

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
@ Pacific Mall, Kaushambi (GZB)

16 – 18 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 @ Pacific Mall, Kaushambi: 16 – 18 Feb' 18 – Event Synopsis

After the Grand Success of Auto Mall Season 1 in Dec' 2017

Relio Quick Auto Mall Season 2 @ Pacific Mall, Kaushambi was organized from Feb' 16 – 18, 2018.

NEXA & UM motorcycles were participated there

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

All the brands put together generated over 72+ Hot Enquires, 214+ Enquires, and Over 80k+ people visited Pacific Mall, during Auto Mall event weekend.



Premium Auto Show

16th, 17th & 18th Feb'

Pacific Mall, Ghaziabad

FOLLOW US |  /automall_india |  /rqautomallindia

A VENTURE OF
RelioQuick™

IP MANAGED BY
**Team
Stratagem** 



**TOUCH & FEEL
YOUR**

FAVOURITE MODELS

N E X A

UM
CONQUER THE WORLD

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

Pacific.

TOUCH & FEEL
YOUR
FAVOURITE MODELS

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FOLLOW US | [@automall](#) | [#automall](#) | [#relioquick](#)

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Pacific.

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 February 16, 17, and 18 at Pacific Mall, Kaushambi, Ghaziabad. The event description reads: 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Pacific Mall, Ghaziabad!'. The event has 91,798 likes and 91,143 people followed. The event page includes a 'Boost Unavailable' button, a 'Like' button, and a 'Comment' button. The event is also listed as 'Interested' by the user. The event page also features a 'Pages liked by this Page' section with 'Indian Ou' and 'Trespass' listed.

Relio Quick Auto Mall added an event.
February 12 at 6:33pm ·

Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Pacific Mall, Ghaziabad!

TOUCH & FEEL YOUR FAVOURITE MODELS

RelioQuick **AUTO MALL**
#AutoMall2018
Premium Auto Show
16th, 17th & 18th February
Pacific Mall, Kaushambi (Ghaziabad)
Pacific.

FEB 18 Premium Auto Show
Feb 16 - Feb 18 · Pacific Mall, Kaushambi, Ghazi...
You like Relio Quick Auto Mall

16 people reached

Boost Unavailable

Like Comment

Mohan Joghari, Shikhar Srivastav and 247 others

Invite Friends

91,798 people like

91,143 people follow

About

011 4506 6521

Typically replies within 1 hour

Send Message

http://www.automall.com

Event

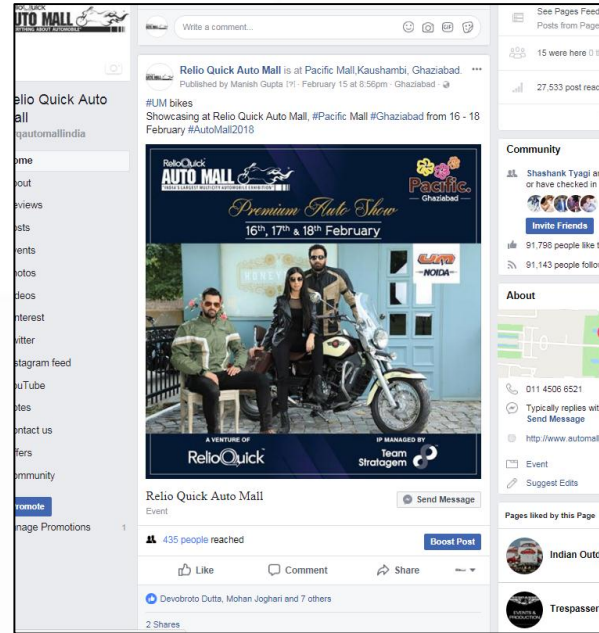
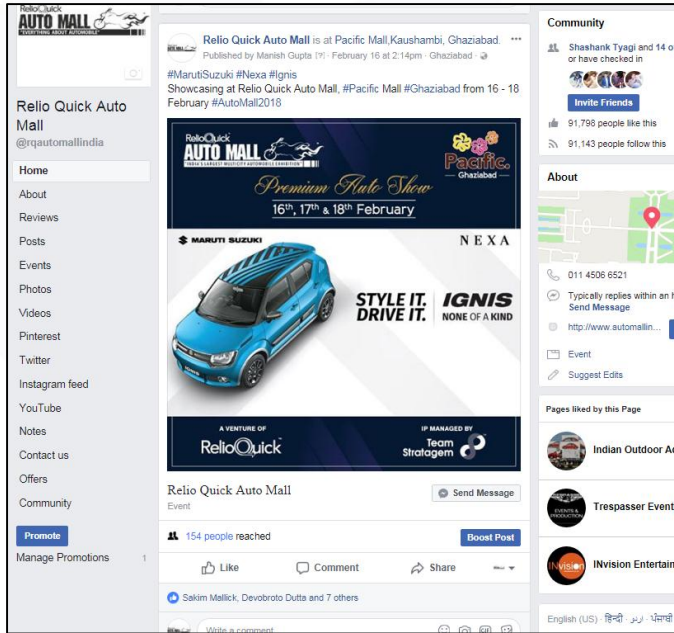
Suggest Edits

Pages liked by this Page

Indian Outdoors

Trespass

Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

Relio Quick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

83rd
Auto Mall

MARUTI SUZUKI NEXA

CHALLENGE US UNCHALLENGED

Showcasing
@ Relio Quick Auto Mall
Premium Auto Show
16th, 17th & 18th February
Pacific Mall, Kaushambi

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83rd
Auto Mall

UVA
-NOKIA-

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Live Happenings

Relio Quick Auto Mall is at Pacific Mall, Kaushambi, Ghaziabad. Published by Shrey Kapoor (7) · February 16 at 3:44pm · Ghaziabad ·

Experience NEXA at Pacific Mall, Kaushambi, Ghaziabad! 16-18 Feb! #Ignis #Ciaz #Nexa #AutoMall2018

3,455 people reached

Boost Post

Recent Activity

Boosted on Feb 16
Audience: India: Ghaziabad Uttar Pradesh, 15 - 50
By Shrey Kapoor · Finished 4 days ago
View Results

Like Comment Share

Ishu Firdous, Devbroto Dutta and 551 others

2 Shares

011 4506 6521
Typically replies with Send Message
http://www.automall.com

Event
Suggest Edits

Pages liked by this Page

- Indian Outdoor
- Trespasser
- INvision Entertainment

English (US) हिन्दी

Relio Quick Auto Mall is at Pacific Mall, Kaushambi, Ghaziabad. Published by Shrey Kapoor (7) · February 17 at 9:49am · Ghaziabad ·

Try out the latest #bikes from UM Motorcycles at Pacific Mall, Kaushambi, Ghaziabad today and tomorrow! #AutoMall2018 #UM

3,532 people reached

Boost Post

Recent Activity

Boosted on Feb 17
Audience: India: Ghaziabad Uttar Pradesh, 15 - 50
By Shrey Kapoor · Finished 3 days ago
View Results

Like Comment Share

Samir Gaddam, Akhil Rawat and 477 others

3 Shares

Our Story

AutoMall india is India's most Comprehensive automobile ground Touch & Feel Place

+ Finish your story to tell your business.

Page Tips

- Know Friends Who Might Invite friends to like Relio Quick Auto Mall and help you connect with them.
- Easily Manage Your Page Anywhere Get the Pages Manager app to respond to Page visitors.
- How Do Facebook Ads Reach all the right people active and engaged.

See All Page Tips

100% response rate, 35 Respond faster to turn customers into fans

91K likes +5,441 this week Shambhu Jha and 14 others

91K follows

See Pages Feed Posts from Pages you follow

15 were here 0 this week



Event Glimpses

NEXA



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THANK YOU