

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 4 @  
Quest Mall, Kolkata

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

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- **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 @ Quest Mall, Kolkata: 08 – 10 Sept. 17 – Event Synopsis

After the Grand Success of Auto Mall Season 3 in March 2017  
Auto Mall Season 4 ( Luxury Auto Show ) @ Quest Mall, Kolkata was organized  
from Sept. 08 – 10, 2017.

Top 7 leading automobile brands participated  
AUDI, HONDA, ISUZU, TOYOTA, DUCATI, DSK BENELLI, TRIUMPH

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 300+ Hot Enquires, 900+ Enquires, and

Over 1.20+ Lakh people visited Quest 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 



## Pre Event Promotion

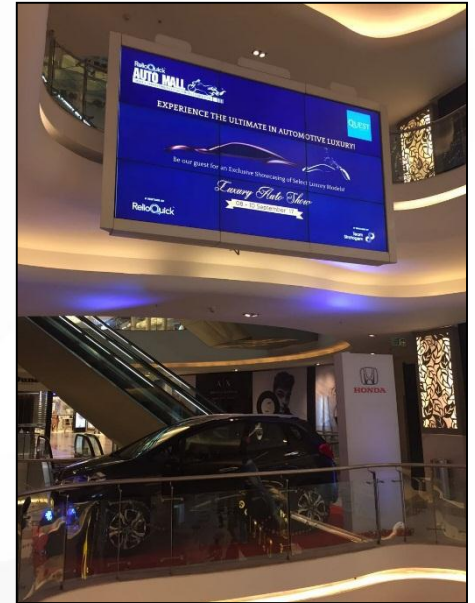
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To generate visibility and awareness, Auto Mall event was promoted well in advance

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 – Event page & Announcement post

**Relio Quick Auto Mall** added an event. August 31 at 4:26pm · 🌐

Relio Quick Auto Mall presents "Luxury Auto Show at Quest Mall, Kolkata!" A special showcasing of only high-end luxury models of top automobile brands. Join us and experience the ultimate in automotive luxury! 8th-10th Sept #AutoMall2017 #QuestKolkata

**EXPERIENCE THE ULTIMATE IN AUTOMOTIVE LUXURY!**

Be our guest for an Exclusive Showcasing of Select Luxury Models!

*Luxury Auto Show*  
08 - 10 September '17

**SEP 8** **Luxury Auto Show at Quest Mall**  
Sep 8 - Sep 10 · Quest Mall, Kolkata - Calcutta  
You like Relio Quick Auto Mall

Like Comment

Bikas Roy, Sourav Ghanti and 11 others

**Summary**

Invite your friends to like this Page

- 46,002 people like this
- 45,335 people follow this
- 15 people have visited

Vishrut Wadhwa and 14 other friends or have visited

**About**

011 4506 6521  
Typically replies within a few hours  
Send Message  
http://www.automallin...  
Automotive Dealership · Event

**Pages liked by this Page**

afags! afags!  
D Craft Events & Promotio

**Relio Quick Auto Mall**  
September 5 at 12:31pm · 🌐

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

**Relio Quick AUTO MALL** #AutoMall2017

**"3 Days to Go for 3 Super Exciting Auto Shows!"**

Like Comment Share

252

Rishi Talukdar Prince Kohel Mitra Raajorshi Chakraverty Argha Chatterjee... See More  
Like · Reply · September 5 at 3:14pm · Edited

**Community**

Invite your friends to like this Page

- 46,025 people like this
- 45,337 people follow this
- 15 people have visited

Bhavik Bareja and 14 other friends or have visited

**About**

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Phoenix  
Monsoon  
Bluedot





# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Quest Mall, Kolkata.  
Published by Shrey Kapoor (7) · September 8 at 2:28pm · Calcutta ·

Catch the #Isuzu MUX on display at our Luxury Auto Show at Quest Mall Kolkata! 8th-10th Sept! #AutoMall2017

100% response rate, Respond faster to followers

46K likes · 221 likes

45K follows

See Pages Feed  
Posts from Pages

15 were here

65,672 post reach

Community

- Invite your friends to
- 46,002 people like this
- 45,335 people follow this
- 15 people have visited
- Vishrut Wadhwa and 14 others have visited

About

2,252 people reached

View Results

Like Comment Share

Argha Dutta, Debjit Naha and 263 others

Write a comment...

Relio Quick Auto Mall is at Quest Mall, Kolkata.  
Published by Shrey Kapoor (7) · September 8 at 2:30pm · Calcutta ·

The 2017 #Toyota Corolla Altis is on display at our Luxury Auto Show at Quest Mall Kolkata! 8th-10th Sept! #AutoMall2017

100% response rate, Respond faster to followers

46K likes · 221 likes

45K follows

See Pages Feed  
Posts from Pages

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65,672 post reach

Community

- Invite your friends to
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About

2,307 people reached

View Results

Like Comment Share

Sheshashis Kundu, Prince Piku and 298 others

Chronological

Typically replies within 1 hour



# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Quest Mall, Kolkata.  
Published by Shrey Kapoor (P) · September 8 at 2:14pm · Calcutta ·

Showing the latest #Audi A6 Design Edition at our Luxury Auto Show at Quest Mall Kolkata! 8th-10th Sep! #AutoMall2017

**Relio Quick AUTO MALL**  
QUEST

*Luxury Auto Show*  
08 - 10 September

Audi A6 Design Edition

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

1,514 people reached | View Results

Like Comment Share

Ripã Sãñã, Srijita Das and 48 others

Write a comment...

4.5 ★★★★★

100% response rate, 2 hrs  
Respond faster to turn on

49K likes · 221 this week  
Shambhu Jha and 14 others

45K follows

See Pages Feed  
Posts from Pages you follow

15 were here 0 this week

65,672 post reach this week

Community

- Invite your friends to like
- 46,002 people like this
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- 15 people have visited
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About

011 4506 6521

Typically replies within a few hours via Direct Message

http://www.automall.in

Relio Quick Auto Mall is at Quest Mall, Kolkata.  
Published by Shrey Kapoor (P) · September 8 at 2:28pm · Calcutta ·

Showing the #Honda WRV at Relio Quick Auto Mall - Quest Mall Kolkata! 8th-10th Sep! #AutoMall2017

**Relio Quick AUTO MALL**  
QUEST

*Luxury Auto Show*  
08 - 10 September

Honda WRV

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

2,929 people reached | View Results

Like Comment Share

Bip's Das and 972 others

45K follows

See Pages Feed  
Posts from Pages you follow

15 were here 0 this week

65,672 post reach this week

Community

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- 15 people have visited
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About

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Typically replies within a few hours via Direct Message

http://www.automall.in

Automotive Dealership



# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Quest Mall, Kolkata.  
Published by Shrey Kapoor (P) · September 8 at 2:19pm · Calcutta ·

Catch the latest models from #Ducati - Scrambler, 959 Panegale and Multistrada 950 on display at our Luxury Auto Show at Quest Mall Kolkata! 8th-10th Sep! #AutoMall2017

100% response rate.  
Respond faster to turn on notifications.

46K likes +221 this week  
Shambhu Jha and 14 others

45K follows

See Pages Feed  
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15 were here 0 this week

65,672 post reach this week

Community

- Invite your friends to like this page
- 46,002 people like this page
- 45,335 people follow this page
- 15 people have visited this page
- Vishrut Wadhwa and 14 others have visited this page

2,107 people reached

Like Comment Share

Moskur Rahaman and 544 others

011 4506 6521

Typically replies within a few hours

Relio Quick Auto Mall is at Quest Mall, Kolkata.  
Published by Shrey Kapoor (P) · September 8 at 2:25pm · Calcutta ·

Showcasing #Benelli 302R and TNT Tornado Bikes at our Luxury Auto Show at Quest Mall Kolkata! 8th-10th Sep! #AutoMall2017

100% response rate.  
Respond faster to turn on notifications.

46K likes +221 this week  
Shambhu Jha and 14 others

45K follows

See Pages Feed  
Posts from Pages you follow

15 were here 0 this week

65,672 post reach this week

Community

- Invite your friends to like this page
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3,050 people reached

Like Comment Share

Debopriya Das, Nô Bita and 647 others

1 Share

Chronological



# Pre Event Promotion – EDM on facebook

**Relio Quick Auto Mall** is at **Guest Mall, Kolkata.**  
Published by Shrey Kapoor (P) · September 8 at 2:23pm · Kolkata · 🌐

Catch the exciting range of #Triumph Motorcycles - Street Scrambler, Tiger XCx, Street Triple, Storm and Street Twin on display at our Luxury Auto Show at Guest Mall Kolkata! 8th-10th Sept! #AutoMall2017

**Relio Quick AUTO MALL** **QUEST**

*Luxury Auto Show*  
08 - 10 September

**TRIUMPH**

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

2,354 people reached [View Results](#)

👍 Like 🗨 Comment ↻ Share

👤 Niti Bhojaviya, Devaraj Devaraj and 446 others

1 Share

**Rahul Khan Oam**

45K likes · 221 this week  
Shambhu Jha and 14 other friends

45K follows

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Posts from Pages you've liked as your Page

15 were here 0 this week

65,672 post reach this week

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👍 46,002 people like this

👤 45,335 people follow this

📍 15 people have visited

👤 Vishrut Wadhwa and 14 other friends like this or have visited

About [See All](#)

📍 011 4506 6521

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<http://www.auto.mall.in...> [Promote Website](#)

Automotive Dealership · Event

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# Event Promotion – On Ground Branding

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

62  
AutoMall



Showcasing  
@ Relio Quick Auto Mall  
*Luxury Auto Show*  
08 - 10 September

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

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AutoMall



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AutoMall



Showcasing  
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08 - 10 September

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# Event Promotion – On Ground Branding

RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

62 AutoMall



BUILT WITH TOYOTA Quality Revolution GDN

Showcasing  
@ Relio Quick Auto Mall

*Luxury Auto Show*

08 - 10 September

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RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

62 AutoMall



HONDA

Showcasing  
@ Relio Quick Auto Mall

*Luxury Auto Show*

08 - 10 September

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RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

62 AutoMall



ISUZU

Showcasing  
@ Relio Quick Auto Mall

*Luxury Auto Show*

08 - 10 September

QUEST

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# Event Promotion – Print Media ( Newspaper )

**This Puja, upgrade to Corolla Class** [www.topseltoyota.com](http://www.topseltoyota.com)

Celebrate with **LOWER GST RATES**  
Beat **CESS INCREASE**

**ALL NEW COROLLA ALTIS**

**Altis display at Quest Mall, Kolkata**  
8 | 9 | 10  
Sept 17

Best in class headroom and legroom with reclining rear seats

Special Benefits upto 40,000\*  
Price starts from 13.43 lacs\*

3 YRS OR 1,00,000 KM VEHICLE WARRANTY | SPECIAL OFFER FOR SELECTED CORPORATES | \*EX - SHOWROOM PRICE KOLKATA

TOYOTA TRUST | TOYOTA INSURANCE | TOYOTA SERVICE | Roadside Assistance 24x7 | TOYOTA Connect | TOYOTA FINANCIAL SERVICES | TOYOTA PROTECT

**TOPSEL TOYOTA** : 033 40506070

\*T & C Apply\* Accessories shown may not be part of standard fitment\* Actual colour of the vehicle might differ slightly from the image depicted here

**This Puja Upgrade to Corolla Class** [www.topseltoyota.com](http://www.topseltoyota.com)

Celebrate with **LOWER GST RATES**  
Beat **CESS INCREASE**

**ALL NEW COROLLA ALTIS**

**Altis display at Quest Mall, Kolkata**  
8 | 9 | 10  
Sept 17

Best in class headroom and legroom with reclining rear seats

Special Benefits upto 40,000\*

Price starts from ₹13.43 lacs\*

3 YRS OR 1,00,000 KM VEHICLE WARRANTY | SPECIAL OFFER FOR SELECTED CORPORATES

TOYOTA TRUST | TOYOTA INSURANCE | TOYOTA SERVICE | Roadside Assistance 24x7 | TOYOTA Connect | TOYOTA FINANCIAL SERVICES | TOYOTA PROTECT

**TOPSEL TOYOTA** : 033 40506070

\*T & C Apply\* Accessories shown may not be part of standard fitment\* Actual colour of the vehicle might differ slightly from the image depicted here \*Offer available on selected models



# Live Happenings

**Relio Quick Auto Mall** added 9 new photos — at Quest Mall, Kolkata.  
Published by Shrey Kapoor (1) · September 8 at 12:25pm · Calcutta · 🌐

Relio Quick Auto Mall is back in Kolkata with a Luxury Auto Show at Quest Mall! Showcasing #Audi A6 Design Edition, #Isuzu MU-X, #Toyota Corolla Altis, #Ducati Scrambler, 959 Panigale, Multistrada 950, #Benelli 302R, TNT Tornador, #Triumph Street Scrambler, Tiger XCx, Street Triple, Storm, Street Twin & #Honda WRV! 8th-10th Sept! #AutoMall2017

21 423 people reached

Like Comment Share

Mainak Kundu, Pallab Sarkar and 665 others

21 Shares

65,672 post reach this week

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45,335 people follow this

15 people have visited

Vishrut Wadhwa and 14 other friends like this or have visited

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http://www.auto Mall.in... Promote Website

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atags! atags!

D Craft Events & Promotions Pvt ...

Manpowerindia.com





## Event Glimpses

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**BUILT ON QDR** **TOYOTA**  
Quality Revolution



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



*Luxury Auto Show*

08 - 10 September '17

**QUEST**  
INDIA



DSK Benelli







**THANK YOU**