

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
@Pacific Mall, Dehradun

13 – 15 Oct. 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, Dehradun: 13 – 15 Oct. 17 – Event Synopsis

Relio Quick Auto Mall @ Pacific Mall, Dehradun was organized from Oct. 13 – 15, 2017.

Top 7 leading automobile brands participated
AUDI, FIAT, LAND ROVER, MAHINDRA, NEXA, JEEP, UM Motorcycles

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

All the brands put together generated over **284+ Hot Enquires**, **852+ Enquires**, and **Over 1.25+ Lakh people visited** Pacific Mall, during Auto Mall event weekend.

Mahindra Launched KUV 100 Nxt & TUV 300 during Relio Quick Auto Mall @ Pacific Mall, Dehradun



Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun

FOLLOW US |  /automall_india  /rqautomallindia

A VENTURE OF

RelioQuick™

IP MANAGED BY

Team
Stratagem 



Audi
Delhi South 



Mahindra
Rise.

N E X A

Jeep

U M
CONQUER THE WORLD

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

13 - 15 Oct.

Pacific Mall, Dehradun



Pre Event Promotion – Event page & Announcement post

The screenshot shows a Facebook post from 'Relio Quick Auto Mall' dated October 11 at 11:15am. The post text reads: 'Relio Quick Auto Mall - India's Largest Multi-City Automobile Exhibition is coming to Dehradun!'. Below the text is a promotional graphic for the 'Premium Auto Show' featuring a red car and a yellow motorcycle. The graphic includes the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and '13 - 15 October Pacific Mall, Dehradun'. The post has 46K likes and 182 comments, with a comment from Santosh Singh D. The event details are listed as 'OCT 13 RQ Auto Mall - Dehradun' for 'Oct 13 - Oct 15 - Pacific Mall - The Spirit of Dehra...'. The post also shows engagement metrics like '100% response rate' and '45K follows'.



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun
Published by Manish Gupta (7) · October 11 at 2:47pm · Dehra Dun

Sportiness that Speaks for itself.
#Audi #A3Cabirollet
Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

230 people reached

Like Comment Share

Deepak Wani, Hitesh Rana and 5 others

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun
Published by Manish Gupta (7) · October 12 at 2:56pm · Dehra Dun

New Experiences Await with the Punto.
#PuntoEvo #Fiat
Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

1,732 people reached

Like Comment Share

Tsering Dhondup, Ankit Rawat and 552 others



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun
Published by Manish Gupta 17 · October 11 at 2:40pm · Dehra Dun

The Legend is Real.
#JeepCompass
Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

2,285 people reached

Like Comment Share

Amit Rawat, Sar Firā Panwar and 108 others

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun
Published by Manish Gupta 17 · October 12 at 2:47pm · Dehra Dun

NEW LEVELS OF DESIRABILITY, CAPABILITY AND VERSATILITY.
#RangeRoverEvoque #Landrover
Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

2,202 people reached

Like Comment Share

Farman Ansari, Aghish Raw and 605 others



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.

Published by Manish Gupta [?] · October 12 at 6:45pm · Dehra Dun ·

The Power of Design. The Intelligence of Smart Hybrid. The Lap of Luxury. #SCross #NEXA Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

Community

- 2 people messaged this
- Invite your friends to it
- 46,068 people like this
- 45,400 people follow this
- Abhijeet Kashtwal and 14 or have checked in

About

Relio Quick AUTO MALL
Pacific THE SPIRIT OF DEHRADUN

Premium Auto Show
13 - 15 October

NEXA

THE ALL NEW S-CROSS
DESIGNED TO DOMINATE

IF MANAGED BY
Team Stratagem

2,382 people reached

Like Comment Share

Javed Malik, Mo Rahbar Faridi and 634 others

1 Share

Pages liked by this Page

- BLP Bharat Light and
- LIVE SPACE INDIA
- Digital Jalebi

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.

Published by Manish Gupta [?] · October 12 at 3:44pm · Dehra Dun ·

Ignite the Challenger in You. #Ciaz #NEXA Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

Community

- 46,068 people like this
- 45,400 people follow this
- Abhijeet Kashtwal and 14 or have checked in

About

Relio Quick AUTO MALL
Pacific THE SPIRIT OF DEHRADUN

Premium Auto Show
13 - 15 October

NEXA

IF MANAGED BY
Team Stratagem

2,652 people reached

Like Comment Share

Manoj Manoj, Diya Kar and 605 others

Pages liked by this Page

- BLP Bharat Light and
- LIVE SPACE INDIA
- Digital Jalebi



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.

Published by Manish Gupta (7) · October 12 at 5:09pm · Dehra Dun ·

EXPLORE THE EXTRAORDINARY
#RenegadeCommandoMojave #UMbikes
Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

3,010 people reached

Like Comment Share

Sukhdev Verma, Rahul Saini and 650 others

Pages liked by this Page

- Bharat Light and
- Live Space India
- Digital Jalebi

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.

Published by Manish Gupta (7) · October 12 at 3:06pm · Dehra Dun ·

THE AMERICAN STAR ON INDIAN ROADS.
#RenegadeClassic #UMbikes
Showcasing at Relio Quick Auto Mall, #PacificMall #Dehradun from 13 - 15 October #AutoMall2017

2,726 people reached

Like Comment Share

100% response rate, 17 time

Respond faster to turn o

49K likes + 182 this we

Santosh Singh Dagur

45K follows

See Pages Feed

Posts from Pages you

15 were here 0 this we

34,485 post reach this

Community

- 2 people messaged this P
- Invite your friends to like
- 46,068 people like this
- 45,400 people follow this
- Abhijeet Kasliwal and 14 or have checked in



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun



Event Promotion – On Ground Branding

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

64th
AutoMall



Showing
@ Relio Quick Auto Mall
Premium Auto Show
13 - 15 October

Pacific
THE SPIRIT OF DEHRADUN

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

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

64th
AutoMall



Showing
@ Relio Quick Auto Mall
Premium Auto Show
13 - 15 October

Pacific
THE SPIRIT OF DEHRADUN

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

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

64th
AutoMall



Showing
@ Relio Quick Auto Mall
Premium Auto Show
13 - 15 October

Pacific
THE SPIRIT OF DEHRADUN

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

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

TOUCH & FEEL
YOUR
FAVOURITE MODELS



Premium Auto Show
13 - 15 Oct.
Pacific Mall, Dehradun

Pacific
THE SPIRIT OF DEHRADUN

Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

64th
AutoMall



LAND ROVER

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

13 - 15 October

Pacific
THE SPIRIT OF DEHRADUN

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

64th
AutoMall



NEXA

MARUTI SUZUKI

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

13 - 15 October

Pacific
THE SPIRIT OF DEHRADUN

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

64th
AutoMall



RENEGADE
Classic

UM
SANGHVI

THE AMERICAN STAR
ON INDIAN ROADS

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

13 - 15 October

Pacific
THE SPIRIT OF DEHRADUN

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR FAVOURITE MODELS



Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun

Pacific
THE SPIRIT OF DEHRADUN

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
DEHRADUN

Pacific
THE SPIRIT OF DEHRADUN

13 - 15 October

Participants

Audi
A3 CABRIOLET

FIAT
PUNTO EVO

LAND ROVER
RANGE ROVER EVOQUE

Mahindra
Rise.

NEXA
S-CROSS, CIAZ

UM
RENEGADE COMMANDO MOJAVE,
RENEGADE CLASSIC

Jeep
COMPASS



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun




Live Happenings

Relio Quick Auto Mall
@rqautomallindia

Home
About
Reviews
Posts
Events
Photos
Videos
Pinterest
Twitter
Instagram feed
YouTube
Notes
Contact us
Groups
Offers
Community
Promote
Manage Promotions

Relio Quick Auto Mall added 11 new photos — at Pacific Mall - The Spirit of Dehradun.
Published by Shrey Kapoor (P) · October 13 at 12:27pm · Dehra Dun ·

Relio Quick Auto Mall - India's Largest Multi-City Automobile Exhibition is in Dehradun this weekend! 13,14,15 October! Showcasing #Audi A3 Cabriolet, #RangeRover Evoque, #Jeep Compass, #Nexa Glaz & S-Cross, #UM Bikes, #Fiat Punto. Stay Tuned for a New Launch tomorrow at the show by #Mahindra! #AutoMall2017 #PacificMall



22,078 people reached [View Results](#)

Like Comment Share

Charu Verma, Datta Chavan and 1K others Chronological

Respond faster to turn on notifications

46K likes +182 this week
Santosh Singh Dagur

45K follows

See Pages Feed
Posts from Pages you follow

15 were here 0 this week

34,485 post reach this week

Community

2 people messaged this week


Invite your friends to like this post

46,068 people like this post

45,400 people follow this page

Abhijeet Kcasiwal and 14 others have checked in here

About



011 4506 6521

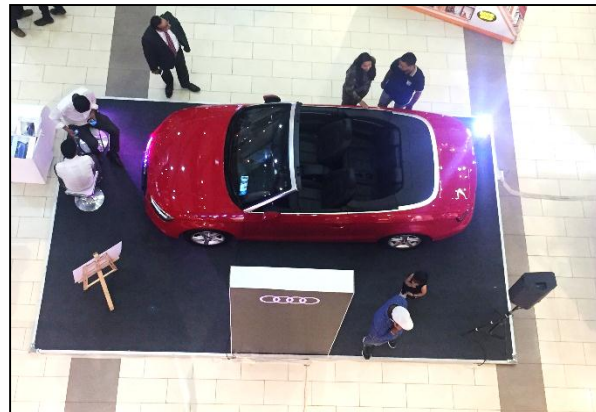
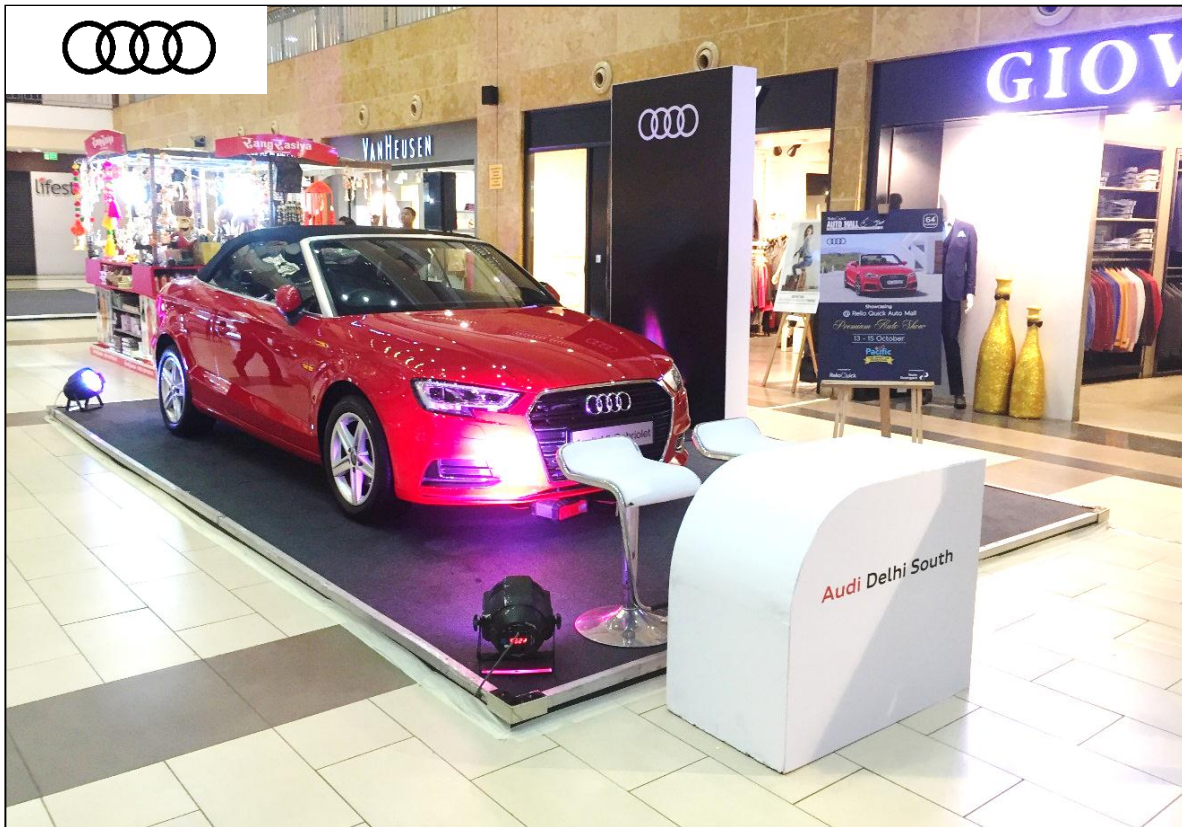
Typically replies within a few hours
Send Message

http://www.automall.in/...



Event Glimpses





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

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun

Pacific
THE SPIRIT OF DEHRADUN



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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

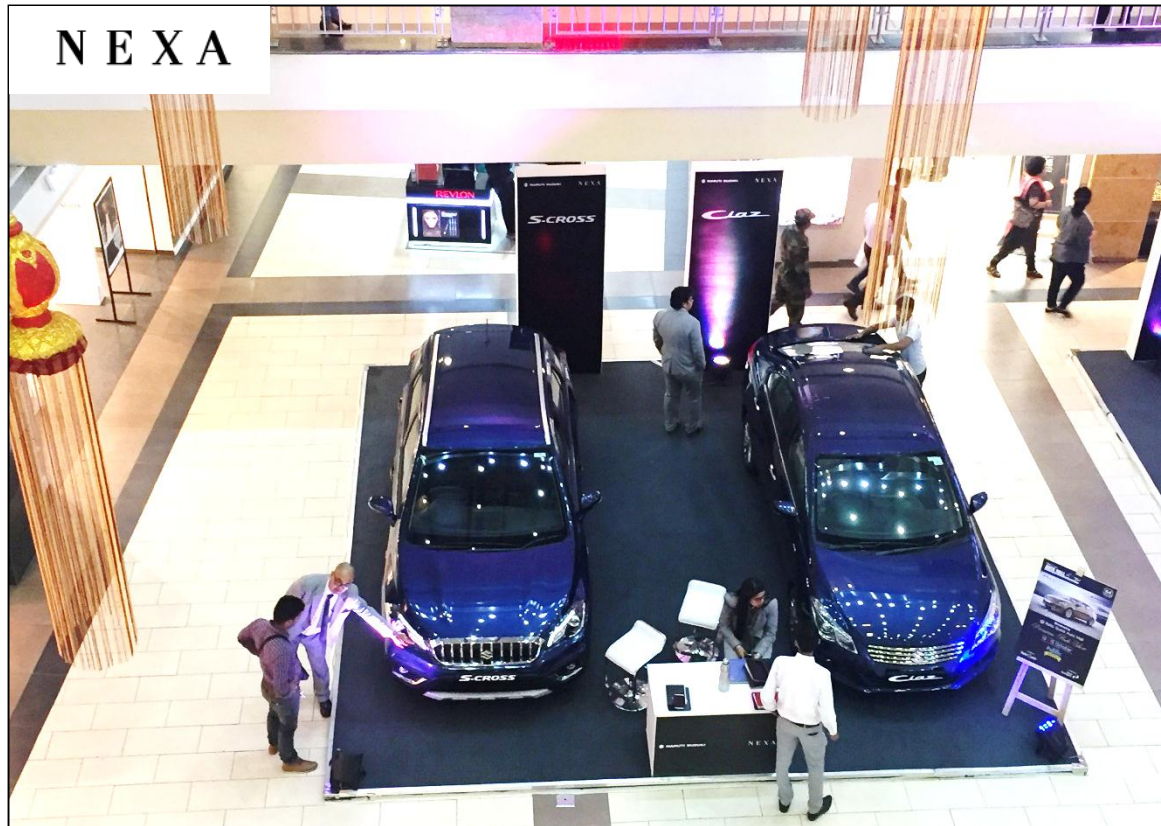
Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun

Pacific
 THE SPIRIT OF DEHRADUN 

NEXA



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

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun

Pacific
THE SPIRIT OF
DEHRADUN



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

**TOUCH & FEEL
 YOUR**



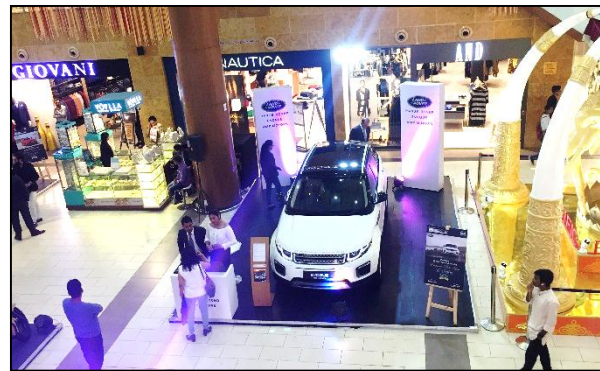
FAVOURITE MODELS

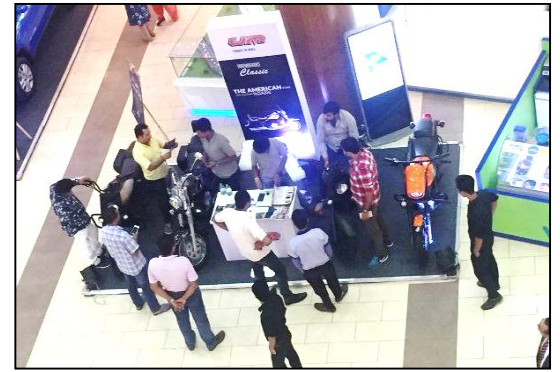
Premium Auto Show

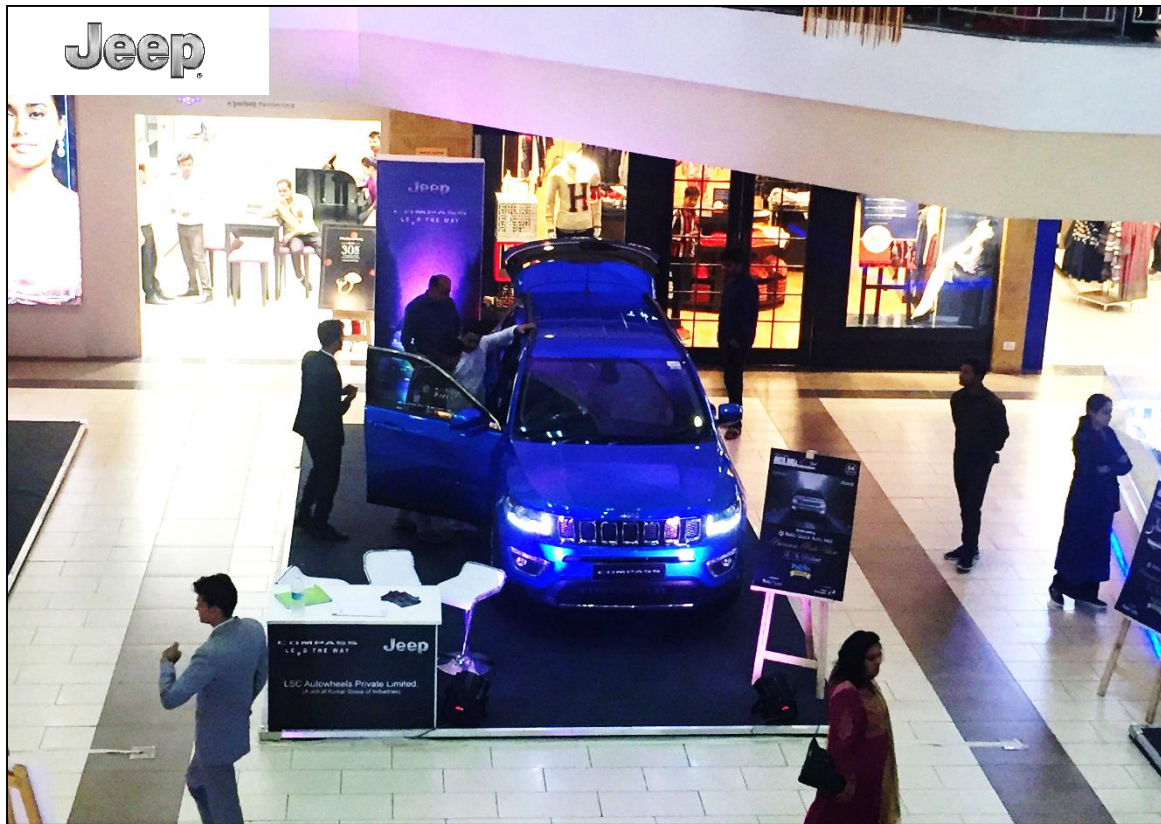
13 - 15 Oct.

Pacific Mall, Dehradun

Pacific
 THE SPIRIT OF
 DEHRADUN







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

**TOUCH & FEEL
 YOUR**



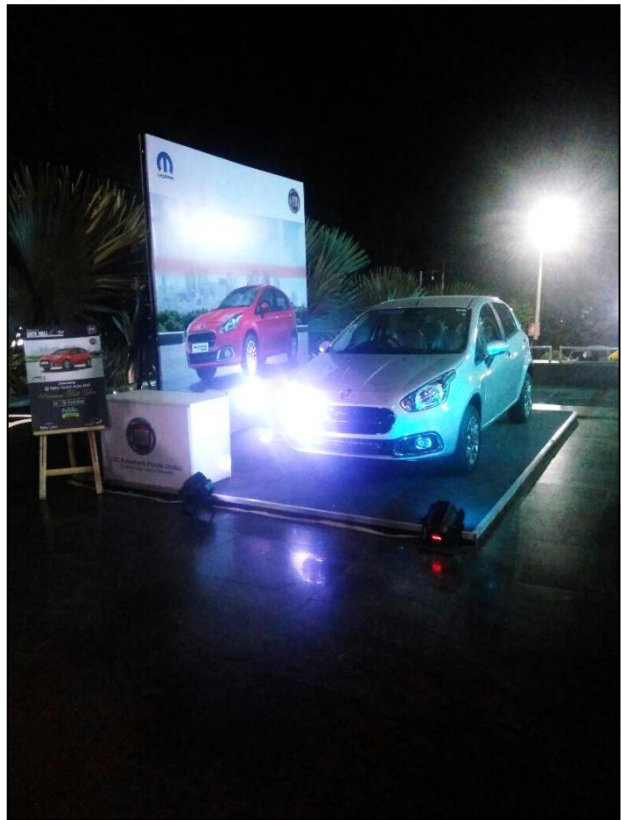
FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun

Pacific
 THE SPIRIT OF
 DEHRADUN



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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

Premium Auto Show

13 - 15 Oct.

Pacific Mall, Dehradun

Pacific
 THE SPIRIT OF
 DEHRADUN

THANK YOU