

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 @
Forum Sujana Mall, Hyderabad

10 – 12 Nov. 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 : 10 – 12 Nov. 17 – Event Synopsis

After the Grand Success of Auto Mall Season 3 in September 2017
Auto Mall Season 4 @ Forum Sujana, Hyderabad was organized from Nov. 10 – 12, 2017.

Top 9 leading automobile brands participated
HONDA CARS, MAHINDRA, TATA MOTORS, HARLEY DAVIDSON, RENAULT, SKODA, MAHINDRA ELECTRIC
TVS, KTM

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 310+ Hot Enquires, 930+ Enquires, and

Over 1.5+ Lakh people visited Forum Sujana Mall, during Auto Mall event weekend.



Premium Auto Show

10 - 12 Nov.

Forum Sujana, Hyderabad

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RelioQuick

IP MANAGED BY
Team Stratagem



ŠKODA



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



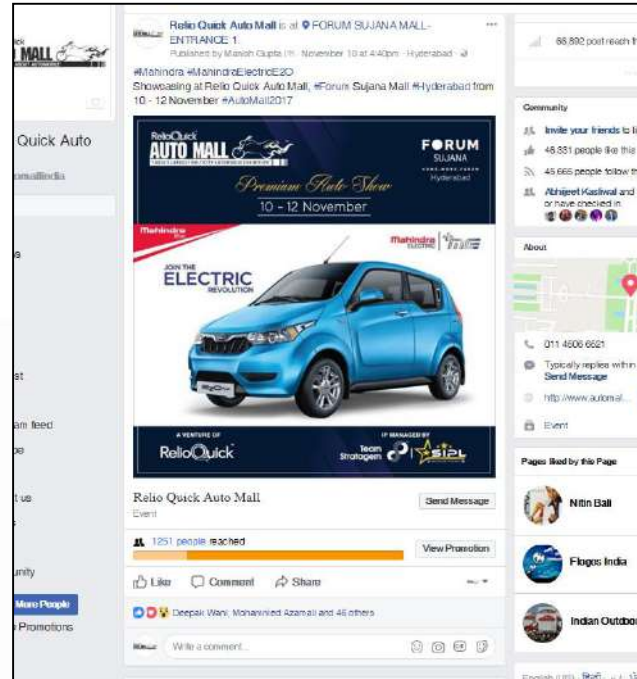
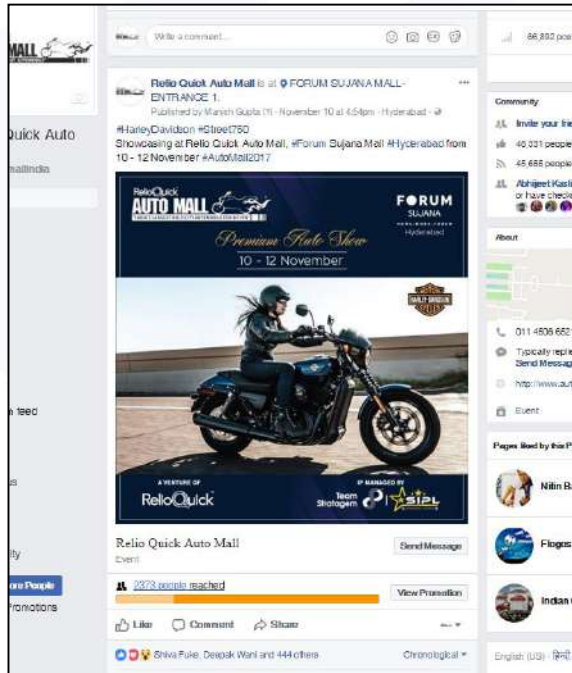
Pre Event Promotion – On Ground Branding



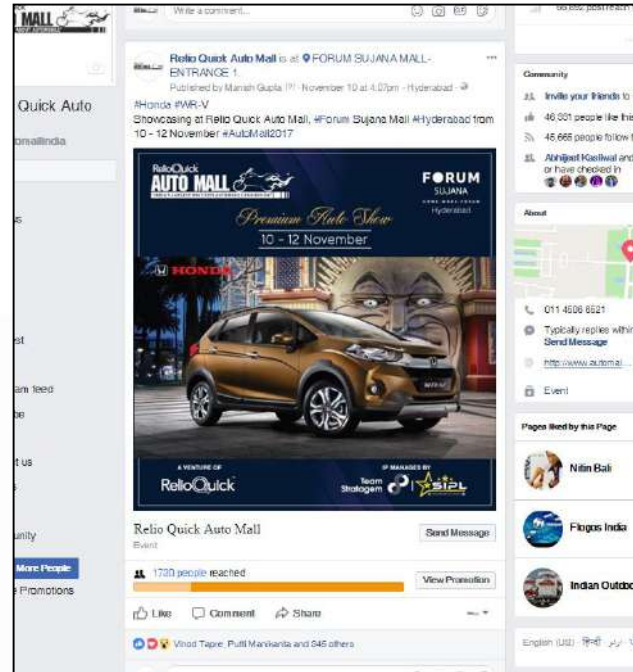
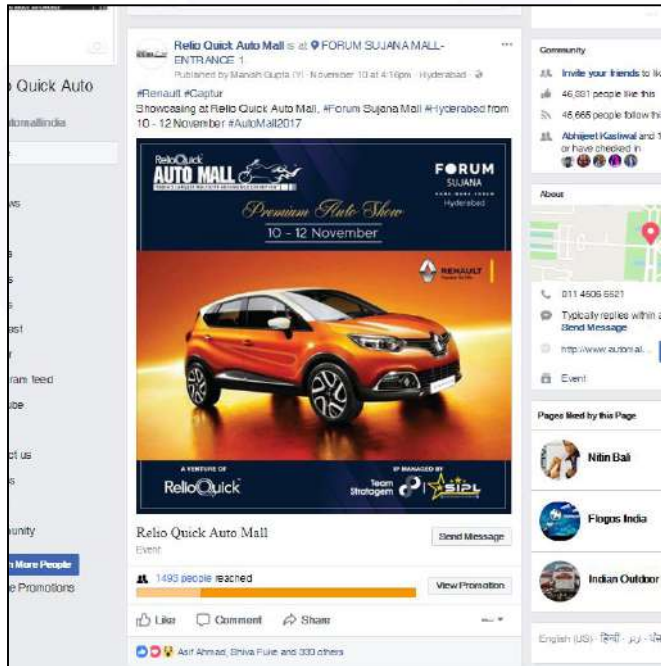
Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Premium Auto Show' created by 'Relio Quick Auto Mall'. The event is scheduled for November 10-12 at Forum Sujana, Hyderabad. The main image features a red sports car and a yellow motorcycle with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS'. The page shows 46,331 likes and 45,665 followers. The 'About' section includes a phone number (011 4606 6621), a 'Send Message' button, and a website link (http://www.auto.mall...). Below the event details, there are sections for 'Pages liked by this Page' featuring 'Nitin Bali' and 'Flogos India'. The bottom of the page has a comment box and social sharing icons.

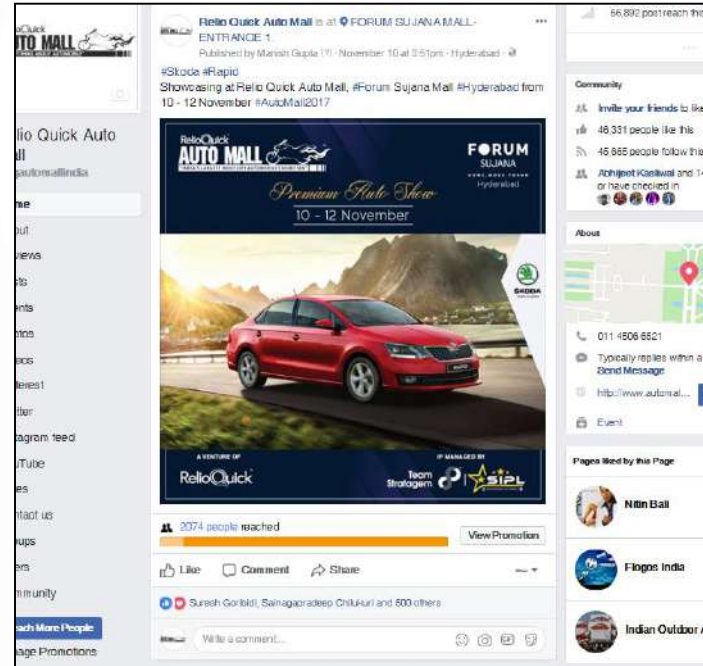
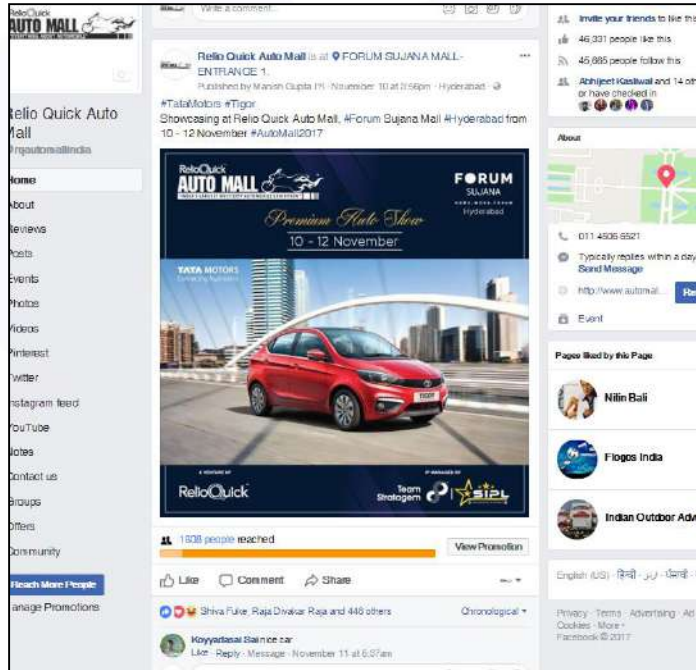
Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at FORUM SUJANA MALL-ENTRANCE 1
Published by Manish Gupta (P) · November 10 at 8:19pm · Hyderabad

ENGINEERED FOR PERFORMANCE.
#TVS #ApacheRTR
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 10 - 12 November #AutoMall2017

2504 people reached

Like Comment Share

Mona Mura, Sandeep Kanna and 127 others

Write a comment

Invite your friends to like this
46,331 people like this
45,665 people follow this
Abhishek Kasivall and 14 others or have checked in

About

011 4606 6921
Typically replies within a day
Send Message
http://www.automall...
Event

Pages Liked by this Page

- Nitin Ball
- Flogos India
- Indian Outdoor Adver

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Relio Quick Auto Mall is at FORUM SUJANA MALL-ENTRANCE 1
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#Mahindra MKUV100xrt
Showcasing at Relio Quick Auto Mall, #Forum Sujana Mall #Hyderabad from 10 - 12 November #AutoMall2017

85,602 post reach (th)

46,331 people like this
45,665 people follow this
Abhishek Kasivall and 14 others or have checked in

Community

Invite your friends to like this

About

011 4606 6921
Typically replies within a day
Send Message
http://www.automall...
Event

Pages Liked by this Page

- Nitin Ball
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TOUCH & FEEL
YOUR



FAVOURITE MODELS

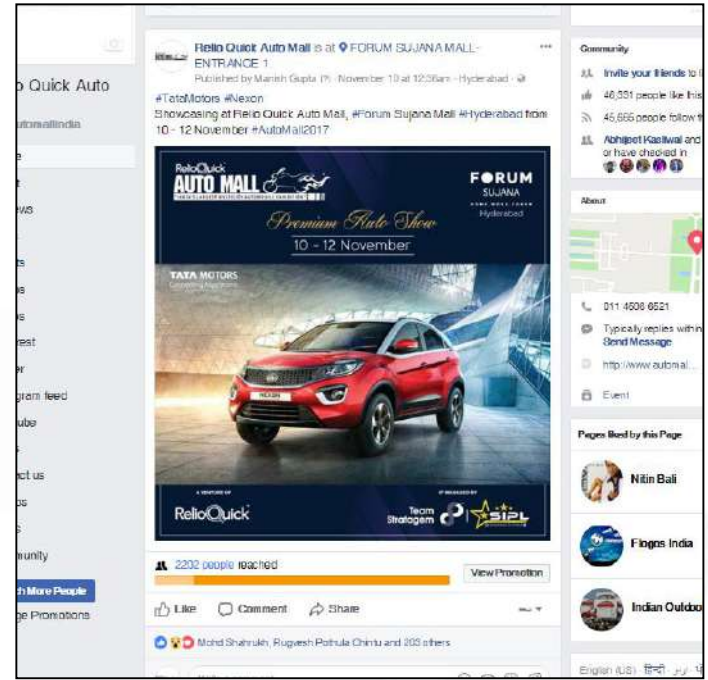
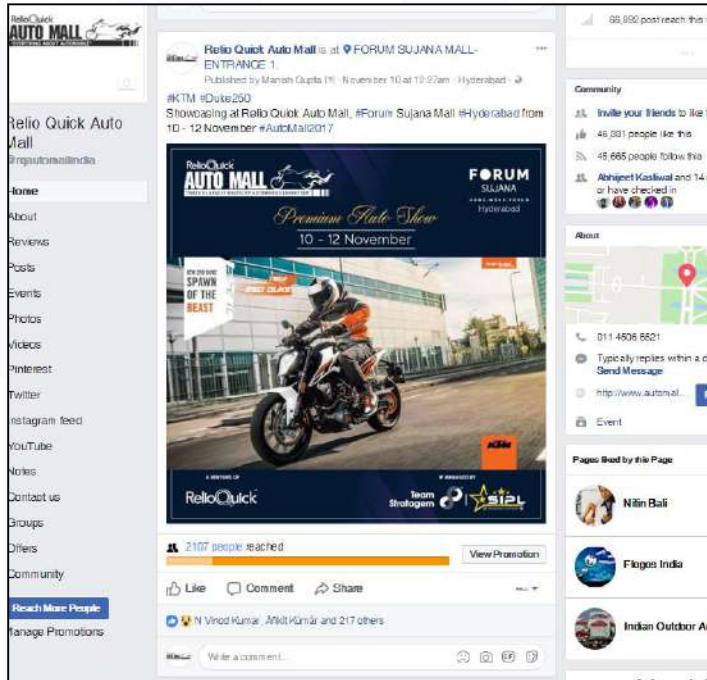
Premium Auto Show

10 - 12 Nov.

Forum Sujana, Hyderabad

FORUM
SUJANA
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Pre Event Promotion – EDM on facebook



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
10 - 12 Nov.
Forum Sujana, Hyderabad

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Event Promotion – On Ground Branding

Relio Quick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

65
Auto Mile

WITH THE FIRST
SPAWN
OF THE
BEAST

SHOWCASING
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
SUJANA
10 - 12 November

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

65
Auto Mile

HONDA

#AutoMall2017

SHOWCASING
@ Relio Quick Auto Mall

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65
Auto Mile

MOTOR HARLEY-DAVIDSON CYCLES

Banjara Harley-Davidson

#AutoMall2017

SHOWCASING
@ Relio Quick Auto Mall

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Auto Mile

RENAULT CAPTUR

#AutoMall2017

SHOWCASING
@ Relio Quick Auto Mall

Premium Auto Show
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10 - 12 November

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Relio Quick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR FAVOURITE MODELS

FORUM SUJANA
10 - 12 Nov.
Forum Sujana, Hyderabad

Premium Auto Show
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Forum Sujana, Hyderabad

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Event Promotion – On Ground Branding

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AUTO MALL
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AutoViva



Mahindra

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
FORUM
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10 - 12 November

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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AutoViva

Mahindra

JOIN THE
ELECTRIC
REVOLUTION



Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
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AutoViva



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TVS



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TOUCH & FEEL
YOUR
FAVOURITE MODELS



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Event Promotion – On Ground Branding



TOUCH & FEEL
YOUR



FAVOURITE MODELS

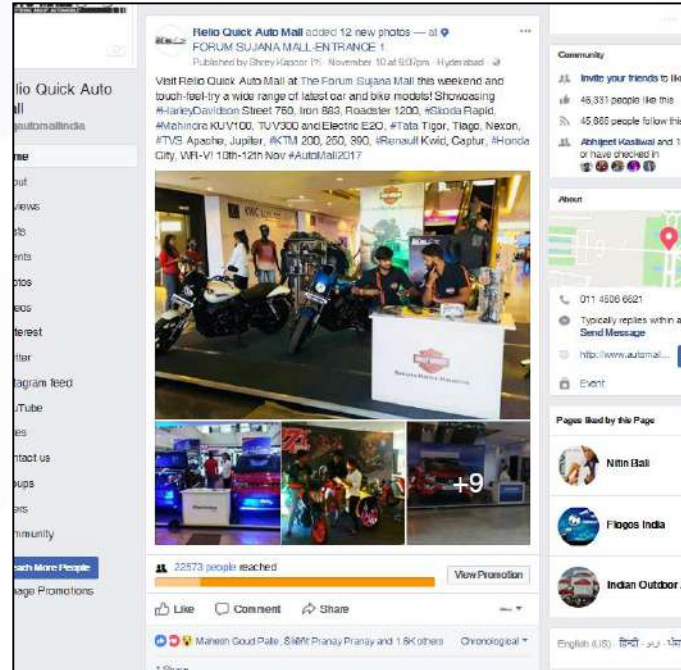
Premium Auto Show

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Event Promotion – Live Glimpses



Event Glimpses

 **HONDA**



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AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

**TOUCH & FEEL
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TATA MOTORS
Connecting Aspirations



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10.11.17



11.11.17



12.11.17

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