

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 5 @  
Quest Mall, Kolkata

09 – 11 Feb' 18

# 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

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- **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 @ Quest Mall, Kolkata: 09 – 11 Feb' 18 – Event Synopsis

After the Grand Success of Auto Mall Season 4 in September 2017  
Relio Quick Auto Mall Season 5 @ Quest Mall, Kolkata was organized from Jan' 09 – 11, 2018.

Top 8 leading automobile brands participated  
AUDI, BMW, NEXA, TOYOTA, TATA MOTORS, JLR, TRIUMPH, UM bikes

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.

All the brands put together generated over 300+ Hot Enquires, 900+ Enquires, and

Over 1.20+ Lakh people visited Quest Mall, during Auto Mall event weekend.



# Premium Auto Show

09th, 10th & 11th Feb'

Quest Mall, Kolkata

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A VENTURE OF

RelioQuick™

IP MANAGED BY

Team  
Stratagem 



Sheer  
Driving Pleasure

NEXA



TOYOTA

TATA MOTORS  
Connecting Aspirations



TRIUMPH 



## Pre Event Promotion

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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

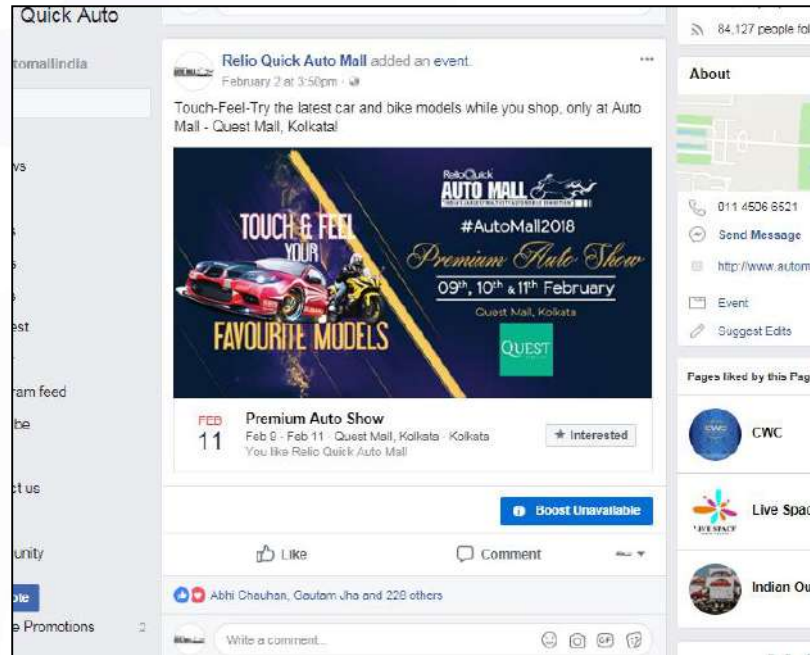


# Pre Event Promotion – On Ground Branding

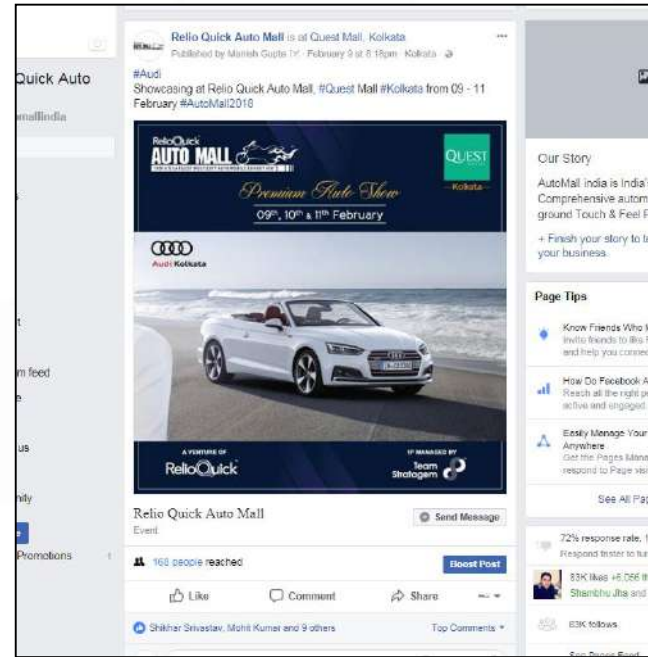
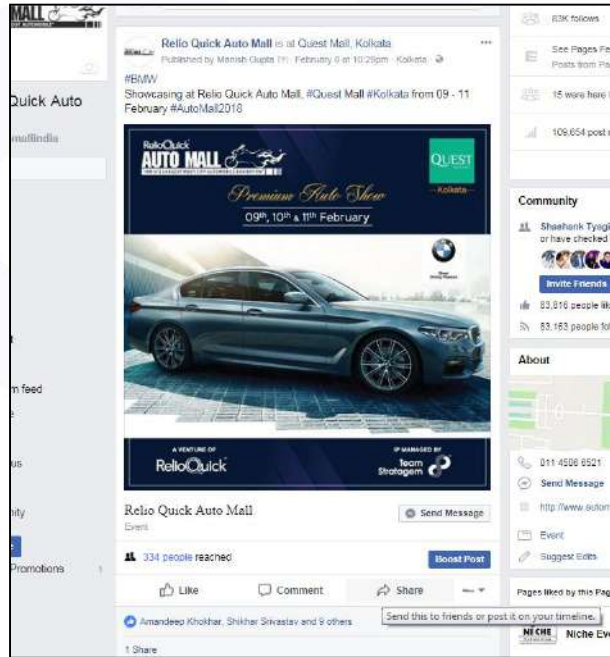




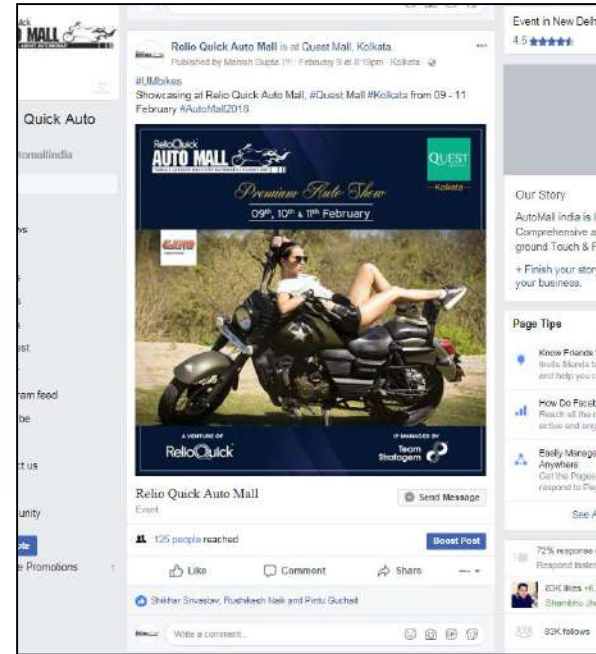
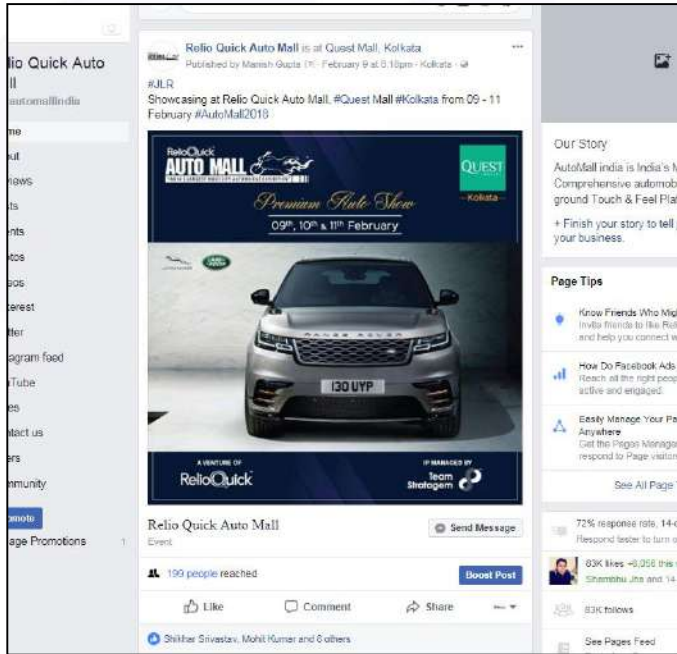
# Pre Event Promotion – Event page



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook



TOUCH & FEEL  
YOUR

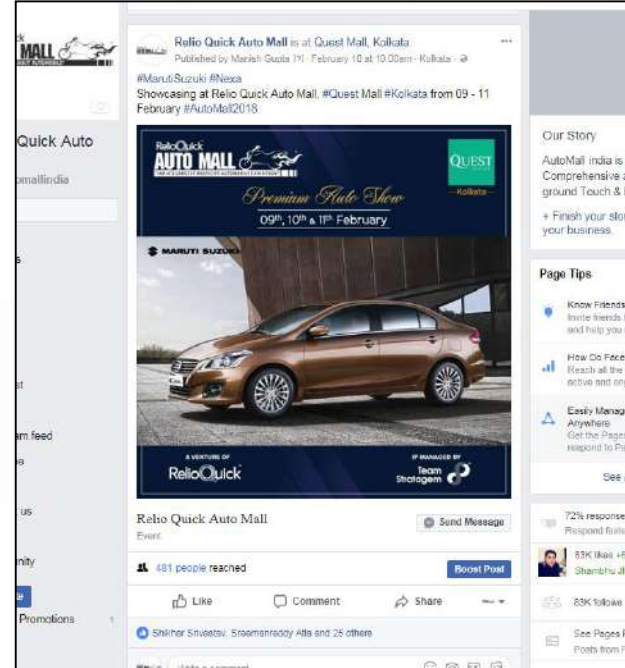
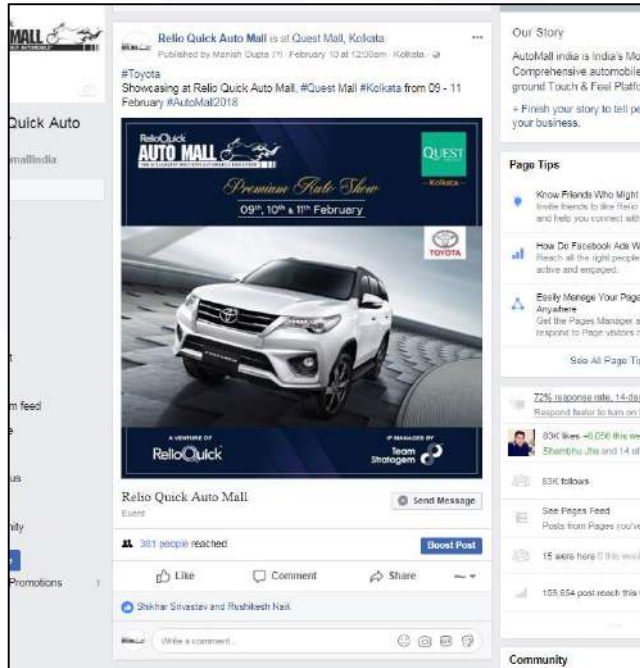


FAVOURITE MODELS

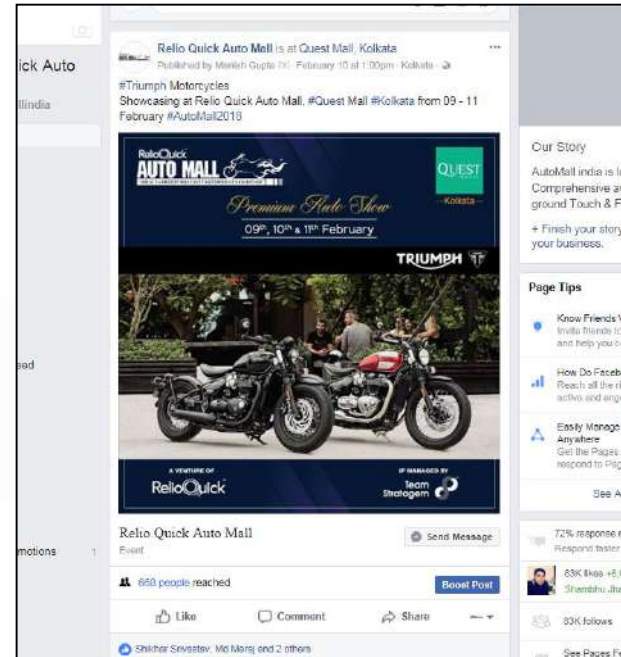
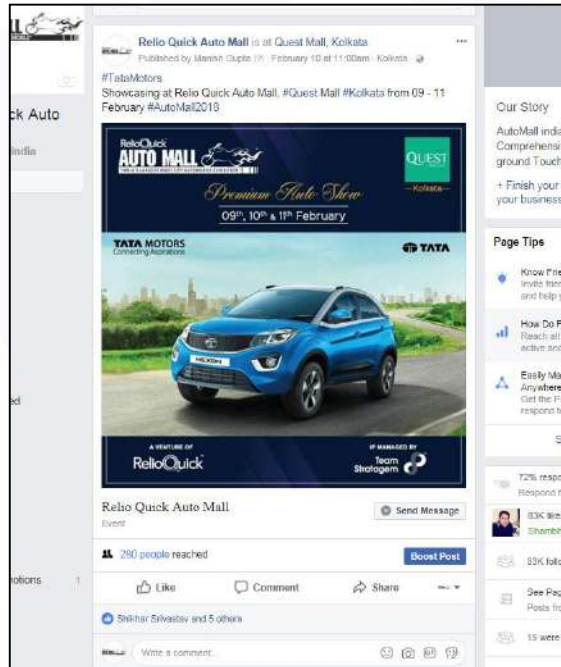
Premium Auto Show  
09th, 10th & 11th Feb'  
Quest Mall, Kolkata



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook



# Event Promotion – On Ground Branding



# Event Promotion – On Ground Branding



# Event Promotion – On Ground Branding





# Live Happenings

Relio Quick Auto Mall added 10 new photos — at Quest Mall, Kolkata

Published by Shrey Kapoor (1) · February 10 at 11:30am · Kolkata · 🌐

Hello #Kolkata! Visit Auto Mall this weekend at Quest Mall, Kolkata to experience premium car and bike models on display from #BMW #Audi #Toyota #Jaguar #LandRover #Triumph #HarleyBikes #Naxa and #TataMotors! #AutoMall2018

19,423 people reached

Boosted on Feb 10  
Audience: India, Kolkata West Bengal, 10 - 20  
By Shrey Kapoor · Finished 1 day ago

Like Comment Share

1.9K Top Comments



## Event Glimpses

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

**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

09th, 10th & 11th Feb'

Quest Mall, Kolkata

**QUEST**  
MALL



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

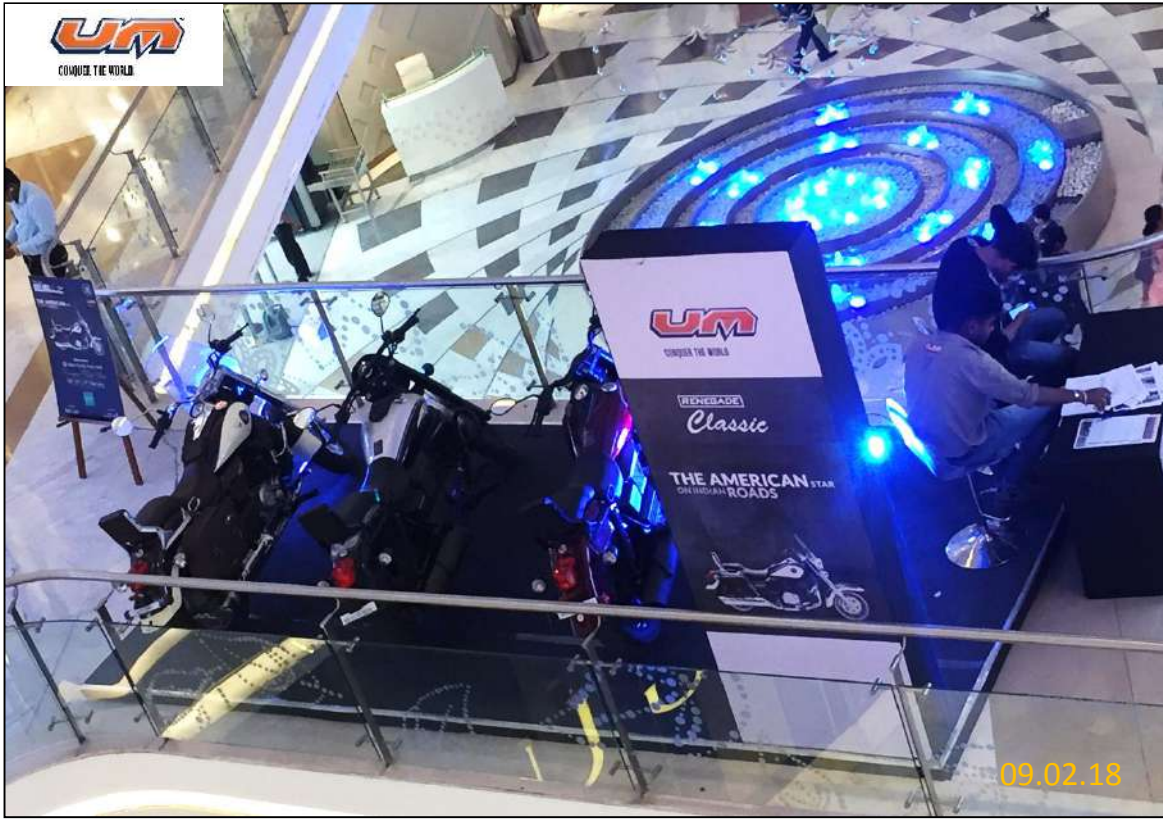
**TOUCH & FEEL**  
 YOUR



**FAVOURITE MODELS**

*Premium Auto Show*  
 09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> Feb'  
 Quest Mall, Kolkata





**UM**  
CONQUER THE WORLD.

09.02.18



10.02.18



11.02.18

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

**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*  
09th, 10th & 11th Feb'  
Quest Mall, Kolkata

**QUEST**  
MALL

NEXA



09.02.18



10.02.18



11.02.18

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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> Feb'

Quest Mall, Kolkata

**QUEST**  
EXHIBITOR

**TATA MOTORS**  
Connecting Aspirations



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

**TOUCH & FEEL**  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*  
9th, 10th & 11th Feb'  
Quest Mall, Kolkata

**QUEST**  
MALL







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

**TOUCH & FEEL**  
 YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> Feb'

Quest Mall, Kolkata

**QUEST**  
 EMBLIGE



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

**TOUCH & FEEL  
 YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> Feb'

Quest Mall, Kolkata





09.02.18



10.02.18



11.02.18

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

**TOUCH & FEEL  
 YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

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Quest Mall, Kolkata

**QUEST**  
 INNOVATE

**TRIUMPH** 



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



**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*

09th, 10th & 11th Feb'

Quest Mall, Kolkata

**QUEST**  
MALL

**THANK YOU**