

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 3 @
Inorbit Mall, Hyderabad

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

- **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 : 09 – 11 Feb' 18 – Event Synopsis

After the Grand Success of Auto Mall Season 2 in December 2017
Auto Mall Season 3 @ Inorbit, Hyderabad was organized from Feb' 09 – 11, 2018.

Top 7 leading automobile brands participated
MAHINDRA, TATA MOTORS, JEEP, SUZUKI BIKES, UM BIKES, TVS, TRIUMPH MOTORCYCLES

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 400+ Hot Enquires, 1200+ Enquires, and

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



Premium Auto Show

09th 10th & 11th Feb'

Inorbit Mall, Hyderabad

FOLLOW US |  /automall_india  /rqautomallindia

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RelioQuick™

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

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

TOUCH. FEEL. TRY.

Premium Auto Show

09th - 11th February

Inorbit
Come Live an Inorbit Experience

Inorbit Mall, Hyderabad

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STRATEGIC PARTNERS

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AUTO MALL
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TOUCH & FEEL YOUR FAVOURITE MODELS

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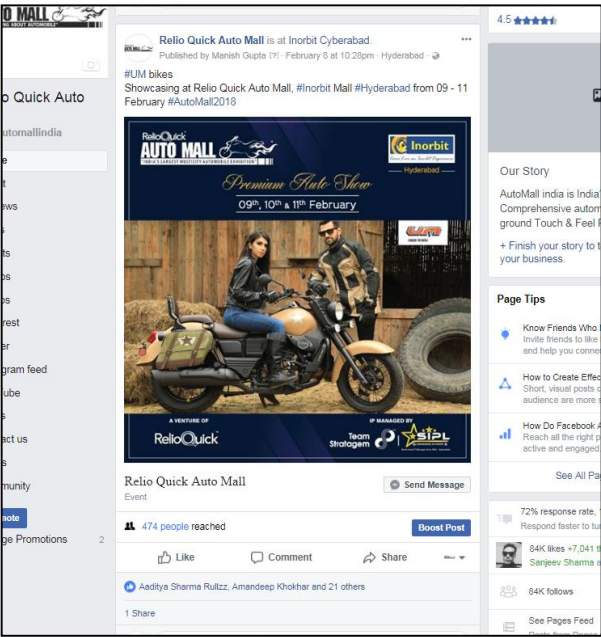
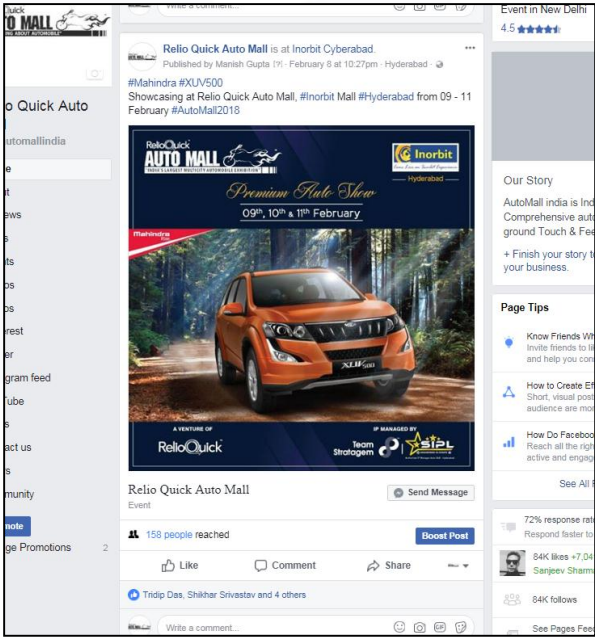
Inorbit
Come Live an Inorbit Experience

Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event title is 'Premium Auto Show' and it is scheduled for February 9th, 10th, and 11th in Inorbit Mall, Hyderabad. The event description includes the text 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Inorbit Mall, Hyderabad!'. The main image is a promotional graphic for the event, featuring a red car and a yellow motorcycle. The graphic includes the text 'TOUCH & FEEL YOUR FAVOURITE MODELS', 'RelioQuick AUTO MALL', '#AutoMall2018', 'Premium Auto Show', '09th, 10th & 11th February', and 'Inorbit Mall, Hyderabad'. The Inorbit logo is also present. The event page shows 84,781 likes and 84,127 people interested. The page is shared by 'Relio Quick Auto Mall' on February 2 at 3:56pm. The page also features a 'Boost Unavailable' button, 'Like' and 'Comment' buttons, and a list of people who liked the event, including Abhi Chauhan, Pardhan Arun Gujjar Jss, and 342 others. The right sidebar shows the 'About' section with contact information: phone number 011 4506 652, a 'Send Message' button, and the website URL http://www.au. Below this, it lists 'Pages liked by this' with logos for CWC and Live S.



Pre Event Promotion – EDM on facebook



TOUCH & FEEL
YOUR



FAVOURITE MODELS

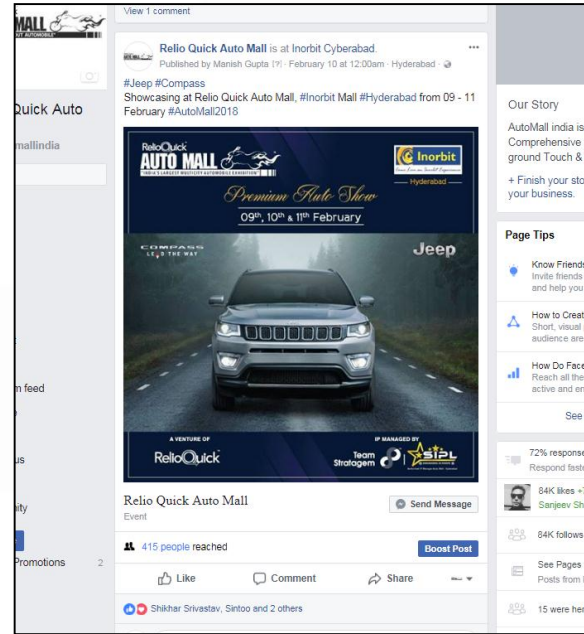
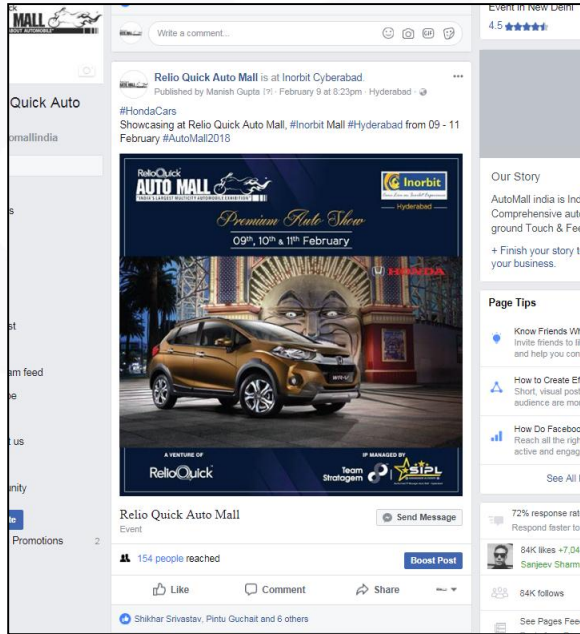
Premium Auto Show

09th 10th & 11th Feb'

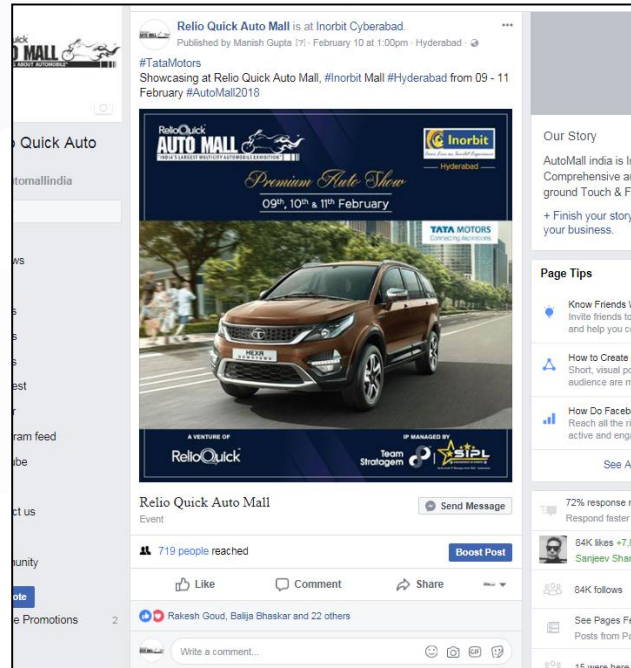
Inorbit Mall, Hyderabad



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

79th
AutoMall

COMPASS
LEAD THE WAY

Jeep



#AutoMall2018

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
09th, 10th & 11th February

Inorbit Mall, Hyderabad

Inorbit
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IP MANAGED BY

SIPL
SPECIALIZED IN EVENT

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

79th
AutoMall

Mahindra



#AutoMall2018

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

79th
AutoMall



UM
LIFE TO RIDE

Showcasing
@ Relio Quick Auto Mall

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Inorbit Mall, Hyderabad

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TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

09th 10th & 11th Feb'

Inorbit Mall, Hyderabad

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Event Promotion – On Ground Branding

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

79th AutoMall

TATA MOTORS



#AutoMall2018

Showcasing
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79th AutoMall

TRIUMPH



#AutoMall2018

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INTRUDER
INDIA'S MODERN CRUISER



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Event Promotion – On Ground Branding

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79th
AutoMall

TVS
Apache
RTR
180
ADVANCED SPORTS ENERGY

ENGINEERED FOR PERFORMANCE.

#AutoMall2018

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Premium Auto Show
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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

79th
AutoMall

TVS
New
Jupiter
Classic

SUNLIT GOLD | AUTUMN BROWN

#AutoMall2018

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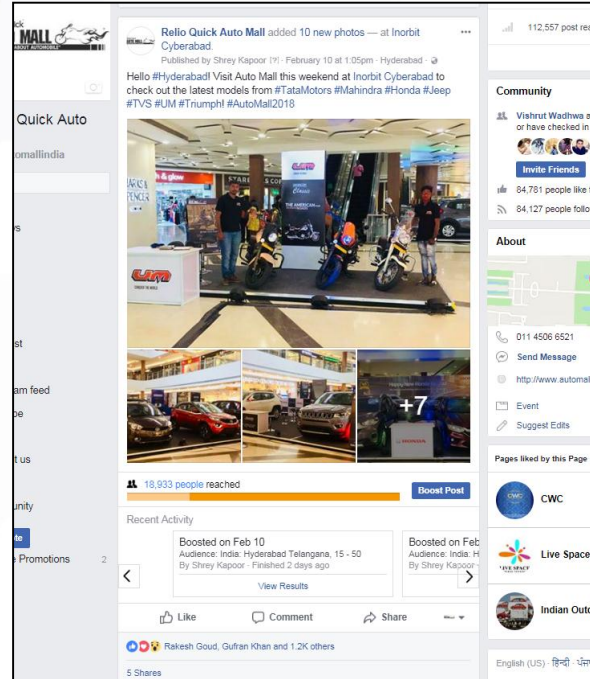
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Event Promotion – Live Glimpses

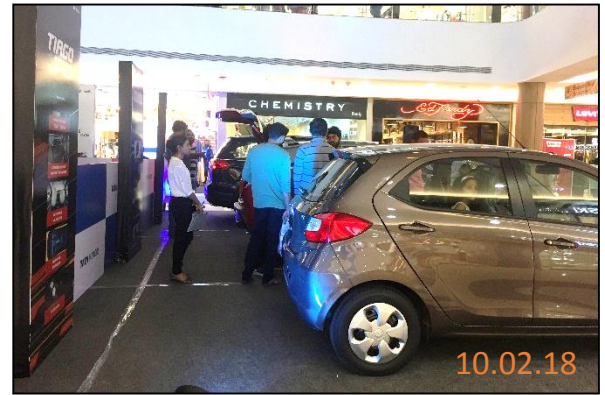


Event Glimpses



TATA MOTORS
Connecting Aspirations

09.02.18



10.02.18



11.02.18

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TOUCH & FEEL
 YOUR



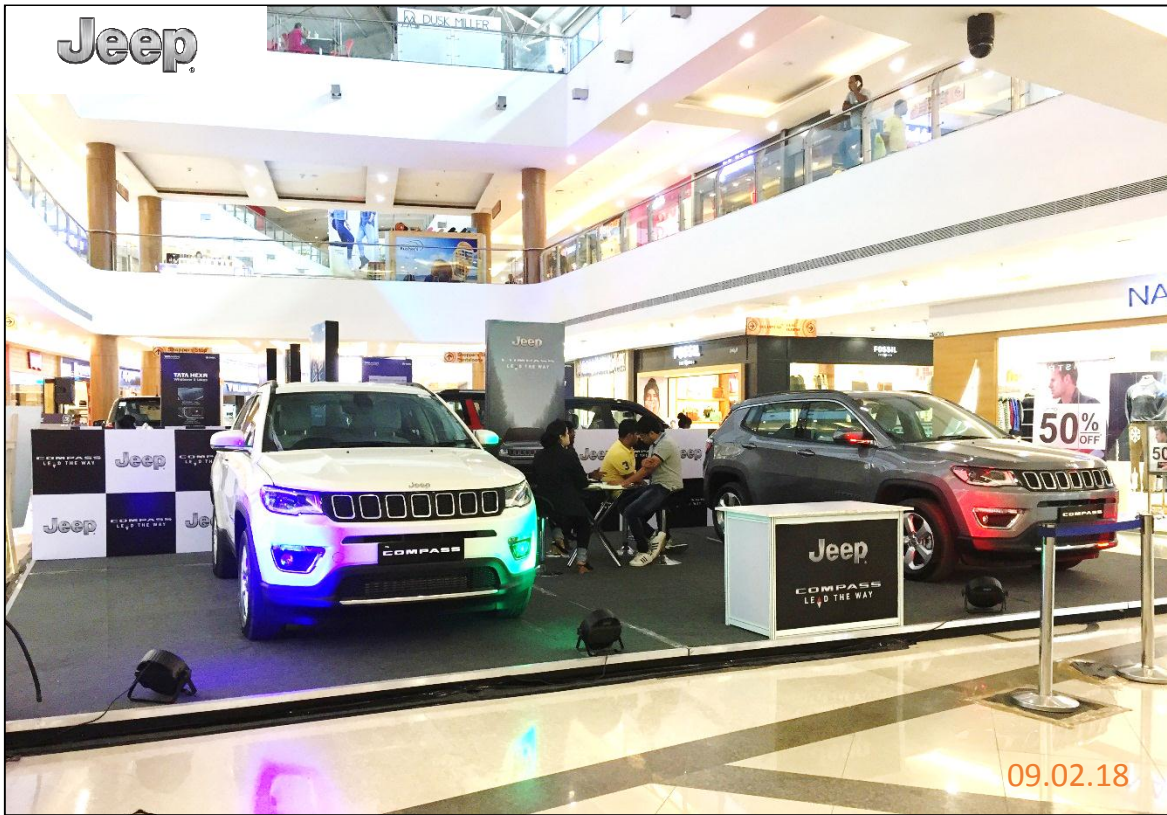
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TRIUMPH 



09.02.18



10.02.18



11.02.18

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THANK YOU