

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 9 @
Phoenix Marketcity, Kurla

10 – 12 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.

Auto Mall @ Phoenix Marketcity, Kurla: 10 – 12 November' 17 – Event Synopsis

After the Grand Success of Auto Mall Season 8 in August 2017
Auto Mall Season 9 @ Phoenix Marketcity, Kurla was organized from November 10 – 12, 2017.

Top 6 leading automobile brands participated
BMW, FORD, HONDA CARS, ISUZU, NEXA, SKODA

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

All the brands put together generated over **418+ Hot Enquires, 1255+ Enquires**, and

Over **1.75+ Lakh** people visited Phoenix Marketcity, Kurla, during Auto Mall event weekend.



Premium Auto Show

10 - 12 November

Phoenix Marketcity, Kurla

FOLLOW US |  /automall_india  /rqaumallindia

A VENTURE OF

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IP MANAGED BY

Team
Stratagem 



N E X A



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

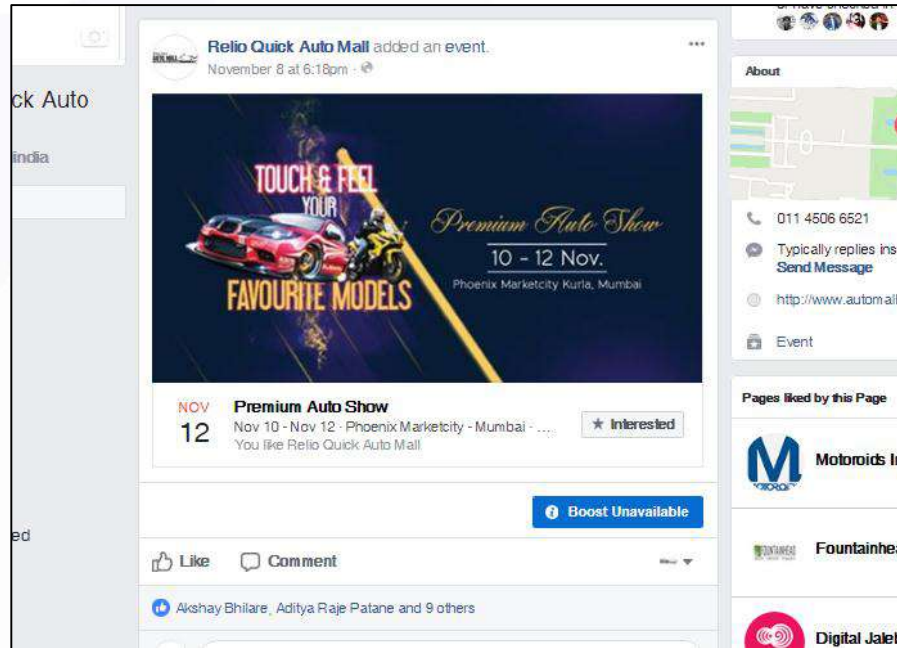


FAVOURITE MODELS

Premium Auto Show
10 - 12 November
Phoenix Marketcity, Kurla



Pre Event Promotion – Event Page



Live Happenings

Relio Quick Auto Mall added 12 new photos — at Phoenix Marketcity - Mumbai

Published by Shrey Kapoor (P) · November 10 at 2:10pm · Mumbai · 🌐

After 6 super successful shows at Phoenix Marketcity - Mumbai, Auto Mall is back for Season 9! 10, 11, 12 Nov. Showcasing the biggest range by #Ford Ecosport, Figo, Aspire, Endeavour and the amazing Mustang. #BMW X1, New GT, #Bosch, #Skoda Kodiaq, Superb, Rapid, #Suzuki MU-X, D-Max, #Honda City, WR-V and #Volkswagen Tiguan. Be there to check out these models! #AutoMall2017

17,595 people reached

Like Comment Share

Shivkumar Pal, Fintez Khan and 2K others

Community

- Invite your friends to like this page
- 48,577 people like this page
- 48,918 people follow this page
- At Highest Festival and or have attended in

About

011 4806 6621

Typically replies within 1 hour

Send Message

http://www.auto Mall.in

Event

Pages liked by this Page

- Mobinoids India
- Foundationhead
- Digital Jaleti

English (US) · हिन्दी · Urdu · العربية

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Pre Event Promotion – EDM on facebook



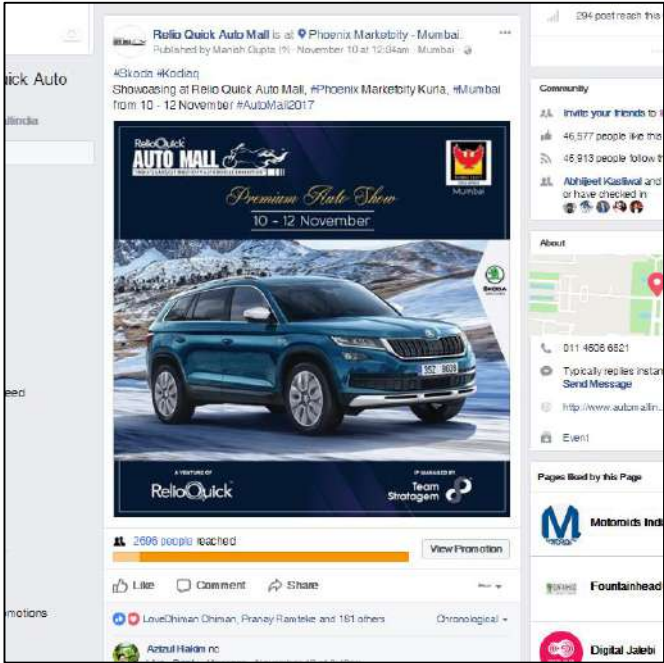
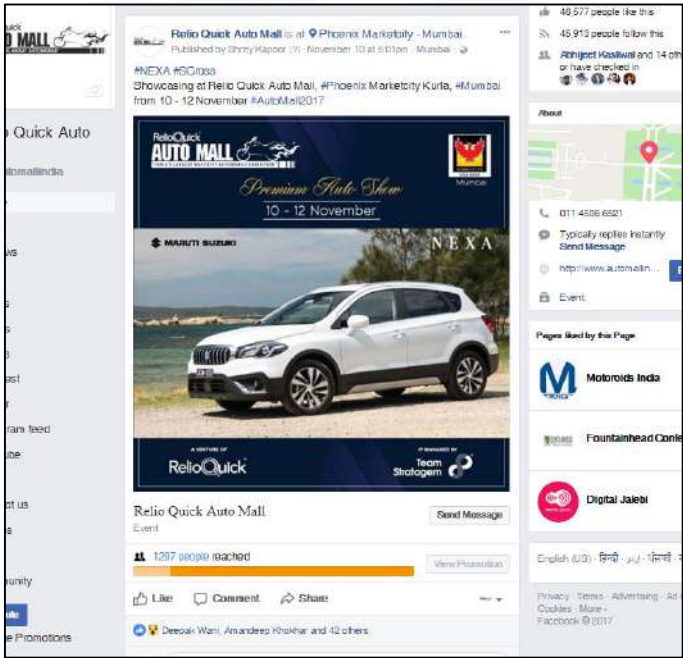
Pre Event Promotion – EDM on facebook

This screenshot shows the Facebook event page for 'Relo Quick Auto Mall' in Phoenix Marketcity - Mumbai. The event is titled '#Ford #Endavour Showcasing at Relo Quick Auto Mall, #Phoenix Marketcity Kurla, #Mumbai from 10 - 12 November #AutoMall2017'. The main image is a promotional banner for the 'Premium Auto Show' from 10-12 November, featuring a red Ford Endeavour SUV. The banner includes the 'Relo Quick AUTO MALL' logo and mentions it is a 'PARTNER OF' and 'PRODUCED BY' Team Stratagem. The event page shows 1305 people reached and includes interaction buttons for Like, Comment, and Share. The right sidebar lists 'Pages liked by this Page' including Motorola, Fountainhead Conference, and Digital Jakhti.

This screenshot shows the Facebook event page for 'Relo Quick Auto Mall' in Phoenix Marketcity - Mumbai. The event is titled '#Ford #Figo Showcasing at Relo Quick Auto Mall, #Phoenix Marketcity Kurla, #Mumbai from 10 - 12 November #AutoMall2017'. The main image is a promotional banner for the 'Premium Auto Show' from 10-12 November, featuring a yellow Ford Figo car. The banner includes the 'Relo Quick AUTO MALL' logo and mentions it is a 'PARTNER OF' and 'PRODUCED BY' Team Stratagem. The event page shows 1450 people reached and includes interaction buttons for Like, Comment, and Share. The right sidebar lists 'Pages liked by this Page' including Motoroids India, Fountainhead Conference, and Digital Jakhti.



Pre Event Promotion – EDM on facebook



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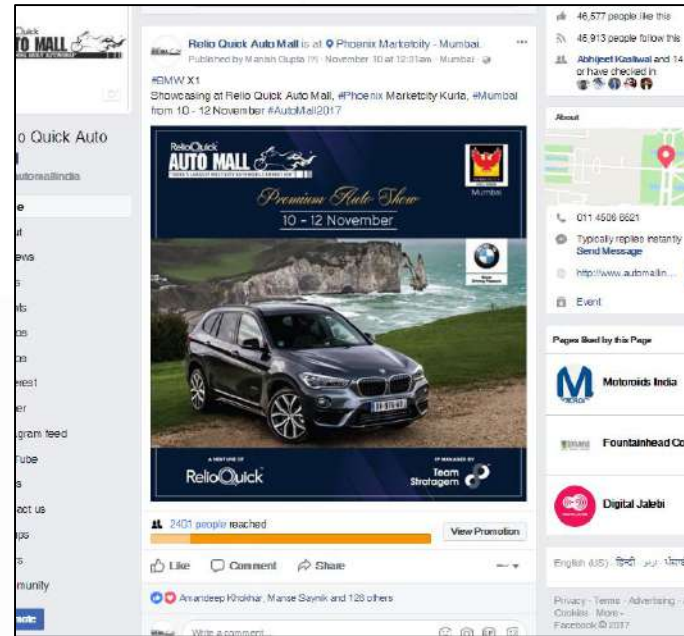
FAVOURITE MODELS

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10 - 12 November

Phoenix Marketcity, Kurla



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

66th
ALORAM



MAHINDRA SUZUKI

SHOWCASING
@ Relio Quick Auto Mall
Premium Auto Show



10 - 12 November

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INTRODUCING
Ford
A SPORT

SHOWCASING
@ Relio Quick Auto Mall
Premium Auto Show



10 - 12 November

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INTRODUCING
FORD ECOSPORT
PLATINUM EDITION

SHOWCASING
@ Relio Quick Auto Mall
Premium Auto Show



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MUSTANG
Ford

SHOWCASING
@ Relio Quick Auto Mall
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Event Promotion – On Ground Branding

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BMW

Showing
@ Relio Quick Auto Mall
Premium Auto Show



10 - 12 November

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HONDA

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SHUWA

Showing
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ISUZU

Showing
@ Relio Quick Auto Mall
Premium Auto Show



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Event Glimpses



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AUTO MALL
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FAVOURITE MODELS

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NEXA



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THANK YOU