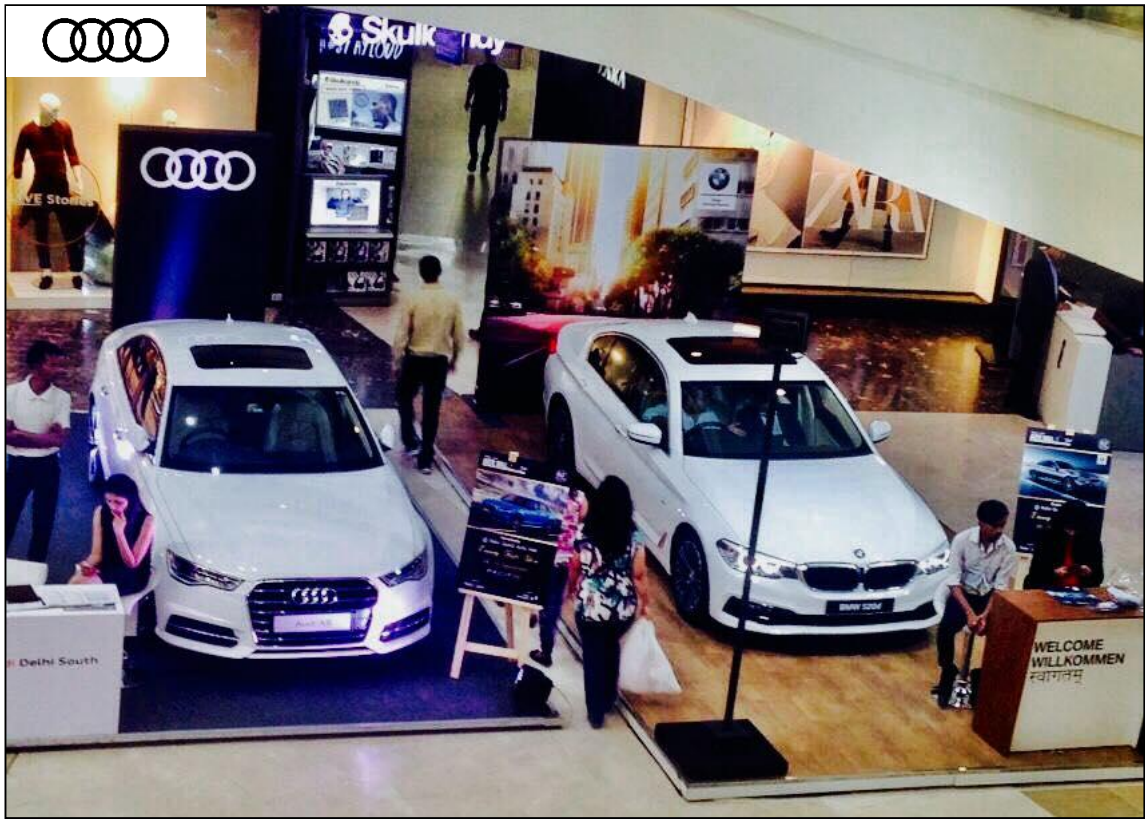


Luxury Auto Show

08 - 10 September '17

PACIFIC
TAGORE GARDEN DELHI







TOYOTA



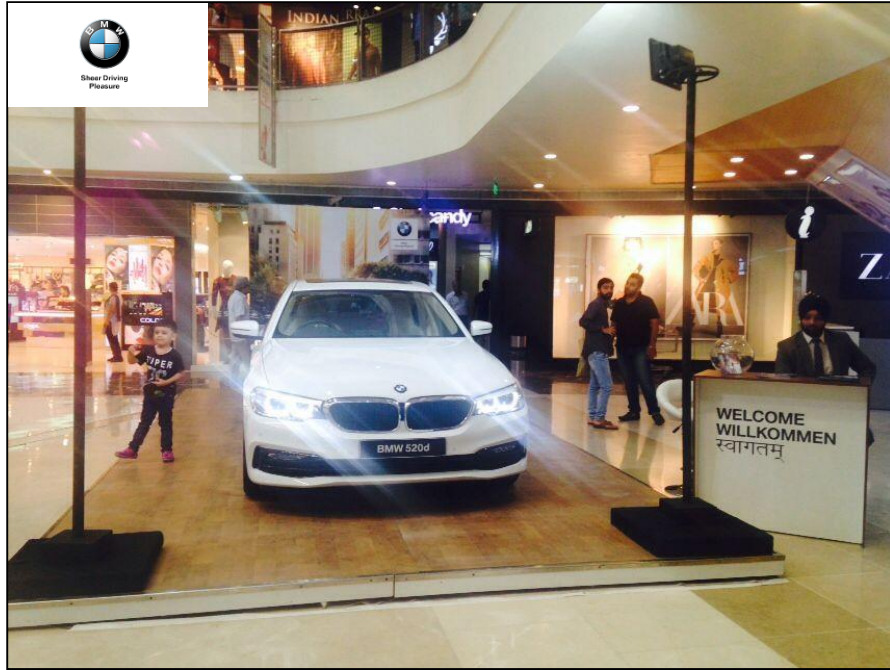




Volkswagen









THANK YOU