

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, New Delhi
(Vintage Cars Show)

13 & 14, AUGUST 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.



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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.

Relio Quick Auto Mall @ Pacific Mall, New Delhi : 13 & 14 August 17' – Event Synopsis

The Independence Special Vintage Car Show was a unique and never before offering from Relio Quick Auto Mall.

Popular Vintage Car Models, owned by prominent people from the Independence Era (1930s-50s) were set up for exclusive display in the Mall's main atrium. The objective was to make the mall visitors experience the Independence Era through the cars that were actually present during that time and creating an aura of patriotism with the theme, colors and a live pianist.

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and Pacific Mall, there was a huge turnout of enthusiasts to visit the show. Additionally, thousands of regular mall visitors thronged the car models on display to get their pictures clicked with the attractive cars.

The models present in the show were:

Armstrong Siddeley (1938), Buick Road Master (1949), De Soto (1929), Plymouth Model PA (1931), Buick 50 L Limousine (1929), Daimler DB18 (1952), Daimler Fifteen Sports Coupe (1936)

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AUTO MALL



"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" |||

PACIFIC

TAGORE GARDEN & DELHI

**THIS INDEPENDENCE
DAY, TAKE A
DRIVE DOWN
MEMORY LANE.**

13TH & 14TH AUGUST



*Independence Day Special
Vintage Car Show*

CAR PARTNER



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

PACIFIC
TAGORE GARDEN DELHI

THIS INDEPENDENCE DAY, TAKE A DRIVE DOWN MEMORY LANE.
COME AND BE AWED BY OUR INDEPENDENCE VINTAGE CAR EXHIBITION, WHILE BEING SERENADED BY A LIVE PIANIST ON THE 13TH, 13TH - 15TH AUGUST




Plymouth Model PA
(1931)

THIS PLYMOUTH MODEL PA (CONVERTIBLE) WAS PREVIOUSLY OWNED BY HIS HIGHNESS RAJA VIKRAM SINGH JI SAHIB BHADUR, THE FORMER RULER OF NARSINGHAR (NEAR BHOPAL).

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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

PACIFIC
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Armstrong Siddeley
(1938)

THIS ROYAL CAR PREVIOUSLY BELONGED TO THE MAHARAJA OF KAPURTHALA.

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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

Event Promotion – On Line

Relio Quick Auto Mall at Pacific Mall, New Delhi.
Published by Shrey Kapoor · 19 · August 13 at 8:59am · New Delhi ·

Presenting Independence Day Special - Vintage Car Show only at Pacific Mall, Tagore Garden, Delhi! 13th-15th August!
In association with 21 Gun Salute!
#IndependenceDay #VintageCars #ClassicCars #Buck #Plymouth #Daimler #Armstrong #AutoMall2017

THIS INDEPENDENCE DAY, TAKE A DRIVE DOWN MEMORY LANE.

Relio Quick **AUTO MALL** & **PACIFIC**
TAGORE GARDEN DELHI

INVITE YOU TO VISIT

Independence Day Special
Vintage Car Show

13-15 AUGUST

ORGANIZED BY
Team Stratagem

6,794 people reached

View Results

Like Comment Share

Ankit Singh, Bharat Nahar and 714 others

2 shares

Relio Quick Auto Mall added an event.
August 13 at 12:25am ·

Pacific Mall, Tagore Garden, Delhi is hosting Independence Day Special - Vintage Car Show organised by Relio Quick Auto Mall - in association with 21 Gun Salute! 13th-15th Aug! #AutoMall2017 #VintageCarShow #PacificMall

THIS INDEPENDENCE DAY, TAKE A DRIVE DOWN MEMORY LANE.
COME AND BE AWED BY OUR INDEPENDENCE VINTAGE CAR EXHIBITION. 13th-15th AUGUST

AUG 13 Vintage Car Show - Independence Day ...
Aug 13 - Aug 15 · Pacific Mall, New Delhi · New Delhi... Sandeep, Shambhu and Rampher

Interested

Like Comment

Azad Singh, Aditya Raje Patane and 26 others

Write a comment...



Independence Day Special
Vintage Car Show

13 & 14 AUGUST

PACIFIC
TAGORE GARDEN DELHI

Live Happenings



Relio Quick Auto Mall added 10 new photos.
Published by Shrey Kapoor · 19 · August 13 at 10:42am · 🌐

Get mesmerised by these vintage beauties on display at Independence Day Special - Vintage Car Show only at Pacific Mall, New Delhi! Showcasing cars from the Independence Era! Buick Road Master (1949), Daimler DB 18 (1952), De Soto (1929), Armstrong Siddeley (1938), Buick 50 L Limousine (1929), Plymouth Model PA (1931), Daimler Fifteen Sports Coupe (1936) - 13th-14th Aug! In association with 21 Gun Salute! #VintageCars #AutoMall2017



45,550 people liked this post.
44,882 people commented on this post.
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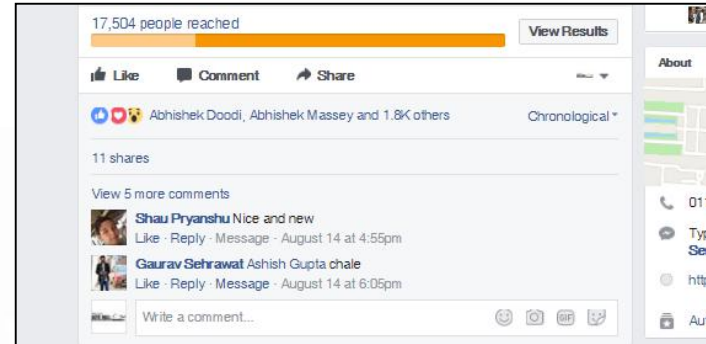
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17,504 people reached

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Abhishek Doodi, Abhishek Massey and 1.8K others

Chronological

11 shares

View 5 more comments

Shau Pryanshu Nice and new
Like · Reply · Message · August 14 at 4:55pm

Gaurav Sehrawat Ashish Gupta chale
Like · Reply · Message · August 14 at 6:05pm

Write a comment...

Live Happenings

The screenshot shows a Facebook post from the page 'Relio Quick Auto Mall' (@rqaustomallindia). The post is titled 'Live Glimpses! #VintageCarShow' and features a large photo of a car show with a red carpet and several vintage cars on display. Below the main photo are three smaller thumbnail images, with a '+3' icon indicating more photos. The post has 49K likes and 180 likes this week, with a list of users who liked it including Sandeep Kapoor and 21 others. It also shows 44K follows, 15 people who were here this week, and 68,689 post reach this week. The post was published by Shrey Kapoor on August 13 at 3:45pm in New Delhi. The Facebook interface includes a left sidebar with navigation options like Home, About, Reviews, Posts, Events, Photos, Videos, Pinterest, Twitter, Instagram feed, YouTube, Notes, Contact us, Groups, Offers, and Community. At the bottom of the post, there are options to Like, Comment, and Share, along with a 'Boost Post' button. The right sidebar shows the 'Community' section with an invite to friends, a list of people who liked the post, and a list of people who followed the page. There is also an 'About' section with a map, phone number (011 4506 6521), and a 'Send Message' button.

Event Glimpses



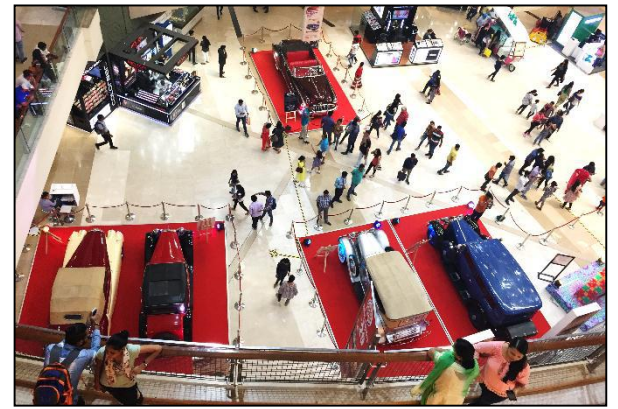
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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" IIII



Independence Day Special
Vintage Car Show

13 & 14 AUGUST

PACIFIC
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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

ARMSTRONG SIDDELEY (1938)

ARMSTRONG SIDDELEY - A QUALITY CAR MADE IN UNITED KINGDOM, 1938- THE 17 HP 6-WINDOW SALOON. EXCLUSIVE CARS OF HIGH PERFORMANCE! ARMSTRONG SIDDELEY CARS ARE TALLER THAN MOST OF THE OTHER VINTAGE CARS AS THEY HAVE A HIGH CHASSIS.

THE DESIGN OF THE ARMSTRONG SIDDELEY IS ARCHITECTURAL, REFLECTING THE CHARACTERISTICS OF ART DECO BUILDINGS OF THE 1920S. THE CARS HAD STRONG VERTICAL AND HORIZONTAL LINES AND AN OVERALL SOLIDITY. ALL THE DESIGNS AVOID FUSSY DETAILING AND THIS IS CARRIED THROUGHOUT THE DESIGN SO THE CARS HAD DISC WHEELS AND SOLID BODY PANELS WITH NO LOUVRES CUT INTO THE SIDE PANELS OF THE BONNET. THE ART DECO FEEL IS STRONGEST IN THE CARS WITH V-SHAPED RADIATORS.

THIS ROYAL CAR PREVIOUSLY BELONGED TO THE MAHARAJA OF KAPURTHALA.

MANUFACTURER : ARMSTRONG SIDDELEY
COUNTRY : U.K.
PRODUCTION : 1935-1939
BODY STYLE : 17HP 6 WINDOW SALOON
ENGINE : 2400 CUBIC CENTIMETRES (CC), 6-CYLINDER OHV

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BUICK ROAD MASTER (1949)

THE ROAD MASTER WAS BUICK'S ICON CAR. IT CARRIED EVERY TRAIT THAT WOULD MAKE A BUICK A BUICK IN THE 1940S AND '50S, INCLUDING THAT BIG CHROME GRILL, THE FENDER PORTHOLES AND A POWERFUL 8-CYLINDER ENGINE.

ROAD MASTERS PRODUCED BETWEEN 1936 AND 1958 WERE BUILT ON BUICK'S LONGEST NON-LIMOUSINE WHEELBASE AND SHARED THEIR BASIC STRUCTURE WITH ENTRY-LEVEL CADILLAC AND, AFTER 1940, SENIOR OLDS-MOBILES. BETWEEN 1946 AND 1957 THE ROAD MASTER SERVED AS BUICK'S FLAGSHIP, AND WHEN IT WAS RESURRECTED FOR THE 1991 THROUGH 1996 MODEL YEARS IT WAS THE MARQUE'S LARGEST VEHICLE.

THE ROAD MASTER RECEIVED ITS FIRST MAJOR POST-WAR RESTYLING IN 1949. ITS WHEELBASE AND OVERALL LENGTH WERE REDUCED BUT ITS WEIGHT WAS ACTUALLY MARGINALLY INCREASED. THE BIGGEST CHANGE WAS A MUCH LARGER TWOPIECE, CURVED GLASS WINDSHIELD THAT THE SALES BROCHURE DESCRIBED AS LIKE AN "OBSERVATION CAR."

THIS CAR WAS PREVIOUSLY OWNED BY MAHARAJA OF BHAVNAGAR.

MANUFACTURER : GENERAL MOTOR CORPORATION
 COUNTRY : U.S.A.
 PRODUCTION : 1939-1958
 BODY STYLE : 2 DOOR CONVERTIBLE
 ENGINE : 5200 CC FIREBALL 18, 8-CYLINDER OHV

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DAIMLER DB 18 (1952)

A PRE-WAR DESIGN CAR - THE CAR USED A 2,522 CC IN-LINE SIX-CYLINDER, PUSH-ROD OHV ENGINE FED BY A SINGLE SU TRIPLE CARBURETTOR. BY THE STANDARDS OF THE TIME THE CAR WAS BRISKER THAN IT LOOKED. THE CAR WAS SUPPLIED WITH THE DAIMLER FLUID FLYWHEEL COUPLED TO A 4-SPEED WILSON PRE-SELECTOR GEARBOX. THE INDEPENDENT FRONT SUSPENSION USED COIL SPRINGS, WHILE THE BACK AXLE WAS SUSPENDED USING A TRADITIONAL SEMI-ELLIPTICAL SET-UP.

THIS CAR WAS PREVIOUSLY OWNED BY RAJA SAHEB BAHADUR KHETRI.

MANUFACTURER : THE DAIMLER COMPANY LIMITED
COUNTRY : U.K.
PRODUCTION : 1949-1953
BODY STYLE : BARKER (2-DOOR DROP HEAD COUPES)
ENGINE : 2522 CC 6 CYLINDER IN-LINE OHV

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BUICK 50 L LIMOUSINE (1929)

NO CAR IS MORE ACCEPTABLE TO MOST PEOPLE THAN A BUICK! THE BUICK STANDS FOR HIGH STANDARDS OF LIVING, AND ITS PERFORMANCE ENDEARS IT TO ALL WHO APPRECIATE FINE MOTOR CARS! BUICK WAS ONE OF THE SEVEN GENERAL MOTORS PRODUCTS.

THE "SILVER ANNIVERSARY" 1929 BUICK, MODEL 29-50L WAS THE LARGEST AND MOST EXPENSIVE BUICK OFFERED. THIS IS AN EXCEPTIONALLY FINE SEVEN PASSENGER CLOSED CAR FOR EITHER CHAUFFEUR OR OWNER DRIVER, AN ADJUSTABLE GLASS PARTITION IN THE BACK OF THE FRONT SEAT CAN BE LOWERED OUT OF SIGHT OR RAISED TO DIVIDE THE CAR INTO SEPARATE COMPARTMENTS AS DESIRED. THE CAR IS EQUIPPED WITH TELEPHONE FROM REAR TO FRONT SEAT. IN OTHER RESPECTS THE LIMOUSINE SEDAN HAS THE SAME FINE LINES AND LUXURIOUS APPOINTMENTS WHICH MAKE THE MODEL 50 SO DISTINCTIVE AND COMPLETE.

THE CAR SAT ON A 128 3/4" WHEELBASE AND WAS POWERED BY AN IN-LINE OHV 6 CYLINDER ENGINE OF 309.6 CU.IN (5.1 LTR) CAPACITY WHICH DEVELOPED 91 BHP @ 2750 RPM.

MANUFACTURER :	GENERAL MOTOR CORPORATION
COUNTRY :	U.S.A.
PRODUCTION :	1924-1929
BODY STYLE :	LIMOUSINE
ENGINE :	4500 CC, 8-CYLINDER OHV

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DAIMLER FIFTEEN SPORTS COUPE (1936)

FIRST OF THE PUSHROD DAIMLERS, RETAINING THE WORM DRIVE, THREE PIECE BONNET AND PUSH-ON HANDBRAKE, THE DAIMLER FIFTEEN, WAS A SALOON CAR AT THE LOW END OF THIS MANUFACTURER'S RANGE, ANNOUNCED IN SEPTEMBER 1932. IT WAS THE FIRST DAIMLER PRODUCT FOR MORE THAN TWO DECADES WITH AN ENGINE THAT BREATHED CONVENTIONALLY THROUGH POPPET VALVES. THE CAR'S NAME DERIVED FROM ITS TAX RATING OF 15 HP.

THIS CAR WAS PRE-OWNED BY THE MAHARAJA OF AJAYGARH STATE.

MANUFACTURER : THE DAIMLER COMPANY LIMITED
 PRODUCTION : 1933 TO 1934
 BODY STYLE : 2,003 CC 6-CYLINDER IN-LINE OHV
 ENGINE : 2-DOOR SPORTS COUPE

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DE SOTO (1929)

DE SOTO WAS ONE OF THE QUALITY AMERICAN AUTOMOBILE WAS FIRST MANUFACTURED IN 1928 AND 1929 MARKETED BY THE DE SOTO DIVISION OF THE CHRYSLER CORPORATION. . IT WAS NAMED AFTER THE SPANISH EXPLORER HERNANDO DE SOTO. HERE BEAUTY LINKS ITSELF WITH POWER AND STAMINA.

STYLING AND GENERAL DESIGN OF THE 1928 AND 1929 DE SOTO WERE IN LINE WITH CHRYSLER. DE SOTO FEATURED A THIN-LINE RADIATOR SHELL, WITH THE HOOD OVERLAPPING THE RADIATOR CORE, GIVING THE CAR A LONGER APPEARANCE.

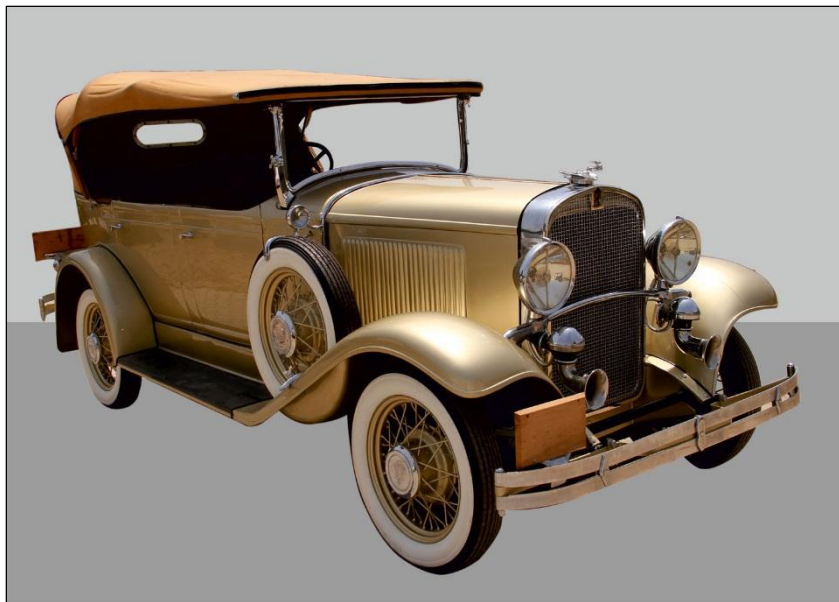
MANUFACTURER : CHRYSLER CORPORATION
 COUNTRY : U.S.A.
 PRODUCTION : 1928-1933
 BODY STYLE : PHAETON
 ENGINE : 3045 CC, 4-CYLINDER L-HEAD

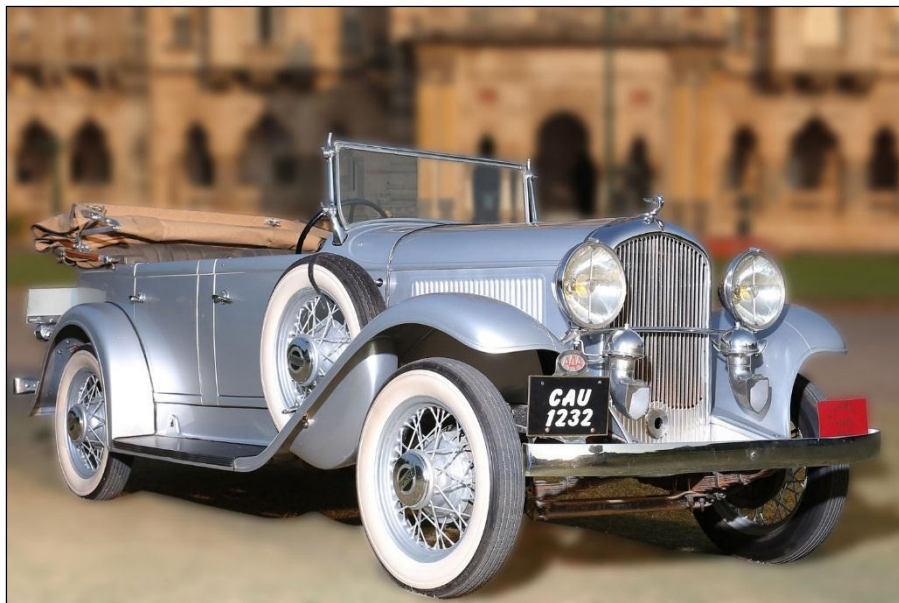
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PLYMOUTH MODEL PA (1931)

THE MOST BEAUTIFUL PLYMOUTH MODEL PA WAS A MID-CLASS PASSENGER CAR THAT CHRYSLER MANUFACTURED UNDER THE BRAND NAME PLYMOUTH IN THE MODEL YEAR 1931. THE CHRYSLER PLYMOUTH WAS THE FIRST CAR TO FEATURE HYDRAULIC BRAKES, AND THE FIRST TO ELIMINATE STRUCTURAL WOOD. ITS DOUBLE-DROP FRAME LOWERED THE OVERALL HEIGHT TO 67 INCHES, MAKING THE PLYMOUTH LOOK LONGER THAN ITS MODEST 169-INCH LENGTH.

THE CAR ALSO HAD A SIDE-STEERED FOUR-CYLINDER IN-LINE ENGINE WITH 3214 CM³. BUT ITS OUTPUT HAD INCREASED TO 56 BHP (41 KW). THAT YEAR, THE ENGINE WAS FITTED WITH RUBBER PADS FOR THE FIRST TIME, WHICH MADE THE CARS MUCH QUIETER AND MORE COMFORTABLE, SO THEY WERE EVEN COMPARED TO SIX-CYLINDER MODELS FROM OTHER BRANDS. NEW WERE ALSO BODY SHELLS AND CHASSIS, THE ELEGANT OVAL REAR WINDOW WAS PARTICULARLY ELEGANT. THE RADIATOR GRILLE NOW CARRIED A FIGURE ON THE LOCK.

MOST CARS WERE ADORNED WITH AN ATTRACTIVE AND DELICATELY DETAILED "FLYING LADY" RADIATOR CAP. DESIGNED BY HERBERT V. HENDERSON, IT WAS MADE FOR PLYMOUTH BY THE JARVIS COMPANY OF GRAND RAPIDS, MICHIGAN. THE CAR IS POWERED BY A 196.1-CID, 56-HORSEPOWER L-HEAD FOUR ON A 109-INCH-WHEELBASE.

THIS PLYMOUTH MODEL PA (CONVERTIBLE) WAS PREVIOUSLY OWNED BY HIS HIGHNESS RAJA VIKRAM SINGH JI SAHIB BAHADUR, THE FORMER RULER OF NARSINGHAR (NEAR BHOPAL).

MANUFACTURER : CHRYSLER CORPORATION
 COUNTRY : U.S.A.
 PRODUCTION : 1931-1932
 BODY STYLE : PHAETON
 ENGINE : 3412 CC, 4-CYLINDER, L-HEAD

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THANK YOU