

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 3 @
Forum Sujana, Hyderabad

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 @ Forum Sujana, Hyderabad : 08 – 10 Sept. 17 – Event Synopsis

After the Grand Success of Auto Mall Season 2 in July 2017
Auto Mall Season 3 @ Forum Sujana, Hyderabad was organized from Sept. 08 – 10, 2017.

Top 9 leading automobile brands participated
AUDI, HONDA, HYUNDAI, NEXA, MARUTI SUZUKI, HARLEY DAVIDSON, KTM, TRIUMPH, TVS

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 **325+ Hot Enquires, 975+ Enquires,** and

Over **2.20+ Lakh** people visited Forum Sujana Mall, during Auto Mall event weekend.



Premium Auto Show

08 – 10 Sept.

Forum Sujana, Hyderabad

FOLLOW US | [/automall_india](#) [/rqautomallindia](#)

A VENTURE OF

RelioQuick™

IP MANAGED BY

Team
Stratagem 



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



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
SUJANA
HOME.WORK.FORUM

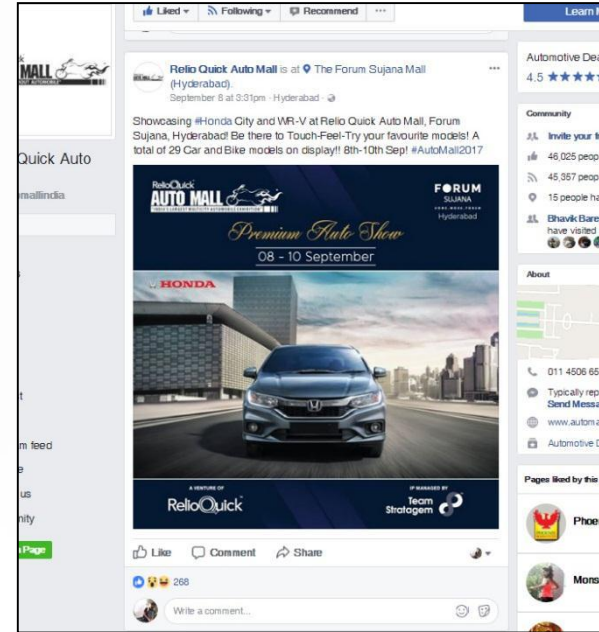
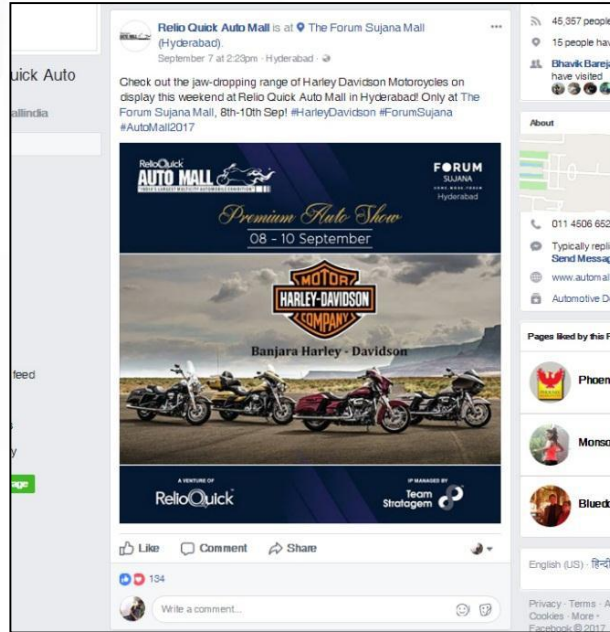
Pre Event Promotion – Event page & Announcement post

This screenshot shows the Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Relio Quick Auto Mall added an event.' and is scheduled for September 8-10 at 8:49pm. The description states: 'Relio Quick Auto Mall is back in Hyderabad! Touch-Feel-Try your favourite car and bike models only at Forum Sujana Mall Hyderabad! 8th-10th Sept! #AutoMall2017 #ForumSujana'. The event image features a red sports car and a yellow motorcycle with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and 'Premium Auto Show 08 - 10 September Forum Sujana, Hyderabad'. The page shows 46,025 people invited, 45,357 people who have visited, and 15 people who have liked it. Comments from Adarsh Kumar and others are visible.

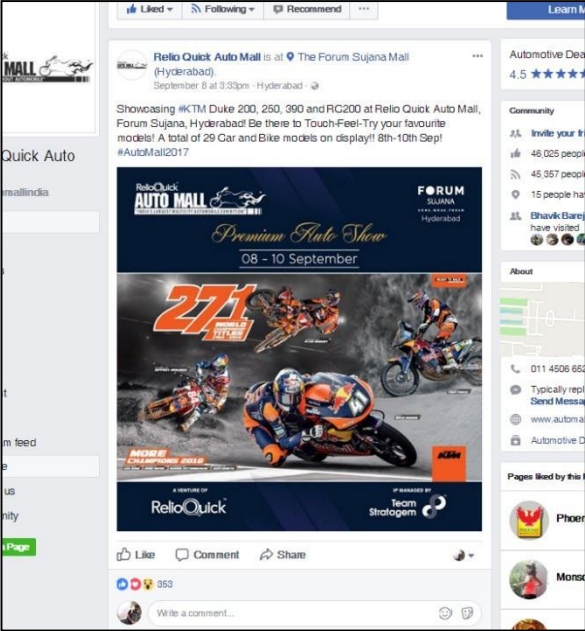
This screenshot shows a Facebook announcement post from 'Relio Quick Auto Mall' dated September 5 at 12:31pm. The text reads: 'Delhi! Kolkata! Hyderabad! 3 Days to Go for 3 Awesome Auto Shows at Pacific Mall, New Delhi (Exclusive Luxury Show), Quest Mall, Kolkata (Exclusive Luxury Show), The Forum Sujana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



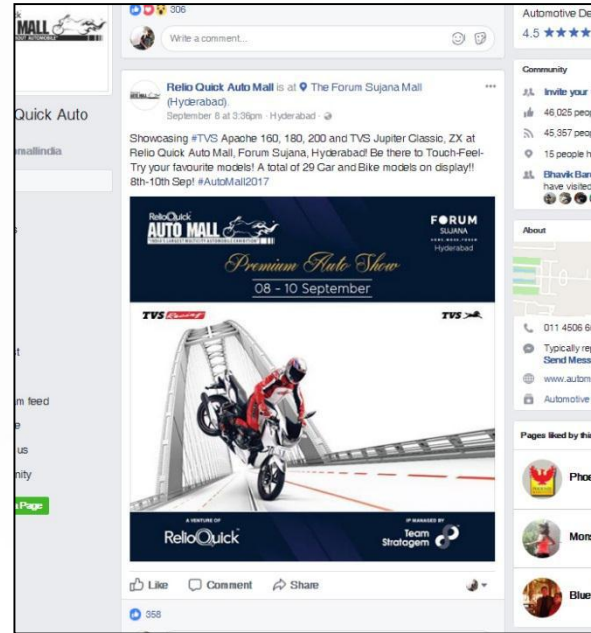
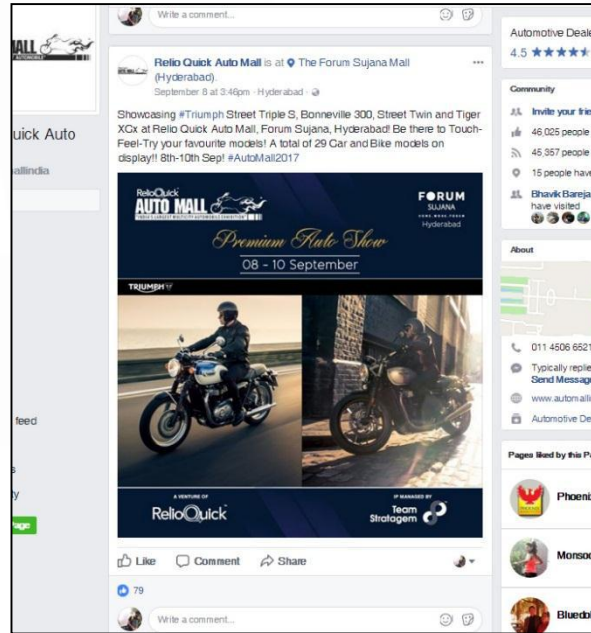
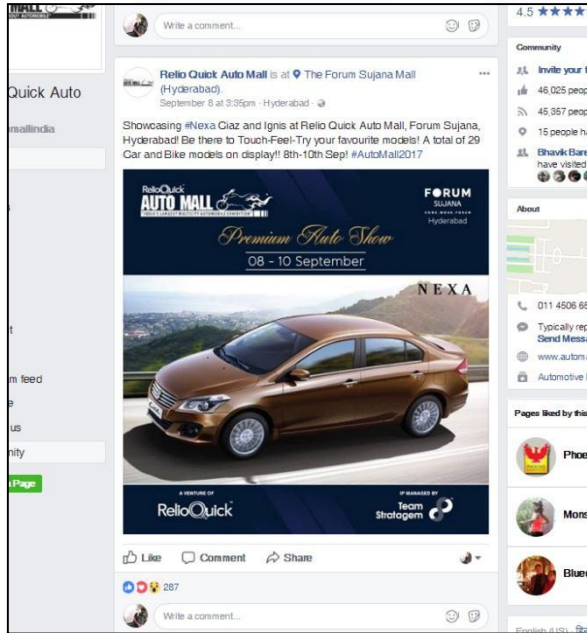
Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall



271
MICHIEL DE VROED
155 cc

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall

TRIUMPH



#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall

NEXA



#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall



Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall

Two kinds of
swagger

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall

Banjara Harley · Davidson

#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall

REARVIEW MIRROR SUZUKI
Way of life!

#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

61st
AutoMall

TVS

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

Event Promotion – Facebook post with brands

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

This weekend visit Relio Quick Auto Mall!
Premium Auto Show
at your Favourite Shopping Destination in

HYDERABAD
FORUM
SUJANA
HOME.WORK.FORUM

08 - 10 September

Participants :

 A3 CABRIOLET, Q3	 WR-V, CITY	 i20, Xcent	 IGNIS, CIAZ
 Way of Life! DZIRE, BREZZA	 DUKE 200, DUKE 250, DUKE 390, RC 200	 STREET 750, STREET ROD, FAT BOY, SPORTS ROADSTER, FOURTY EIGHT, IRON 883	 STREET TRIPLE S, TIGER XCx, BONNVILLE T 100, STREET TWIN
 JUPITER ZX, JUPITER CLASSIC APACHE 160, APACHE 180, APACHE 200			



Live Happenings

Relio Quick Auto Mall added 10 new photos — at The Forum Sujana Mall (Hyderabad).
September 8 at 9:15pm · Hyderabad · 🌐

Hello Hyderabad!! Your favourite Auto Show - Relio Quick Auto Mall is back in town for the 3rd month in a row! Showcasing a Total of 29 Car and Bike Models only at The Forum Sujana Mall! #Audi A3 Cabriolet, Q3, #Honda City, WR-V, #Nexa Ignis, Graz, #Maruti Vitara Brezza, New Dzire, #Hyundai i20, Xent, #Triumph Street Triple S, Bonneville T100, Street Twin, Tiger XGx, #HarleyDavidson Street Rod, Street 750, Iron 883, Forty Eight, Roadster, Fatboy, #TVS Juplter ZX, Classic, #TVS Apache 160, 180, 200, #KTM Duke 200, 250, 390, RC 200! Be there from 8th-10th Sep and Enjoy the Show! #AutoMall2017

4.5 ★★★★★

Community

- Invite your friends
- 46,025 people
- 48,357 people
- 15 people have visited
- Bhavik Baresi have visited

About

- 011 4506 652
- Typically replies
- Send Message
- www.automall
- Automotive Di

Pages liked by this Page

- Phoenix
- Monso
- Blued

1.3K likes



Event Glimpses



Audi Hyderabad

985555 777
NOW IN
KUKATPALLY
GACHIBOWLI



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



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
SUJANA
HOME.WORK.FORUM



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



**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
SUJANA
HOME.WORK.FORUM



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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
SUJANA

HOME.WORK.FORUM

MARUTI SUZUKI

Way of Life!



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



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
SUJANA

HOME.WORK.FORUM

NEXA



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



**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
SUJANA

HOME.WORK.FORUM





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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
 SUJANA
 HOME.WORK.FORUM





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

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Sept.

Forum Sujana, Hyderabad

FORUM
SUJANA

HOME.WORK.FORUM



THANK YOU