

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@
Phoenix Marketcity Kurla, Mumbai
(Exclusive Vintage & Classic
Car Show)

24 - 26, November 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.

Relio Quick Auto Mall @ Phoenix Marketcity, Kurla: 24 - 26 November 17' – Event Synopsis

After the grand Success of **Exclusive Vintage & Classic Car Show** in 4 & 5 Nov. @ Ambience Mall @ Gurgaon **Exclusive Vintage & Classic Car Show** was organised from 24 – 26 Nov @ Phoenix Marketcity Kurla, Mumbai

Visitors to the Mall indulge with beauties of bygone era.

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and Orion 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:

Hudson(1932), Avonn(1933), Ford B (1932), Opel(1936), Chrysler Windsor (1946), Cadillac V8 (1947), Cadillac V8 (1947), Packard Clipper, Packard, Wolseley



*Exclusive Vintage &
Classic Car Show*

24 - 26 NOVEMBER



**THIS WEEKEND INDULGE WITH
VINTAGE BEAUTIES...**



*Exclusive Vintage &
Classic Car Show*

24TH - 26TH NOVEMBER

CAR PARTNER



IP MANAGED BY



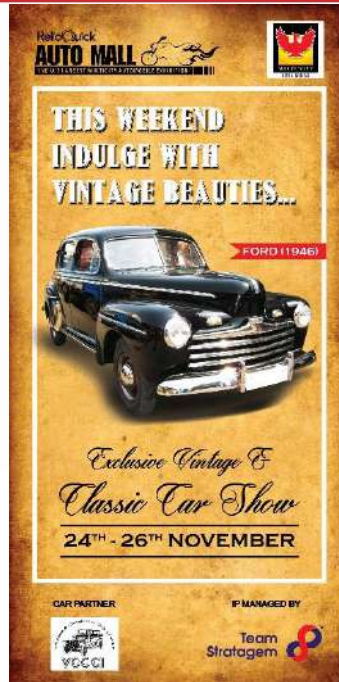
Pre Event Promotion

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



*Exclusive Vintage &
Classic Car Show*

24 - 26 NOVEMBER



Event Promotion – On Line

Quick Auto

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai
Published by Manish Gupta (M) · November 23 at 1:09pm · Mumbai

This Weekend! Indulge with Vintage Beauties...
Exclusive Vintage & Classic Car Show at Phoenix Marketcity Kuria,
#Mumbai! 24th-26th Nov #AutoMall2017 #VintageCars

18,502 posts

45,923 people liked this

Abhijeet Kestave or have checked in

Community

Invite your friends to

40,687 people like this

45,923 people liked this

Abhijeet Kestave or have checked in

About

311 4506 6621

Typically online

Send Message

http://www.auto

Event

Pages liked by this Page

490 people reached

Like Comment Share

Shabbir Ansan, Anil Kumar and 7 others

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai
Published by Manish Gupta (M) · November 24 at 2:09pm · Mumbai

Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria,
#Mumbai! 24th-26th Nov. Showcasing "Packard (1938)" #AutoMall2017
#VintageCars

19,502 posts reached

45,923 people liked this

Abhijeet Kestave or have checked in

Community

Invite your friends to

40,687 people like this

45,923 people liked this

Abhijeet Kestave or have checked in

About



Exclusive Vintage &
Classic Car Show

24 - 26 NOVEMBER



Event Promotion – On Line

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai
Published by Manoh Gupta (1) · November 24 at 10:58m · Mumbai

Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria,
#Mumbai! 24th-26th Nov. Showcasing Wolseley (1923) #AutoMall2017
#VintageCars

Relio Quick AUTO MALL
WOLSELEY (1923)

Exclusive Vintage & Classic Car Show
24TH - 26TH NOVEMBER

CAR PARTNER: YCCCI | IF MANAGED BY: Team Stratagem

Relio Quick Auto Mall Event
1070 people reached

Like Comment Share

9058 Basha, Rahul Shinde and 12 others

Community: Invite your friends to, 48,587 people like this, 45,922 people follow it, Abhishek Kastwal and 6 have checked in

About: D11 4508 6521, Typically replies: Instant Message, http://www.auto Mall.in, Event

Pages liked by this Page: BRANDWIT, Live Space In, Bincite

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai
Published by Manoh Gupta (1) · November 24 at 11:16m · Mumbai

Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria,
#Mumbai! 24th-26th Nov. Showcasing Avonni SS (1933) #AutoMall2017
#VintageCars

Relio Quick AUTO MALL
AVONNI SS (1933)

Exclusive Vintage & Classic Car Show
24TH - 26TH NOVEMBER

CAR PARTNER: YCCCI | IF MANAGED BY: Team Stratagem

Relio Quick Auto Mall Event
1438 people reached

Like Comment Share

Shubh Lathia, Sandeep Pandey and 6 others

Community: Invite your friends to, 48,587 people like this, 45,922 people follow it, Abhishek Kastwal and 6 have checked in

About: How to Create Short, video posts, audience are more, Easy to Manage You Anyone, Get the Pages Man respond to Page, How Do Facebook Reach all the right active and engaged, See All Pa, Very responsive to 100% response (2), 46K likes - 68 this Shreshtha Jha and, 45K follows, See Pages Feed Posts from Pages, 15 were here 0 like, 18,902 post reach

Event Promotion – On Line

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai. Published by Manish Gupta 171 · November 24 at 2:07am · Mumbai ·

Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria, #Mumbai 24th-26th Nov. Showcasing "Opel (1936)" #AutoMall2017 #VintageCars

Relio Quick AUTO MALL
OPEL (1936)
Exclusive Vintage & Classic Car Show
24TH - 26TH NOVEMBER
CO-SPONSOR: VCCCI | IP MANAGED BY: Team Stratagem

Relio Quick Auto Mall Event
1154 people reached
46,587 people liked
46,925 people commented
Abhijeet Kulkarni, Manish Sahil and 38 others

Page Tips:
How to Create Short, visual posts audience are...
Easily Manage Anywhere Get the Page response to th...
How Do Facebook Reach all the active and enga...
Very responsive 100% response
49K likes - 68 Shambhu Jha
49K follows
See Pages From Posts from Page
15 were here
18,602 post read

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai. Published by Manish Gupta 171 · November 24 at 2:12pm · Mumbai ·

Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria, #Mumbai 24th-26th Nov. Showcasing "Cadillac V8 (1947)" #AutoMall2017 #VintageCars

Relio Quick AUTO MALL
CADILLAC V8 (1947)
Exclusive Vintage & Classic Car Show
24TH - 26TH NOVEMBER
CO-SPONSOR: VCCCI | IP MANAGED BY: Team Stratagem

Relio Quick Auto Mall Event
1169 people reached
46,587 people liked
46,925 people commented
Abhijeet Kulkarni or have checked in

Page Tips:
How to Create Short, visual posts audience are more...
Easily Manage Anywhere Get the Page response to Page...
How Do Facebook Reach all the right active and engage...
Very responsive 100% response
49K likes - 68 Shambhu Jha
49K follows
See Pages From Posts from Page
15 were here
18,602 post read

Event Promotion – On Line

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai. Published by Manish Gupta (1) · November 24 at 2:18pm · Mumbai ·

Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria, #Mumbai 24th-26th Nov. Showcasing 'Ford B (1932)' #AutoMall2017 #VintageCars

FORD B (1932)

Exclusive Vintage & Classic Car Show
24TH - 26TH NOVEMBER

CAR PARTNER: VCCCI | IF MANAGED BY: Team Stratagem

Relio Quick Auto Mall Event
1454 people reached

Like Comment Share

Sagar, Dakshar, Saranya Rajshar and 77 others

Page Tips: How to Create E... Short, visual po... audience with m... Easily Manage V... Anywhere Get the Pages M... respond to Page... How Do Facebook... Reach all the fir... active and engag... See All

Very responsive 100% response
49K likes · 68 Shambhu Jha
49K follows
See Page For Posts from Pa...
15 were here
18,502 post re...

Relio Quick Auto Mall is at Phoenix Marketcity - Mumbai. Published by Manish Gupta (1) · November 24 at 2:23pm · Mumbai ·

Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria, #Mumbai 24th-26th Nov. Showcasing 'Hudson (1932)' #AutoMall2017 #VintageCars

HUDSON (1932)

Exclusive Vintage & Classic Car Show
24TH - 26TH NOVEMBER

CAR PARTNER: VCCCI | IF MANAGED BY: Team Stratagem

Relio Quick Auto Mall Event
1737 people reached

Like Comment Share

Rahul Hoker, Tauqi Khan and 97 others

Page Tips: How to Create E... Short, visual po... audience with m... Easily Manage V... Anywhere Get the Pages M... respond to Page... How Do Facebook... Reach all the fir... active and engag... See All

Very responsive 100% response
49K likes · 68 Shambhu Jha
49K follows
See Page For Posts from Pa...
15 were here
18,502 post re...



Exclusive Vintage & Classic Car Show


24 - 26 NOVEMBER



Event Promotion – On Line

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Exclusive Vintage & Classic Car Show @ Phoenix Marketcity Kuria, #KurlaMumbai' and is scheduled for 24th-25th Nov. The event description includes the hashtag #VintageCars. The main image is a promotional graphic for the 'PACKARD (1938)' car, part of the 'Exclusive Vintage & Classic Car Show' on 24th - 26th November. The graphic also mentions 'OUR PARTNER: YCCCI' and 'MANAGED BY: Team Stratagem'. The event page shows 1941 people reached, 48,587 likes, and 45,923 people who have checked in. The page is managed by Team Stratagem.

Live Happenings





Relio Quick Auto Mall
@relioquickautomall

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Reviews
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Events
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Videos
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Instagram feed
YouTube
Notes
Contact us
Groups
Others
Community
Promote
Manage Promotions

Relio Quick Auto Mall added 8 new photos — at Phoenix Marketcity - Mumbai

Published by Shrey Kapoor · November 24 at 12:57pm · Mumbai

Phoenix Marketcity - Mumbai is tuning up! This weekend visit Exclusive Vintage & Classic Car Show by Relio Quick Auto Mall while enjoying awesome offers like flat 50% off at your favourite stores! Showcasing models like 1947 Cadillac, 1940 Chrysler Windsor, 1932 Ford B and many more! 24,25,26 Nov. #MarketcityTurns #VintageCars #ClassicCars #AutoMall2017

27894 people reached

Like Comment Share

Parth Pathania, Vinod R. Shelar and 3,3K others

40 shares

View 10 more comments

4.5 ★★★★★

Page Tips See All

- How to Create Effective Posts
Direct, visual posts created for the right audience are more successful.
- Easily Manage Your Page From Anywhere
Get the Pages Manager, also to post and respond to Page visitors on the go.
- How Do Facebook Ads Work?
Reach all the right people whose interests are active and engaged.

See All Page Tips

Very responsive to messages
100% response rate. Training response time

494 likes · 68 this week
Shambhu Jha and 14 other friends

49K follows

See Pages Feed
Posts from Pages you've liked as your Page

16 were here in this week

16,602 post reach this week

Community See All

- Invite your friends to like the Page
- 46,887 people like this
- 46,923 people follow this
- Abhajeet Keshwal and 14 other friends like this or have checked in

Event Glimpses



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

*Exclusive Vintage &
Classic Car Show*

24 - 26 NOVEMBER





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

*Exclusive Vintage &
Classic Car Show*

24-26 NOVEMBER





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



*Exclusive Vintage &
Classic Car Show*

24 - 26 NOVEMBER





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

*Exclusive Vintage &
Classic Car Show*

24 - 26 NOVEMBER





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

*Exclusive Vintage &
Classic Car Show*

24 - 26 NOVEMBER



THANK YOU