

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 6 @
Orion Mall Brigade Gateway, Bangalore

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.

ABOUT Celebrations

Celebrations is the authorised agency to manage Relio Quick Auto Mall IP in Bengaluru.

Started in April 2010, Celebrations has seen rapid growth and is now a Global brand known for its Exclusive Exhibits.

The focus has been on Lifestyle Exhibitions and Luxury Expos at Premium Locations. Celebrations has organised numerous exhibitions at venues like UB City (Luxury Indoor), Orion Mall, Inorbit Mall and Five Star Hotels like The Lalit, Ashok, Taj Krishna in Bangalore & Hyderabad. Celebrations is known for dependable service and impeccable quality of events among its set of clients.

Some of the events organised by Celebrations in the past are:

- Celebrations - The Magical Experience - Lifestyle Exhibition at UB City
- Style Affaire at Taj Deccan
- Family Carnival at Manpho Convention Center
- Global Exhibition at Inorbit Mall



Auto Mall @ Orion Mall Brigade Gateway, Bangalore: 09 – 11 Feb' 18 – Event Synopsis

After the Grand Success of Relio Quick Auto Mall Season 5 in December 2017

Relio Quick Auto Mall Season 6 @ Orion Mall Brigade Gateway was organized from Feb' 09 – 11, 2018.

Top 8 leading automobile brands participated
MAHINDRA, NEXA, TATA MOTORS, VOLKSWAGEN, JEEP, UM bikes, TVS, ROYAL ENFIELD

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

All the brands put together generated over 234+ Hot Enquires, 700+ Enquires, and

Over 1Lakh+ people visited Orion Mall, during Auto Mall event weekend.



Premium Auto Show

09th, 10th & 11th Feb'

Orion Mall @ Brigade Gateway, Bangalore

FOLLOW US |  /automall_india  /rqautomallindia

A VENTURE OF

RelioQuick[™]

IP MANAGED BY

Team Stratagem  |  **CELEBRATIONS**
Authorized IP Manager - Bangalore



Mahindra
 Rise.

N E X A

TATA MOTORS
 Connecting Aspirations



Jeep



ROYAL ENFIELD

Pre Event Promotion

To generate visibility and awareness, Auto Mall event was promoted well in advance

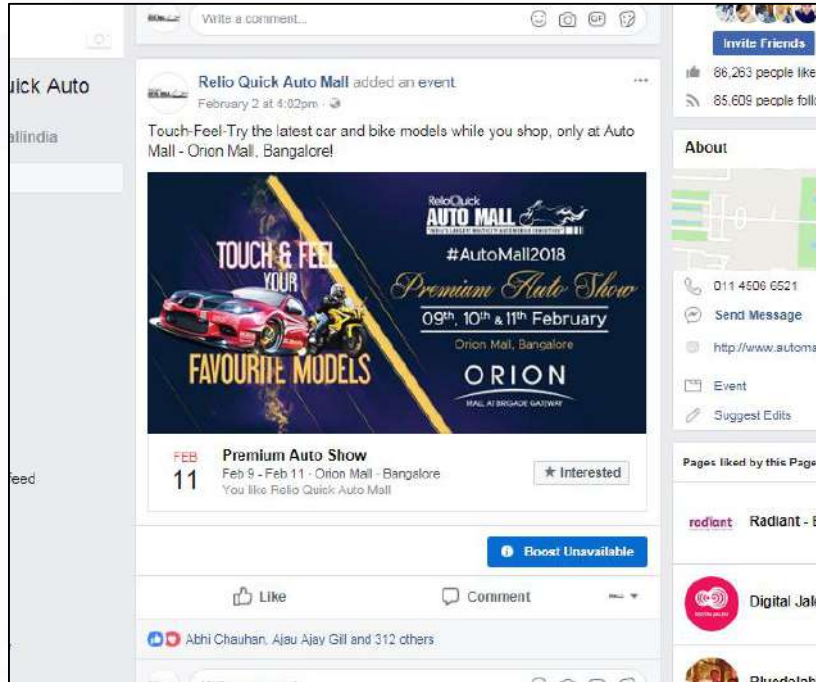
A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

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.

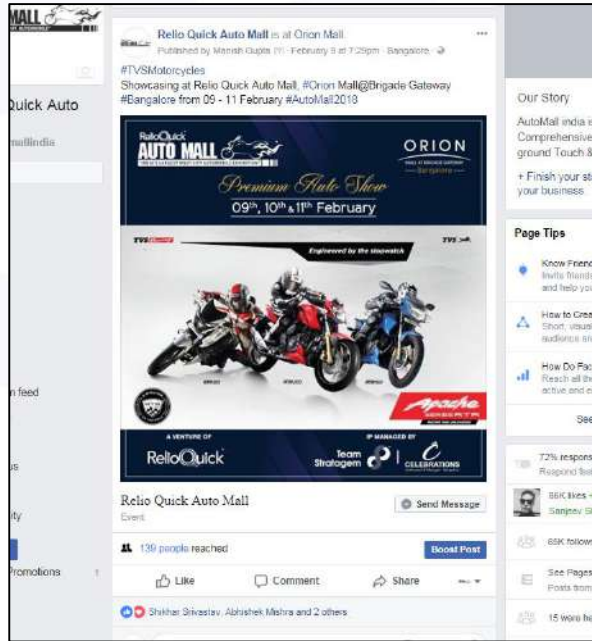
Pre Event Promotion – On Ground Branding



Pre Event Promotion – Event page



Pre Event Promotion – EDM on facebook



TOUCH & FEEL
YOUR



FAVOURITE MODELS

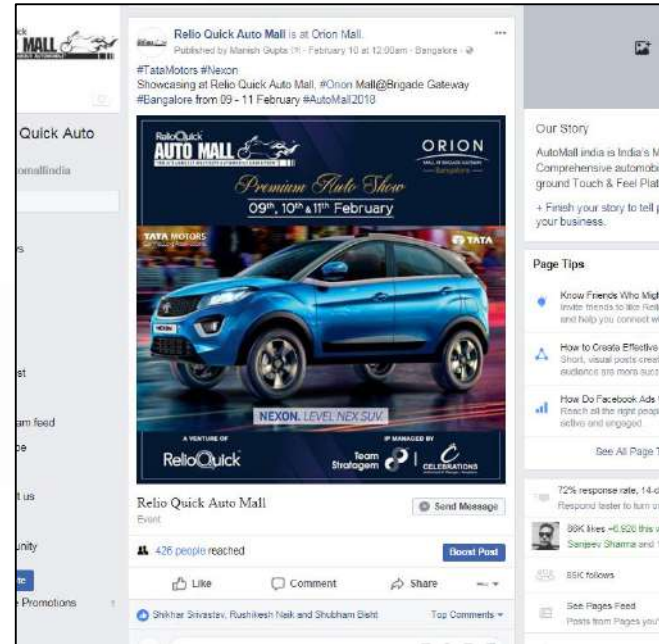
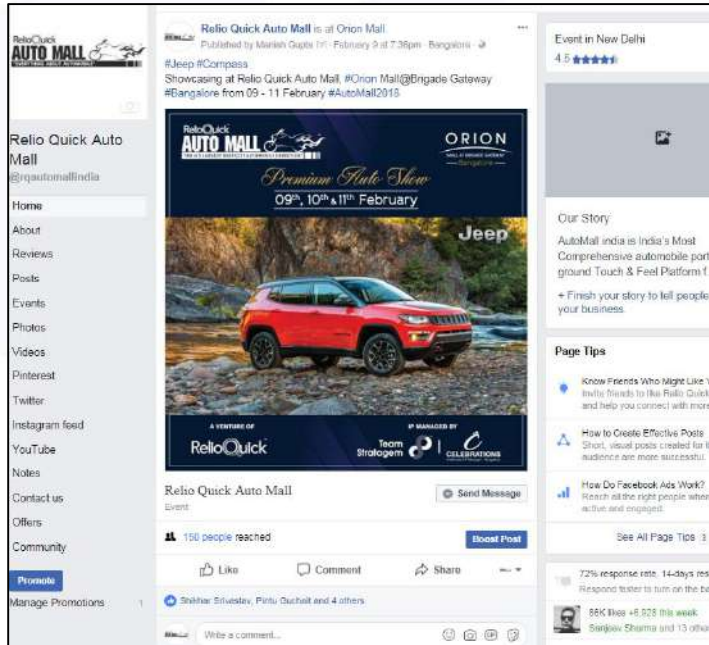
Premium Auto Show

09th, 10th & 11th Feb'

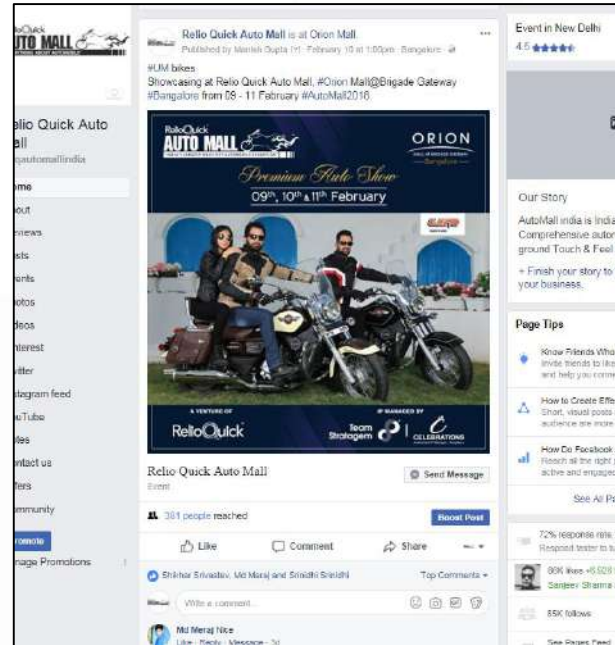
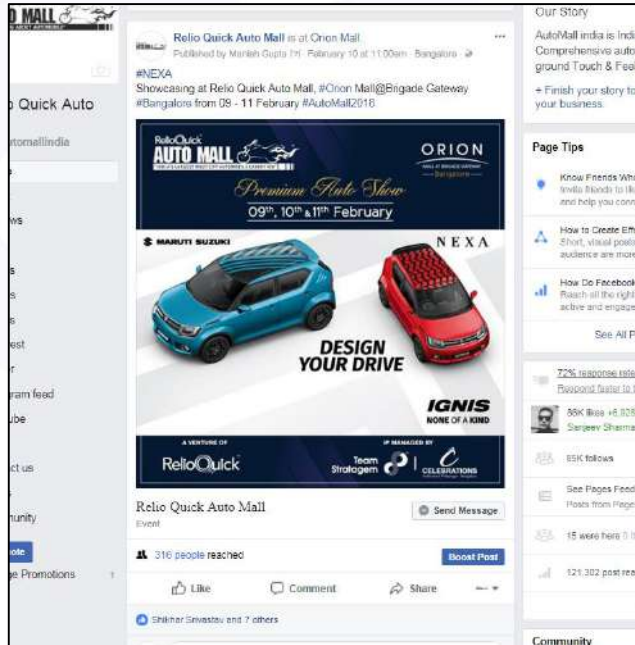
Orion Mall @ Brigade Gateway, Bangalore

ORION
MALL AT BRIGADE GATEWAY

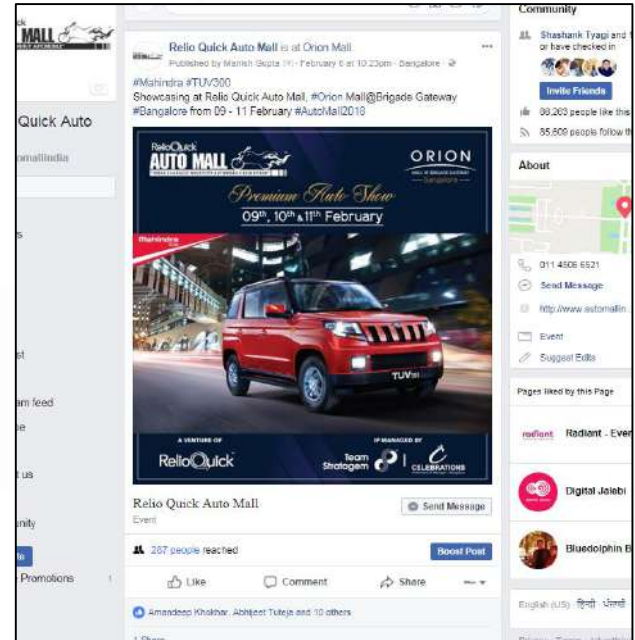
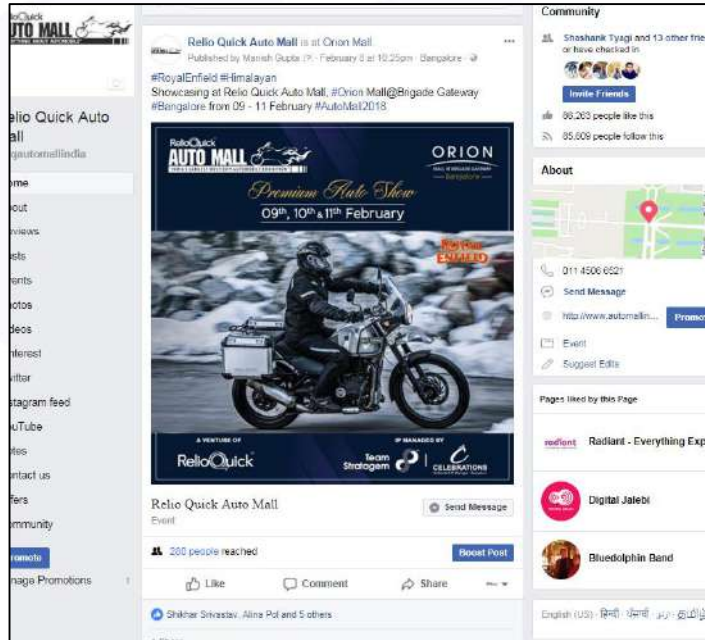
Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

Relio Quick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

80th
AutoMall

TATA MOTORS
TATA

NEXON...LEVEL NEX SUV

Showcasing
@ Relio Quick Auto Mall

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

Orion Mall @ Brigade Gateway

ORION
MALL AT BRIGADE GATEWAY

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Relio Quick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

80th
AutoMall

LEAD THE WAY
Jeep

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

80th
AutoMall

TATASUVS
TUV300

Showcasing
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MALL AT BRIGADE GATEWAY

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

09th, 10th & 11th Feb'

Orion Mall @ Brigade Gateway, Bangalore

ORION
MALL AT BRIGADE GATEWAY

Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

80th
AutoMall

MAHINDRA SUZUKI NEXA



DESIGN YOUR DRIVE

IGNIS
NONE OF A KIND

Showing
@ Relio Quick Auto Mall
Premium Auto Show
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Orion Mall @ Brigade Gateway

ORION
MALL AT BRIGADE GATEWAY

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80th
AutoMall

ROYAL ENFIELD



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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

80th
AutoMall

Engineered by the stopwatch.



Apache
POWERED BY THE STOPWATCH

Showing
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Premium Auto Show
09th, 10th & 11th February
Orion Mall @ Brigade Gateway

ORION
MALL AT BRIGADE GATEWAY

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Orion Mall @ Brigade Gateway, Bangalore

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MALL AT BRIGADE GATEWAY

Event Promotion – On Ground Branding



Relio Quick
AUTO MALL
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80th
Auto Mall



Showing
@ Relio Quick Auto Mall

Premium Auto Show
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Orion Mall @ Brigade Gateway

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MALL @ BRIGADE GATEWAY

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80th
Auto Mall



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MALL @ BRIGADE GATEWAY

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Team Stratagem



Event Promotion – Live Glimpses

Relio Quick Auto Mall added 9 new photos
Published by Shrey Kapoor on February 10 at 11:05am

#Bengaluru Visit Auto Mall this weekend at Orion Mall Brigade Gateway to check out the latest models from #Kia #Nexa #Volvo #Mahindra #TataMotors #JMBikes #TVS #RoyalEnfield on display! #AutoMall2018

TOUCH & FEEL YOUR FAVOURITE MODELS
Premium Auto Show
09th - 11th February
ORION
Mall at Brigade Gateway, Bangalore

10,004 people reached

Boost Post

Recent Activity

Boosted on Feb 10
Audience: India: Bangalore Karnataka, 15 - 50
By Shrey Kapoor · Published 3 days ago
View Results

Like Comment Share

121,332

Event Glimpses



TATA MOTORS
Connecting Aspirations



09.02.18



10.02.18



11.02.18

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



**TOUCH & FEEL
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FAVOURITE MODELS

Premium Auto Show

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Orion Mall @ Brigade Gateway, Bangalore

ORION
MALL AT BRIGADE GATEWAY

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SENDLER THE WORLD.



09.02.18



10.02.18



11.02.18

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



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ORION

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Jeep



09.02.18



10.02.18



11.02.18

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TOUCH & FEEL
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Orion Mall @ Brigade Gateway, Bangalore

ORION
MALL AT BRIGADE GATEWAY

NEXA

AVAILABLE AT
FOSSIL RETAIL STORE
#G 18, GROUND FLOOR

FOSSIL.COM



09.02.18



10.02.18



11.02.18

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AUTO MALL
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ORION
MALL AT BRIGADE GATEWAY

ROYAL ENFIELD



09.02.18



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THANK YOU