

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 2 @
Inorbit Mall, Hyderabad

08 – 10 Dec. 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 @ Inorbit Mall, Hyderabad : 08 – 10 Dec. 17 – Event Synopsis

After the Grand Success of Relio Quick Auto Mall Season 1 in August 2017 Relio Quick Auto Mall Season 2 @ Inorbit Mall, Hyderabad was organized from Dec. 08 – 10, 2017.

Top 8 leading automobile brands participated

MARUTI SUZUKI, MAHINDRA, SKODA, TATA MOTORS, HARLEY DAVIDSON, KTM, TVS, VESPA & APRILLIA

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

All the brands put together generated over 230+ Hot Enquires, 680+ Enquires, and

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



Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad

FOLLOW US |  /automall_india  /rqautomallindia

A VENTURE OF

RelioQuick[™]

IP MANAGED BY

Team Stratagem 



ŠKODA



TATA MOTORS
Connecting Aspirations



aprilia



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

08 - 10 Dec.

Inorbit Mall, Hyderabad



Pre Event Promotion – Event page

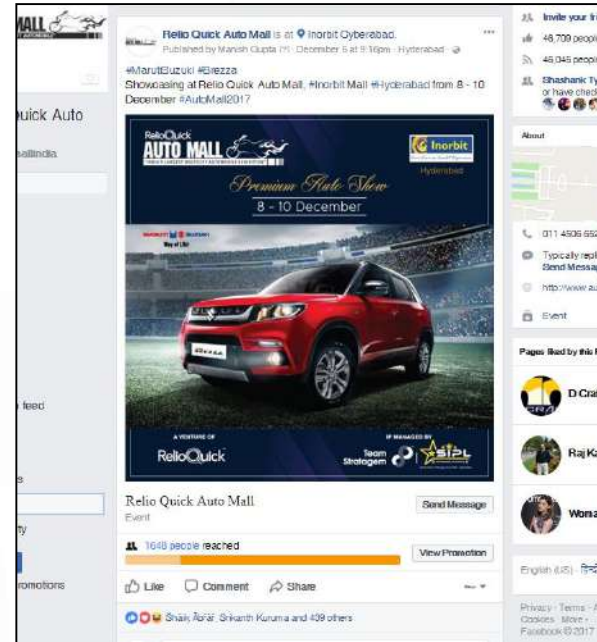
The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Premium Auto Show' and is scheduled for '08 - 10 December' at 'Inorbit Mall, Hyderabad'. The event page features a promotional banner with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and an image of a red sports car and a yellow motorcycle. The banner also includes the 'Relio Quick AUTO MALL' logo and the 'Inorbit' logo. Below the banner, the event details are listed: 'DEC 10 Premium Auto Show Dec 8 - Dec 10 · Inorbit Cyberabad - Hyderabad'. There is a 'Boost Unavailable' button and a 'Like' button. The page also shows a list of people who are interested in the event, including 'Mohit Jain, Shikhar Srivastav and 6 others'.



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Inorbit Cyberabad.
Published by Manish Gupta · December 8 at 9:18pm · Hyderabad

ENGINEERED FOR PERFORMANCE.
#TVS #ApacheRTR160
Showcasing at Relio Quick Auto Mall, #Inorbit Mall #Hyderabad from 8 - 10 December #AutoMall2017

Relio Quick AUTO MALL
Premium Auto Show
8 - 10 December

TVS Apache RTR160
ENGINEERED FOR PERFORMANCE

A FEATURE OF RelioQuick
OF MANISH GUPTA BY Team Stratagem #SIPL

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
Abhijeet Kasliwal and 14 others have checked in

About

011 4806 6621
Typically replies within a day
Send Message
http://www.auto.mall...
Event

Pages Laid by this Page

Nitin Bati
Flages India
Indian Outdoor Adver

English (US) हिन्दी - भारत - العربية - বাংলা - বাংলা - বাংলা

Privacy · Terms · Advertising · Ad Choices · More · Facebook © 2017

Relio Quick AUTO MALL
Premium Auto Show
8 - 10 December

2107 people reached

Like Comment Share

N Vinod Kunsal, Ankit Kunsal and 217 others

Write a comment

80,992 post reach this week

Community

Invite your friends to like this
46,331 people like this
45,665 people follow this
Abhijeet Kasliwal and 14 others have checked in

About

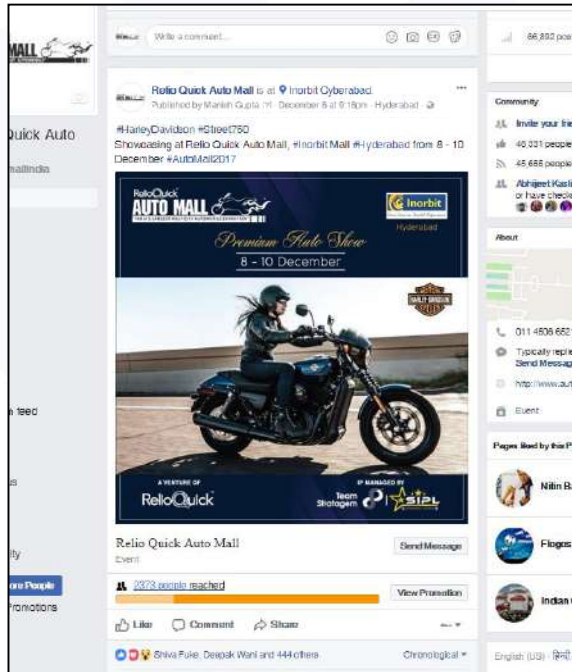
011 4806 6621
Typically replies within a day
Send Message
http://www.auto.mall...
Event

Pages Laid by this Page

Nitin Bati
Flages India
Indian Outdoor Adver



Pre Event Promotion – EDM on facebook



Event Promotion – Participants post

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Visit Today! Relio Quick Auto Mall
3 Super Exciting Auto Shows
at your Favourite Shopping Destinations In

BENGALURU	HYDERABAD	DEHRADUN
ORION HYDRA CITY MALL	Inorbit HYDRA CITY MALL	Pacific HYDRA CITY MALL
08 th - 10 th December		
Participants :		
TATA MOTORS NEXA, NEXON, TIGOR, TIGOR	TATA MOTORS NEXA, NEXON, TIGOR, TIGOR	TATA MOTORS NEXA, NEXON
Ford Go Getter, NEW JOOSPORT	MARUTI SUZUKI Maya 1.0i4i	HONDA WSV
Mahindra PULSAR, XUV 300, XUV 300	Mahindra PULSAR, XUV 300, XUV 300	TOYOTA INNOVA CRUISA
Hero GT 600R, AGORA PRO	SKODA KODIAK RAPID	Hero MAESTRO, Duet, Pleasure
Volkswagen Polo GT, AMGO	NISSAN MISTY, STREET ROD, PATHON, SPORTS, ROKSTER	RENAULT Kwid
RENAULT CAPTUR, KWID	TVS Apache, Jetter	HONDA GRAZIA
NEXA GAZ, 694S	aprilia Suzuki	BMW MOTORCYCLES
ROYAL ENFIELD STANDARD 350, CLASSIC 350, THUNDERBOLT ELECTRIC 350	BMW BMW 350, BMW 350, BMW 350	BMW MOTORCYCLES, CLASSIC, SPORTS, TOURER



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall

TATA MOTORS
Tata's Quality. Address it.



#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A PARTNER OF
RelioQuick

MANAGED BY
Team Stratagem

MANAGED BY
SIPL

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall

TATA MOTORS
Tata's Quality. Address it.



#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A PARTNER OF
RelioQuick

MANAGED BY
Team Stratagem

MANAGED BY
SIPL

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall

MAHINDRA SUZUKI
Big of Life!



#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A PARTNER OF
RelioQuick

MANAGED BY
Team Stratagem

MANAGED BY
SIPL



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall



#AutoMall2017

SKODA
BY DESIGN

Showing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A PARTNER OF
RelioQuick

MANAGED BY
Team Stratagem

SIPL

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall



#AutoMall2017

Mahindra

Showing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A PARTNER OF
RelioQuick

MANAGED BY
Team Stratagem

SIPL

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall



Showing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A PARTNER OF
RelioQuick

MANAGED BY
Team Stratagem

SIPL



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall

MOTOR HARLEY-DAVIDSON CYCLES

Banjara Harley-Davidson



#AutoMall2017

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A VENUE OF: RelioQuick

MANAGED BY: Team Stratagem

SIPL

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall



aprilia

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A VENUE OF: RelioQuick

MANAGED BY: Team Stratagem

SIPL

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

70th
AutoMall

TVS



TVS

ENGINEERED FOR PERFORMANCE

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

Inorbit
Come Live an Inorbit Experience

8 - 10 December

A VENUE OF: RelioQuick

MANAGED BY: Team Stratagem

SIPL

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad

Inorbit
Come Live an Inorbit Experience

Event Promotion – Live Glimpses

Relo Quick Auto Mall added 32 new photos — at Inorbit Cyberabad

Published by Shrey Kapoor (P) · December 6 at 2:43pm · 🌐

Relo Quick Auto Mall kicks off in #Hyderabad, #Bangalore and #Dehradun at Inorbit Cyberabad, Orion Mall Engage Gateway and Pacific Mall - The Spirit of Dehradun!! Visit Auto Mall - India's Largest Multicity Auto Exhibition this weekend to try out the latest car and bike models! 8th-10th Dec! #AutoShow #AutoMall2017

Page Tips

- 🔔 Easily Manage Your Ads Anywhere. Get the Pages Manager app to respond to Page W...
- 📊 How Do Facebook Ads Work? Reach all the right people, active and engaged.

See All Page Tips

85% response rate. Respond faster to likes and comments.

46K likes · 177K followers

46K photos

See Pages Feed. Posts from Pages you follow.

15 were here 3 days ago

60,320 post reach

Community

- 👤 Invite your friends to like this page.
- 👍 46,708 people like this page.
- 👤 46,044 people follow this page.
- 👤 Shashank Tyagi and 4 others checked in here.

39,989 people reached

View Promotion

Like Comment Share

Kabir Ahmed, Kian KM and 4.7K others

12 Shares

Relo Quick Auto Mall added 14 new photos — at Inorbit Cyberabad

Published by Shrey Kapoor (P) · December 10 at 10:07am · Hyderabad

Last day today! Visit Relo Quick Auto Mall - Auto Exhibition at Inorbit Cyberabad Showcasing 25+ car and bike models from #TataMotors, #MarutiSuzuki, #Mahindra, #Skoda, #HarleyDavidson, #TVS, #Aprilia, #KTM! #AutoMall2017

48,708 people like this page

46,044 people follow this page

Shashank Tyagi and 4 others checked in here

About

011 4506 6521

Typically replies to Direct Message

http://www.auto...

Event

Pages Used by this Page

- Property A
- Orange Pr...
- C.S Desk

English (US) हिन्दी

Privacy · Terms · Adver... · Cookies · More

Facebook © 2017

5471 people reached

View Promotions

Like Comment Share

Tushar Kapoor, Babulu Biswal and 682 others

Chronological

View 1 more comment

Prince Mahi Suroj

Like · Reply · Message · December 10 at 7:55pm

#InorbitCyberabad #ReloQuickAutoMall



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad



Event Glimpses



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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad



MARUTI SUZUKI

Way of Life!



08.12.17



09.12.17



10.12.17

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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad



TATA MOTORS
Connecting Aspirations



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

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

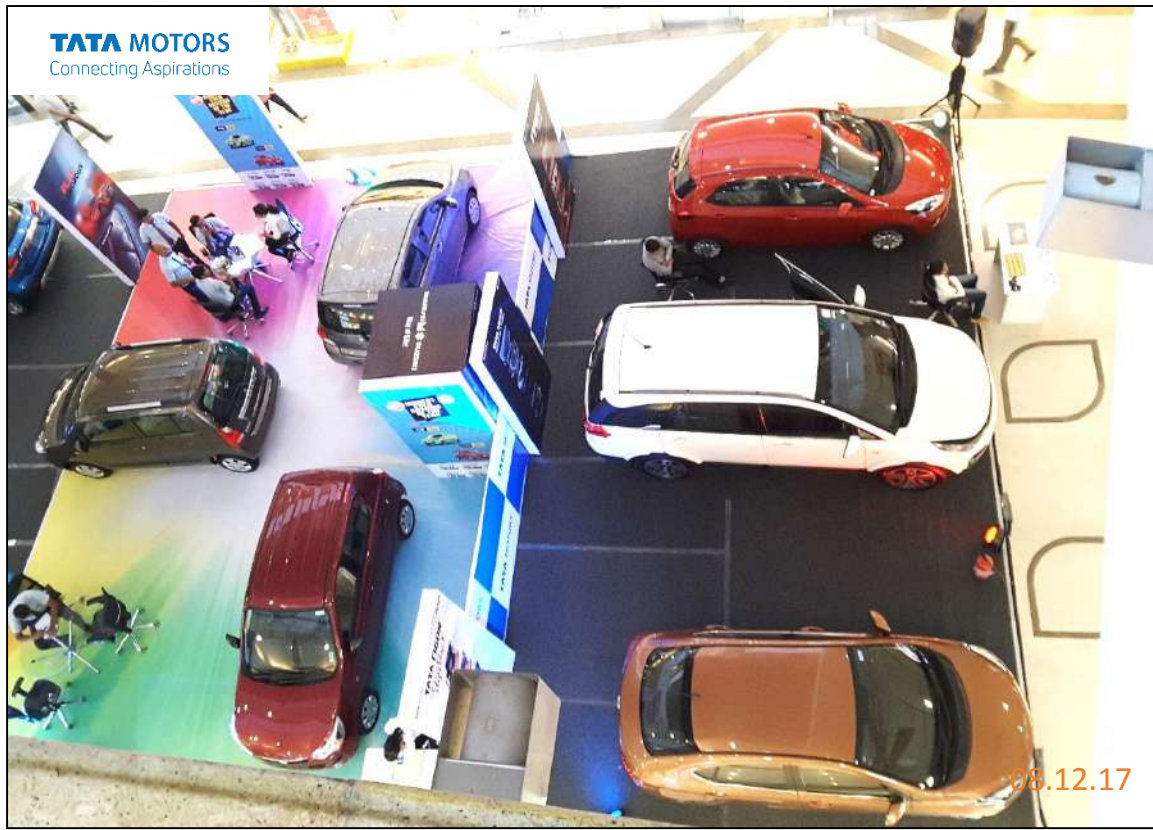
Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad

Inorbit
Come Live an Inorbit Experience

TATA MOTORS
Connecting Aspirations



08.12.17



10.12.17

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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad

Inorbit
Come Live an Inorbit Experience

TATA MOTORS
Connecting Aspirations



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

**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad

Inorbit
Come Live an Inorbit Experience





08.12.17



09.12.17



10.12.17







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

**TOUCH & FEEL
 YOUR**



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad



Mahindra
Rise



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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad

Inorbit
Come Live an Inorbit Experience





08.12.17



09.12.17



10.12.17





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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

08 - 10 Dec.

Inorbit Mall, Hyderabad

Inorbit
Come Live an Inorbit Experience





08.12.17



09.12.17



10.12.17



THANK YOU