

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  
@  
GVK One Mall, Hyderabad

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.

# Relio Quick Auto Mall @ GVK One Mall, Hyderabad : 16 – 18 Feb' 18 – Event Synopsis

Relio Quick Auto Mall @ GVK One Mall, Hyderabad was organized from Feb' 16 – 18, 2018.

Top 7 leading automobile brands participated

MAHINDRA, TATA MOTORS, JEEP, KTM, 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 @ GVK One 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 GVK One Mall, during Auto Mall event weekend.



# Premium Auto Show

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'

GVK One Mall, Hyderabad

FOLLOW US |  /automall\_india  /rqautomallindia



A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  
Team Stratagem  | 

**Mahindra**  
Rise.

**TATA MOTORS**  
Connecting Aspirations

**Jeep**

**TRIUMPH** 

**KTM**

**TVS** 

**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

**TOUCH & FEEL  
YOUR  
FAVOURITE MODELS**

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free

A VENTURE OF  
RelioQuick

IF MANAGED BY  
Team Stratagem

**SIPL**  
SPECIAL INVESTMENT PROMOTION

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

**TOUCH. FEEL. TRY.**

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free

A VENTURE OF  
RelioQuick

IF MANAGED BY  
Team Stratagem

**SIPL**  
SPECIAL INVESTMENT PROMOTION

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

**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*  
16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'  
GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free



# Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Premium Auto Show'. The event is organized by 'Relio Quick Auto Mall' and is scheduled for February 16th, 17th, and 18th at GVK One Mall, Hyderabad. The event description includes the text: 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - GVK One Mall, Hyderabad!'. The event image features a red car and a yellow motorcycle with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS'. The event has 13 people reached and 90,558 likes. The page also shows a 'Community' section with a post by Shashank Tyagi and an 'About' section with a map and contact information.

Quick Auto  
smallindia

Relio Quick Auto Mall added an event.  
February 12 at 6:41pm

Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - GVK One Mall, Hyderabad!

Relio Quick AUTO MALL  
#AutoMall2018  
Premium Auto Show  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
GVK One Mall, Hyderabad  
GVK one  
Set your spirit free

FEB 18 Premium Auto Show  
Feb 16 - Feb 18 · GVK One Banjarahills · Hydera...  
You like Relio Quick Auto Mall

13 people reached Boost Unavailable

Like Comment

Mohan Jochari · Yabesh Sherpa and 467 others

Posts from Page

Boost Your Post  
"#KTMMotor..."  
65% of your pos

15 were here

Community

Shashank Tyagi and  
or have checked in

Invite Friends

90,558 people like t  
89,904 people follo

About

011 4506 6521  
Typically replies with  
Send Message





# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at GVK One Hyderabad  
Published by Manish Gupta (1) · February 15 at 3:25pm · Hyderabad ·

#TataMotors #Nexon  
Showcasing at Relio Quick Auto Mall, #GVK One Mall #Hyderabad from 16-18 February #AutoMall2018

**Relio Quick AUTO MALL**  
Premium Auto Show  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February

Our Story  
AutoMall India is India's Comprehensive automobile ground Touch & Feel P...  
+ Finish your story to tell your business.

Page Tips  
Know Friends Who M...  
Easily Manage Your P...  
How Do Facebook Ad...

Relio Quick Auto Mall  
Event  
453 people reached

100% response rate  
Respond faster to your...

88K likes + 6,598 likes  
Puru Gupta and 14...

65K follows

See Pages Feed  
Posts from Pages in...

Relio Quick Auto Mall is at GVK One Mall.  
Published by Manish Gupta (1) · February 16 at 4:15pm · Hyderabad ·

#Jeep #Wrangler #Compass  
Showcasing at Relio Quick Auto Mall, #GVK One Mall #Hyderabad from 16-18 February #AutoMall2018

**Relio Quick AUTO MALL**  
Premium Auto Show  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February

Our Story  
AutoMall India is Indi...  
Comprehensive auto ground Touch & Fee...  
+ Finish your story to your business.

Page Tips  
Know Friends Who M...  
Easily Manage Yo...  
How Do Facebook R...  
Reach all the right active and engage...

Relio Quick Auto Mall  
Event  
175 people reached

100% response rate  
Respond faster to...

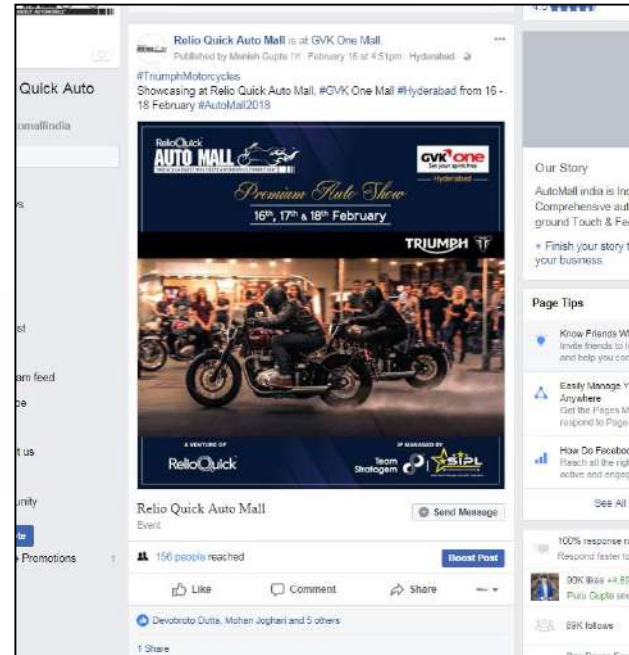
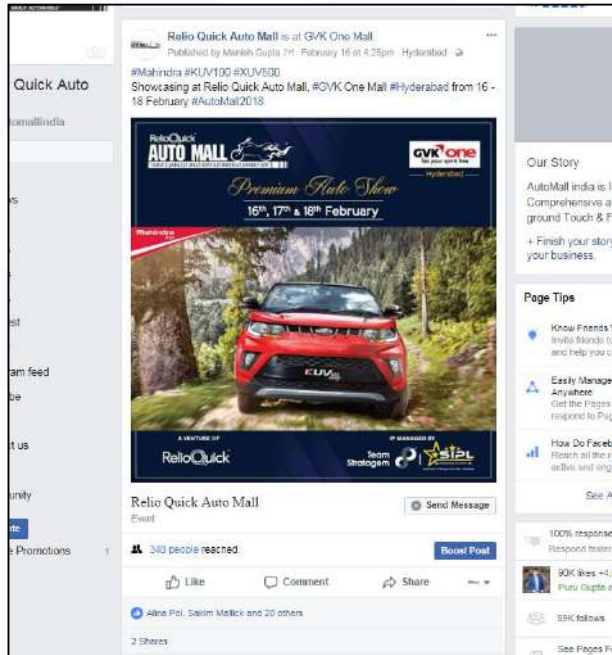
59K likes + 4,659 likes  
Puru Gupta and...

59K follows

See Pages Feed  
Posts from Pages in...



# Pre Event Promotion – EDM on facebook



TOUCH & FEEL  
YOUR

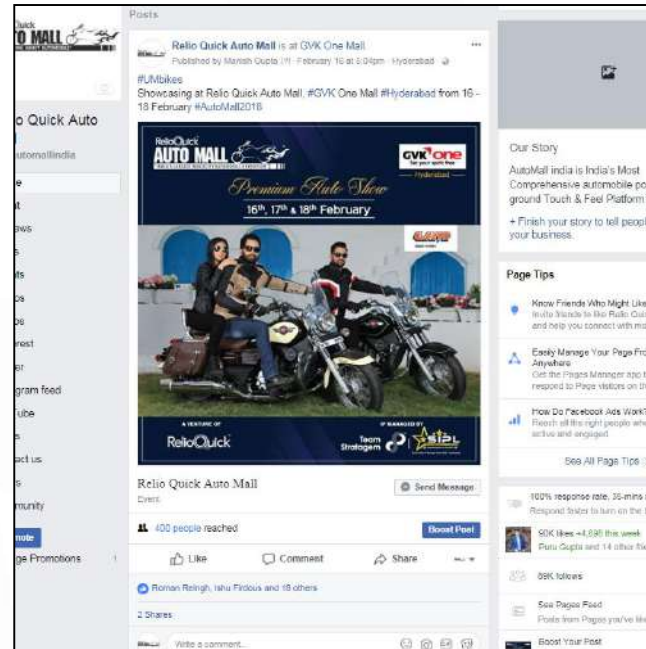
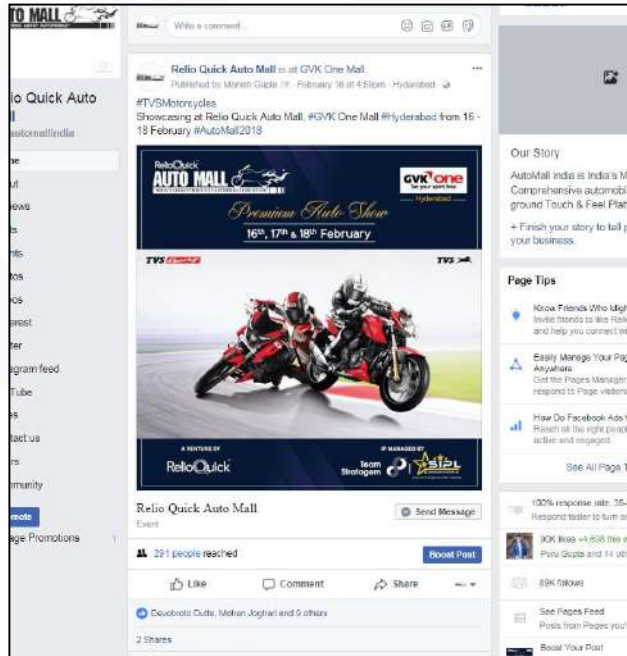


FAVOURITE MODELS

Premium Auto Show  
16th 17th & 18th Feb'  
GVK One Mall, Hyderabad



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook





# Event Promotion – On Ground Branding

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

82<sup>nd</sup>  
AutoMall



Jeep

#AutoMall2018

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February

GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free

A VENTURE OF

RelioQuick

IP MANAGED BY

Team Stratagem



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

82<sup>nd</sup>  
AutoMall

Multi-day



#AutoMall2018

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February

GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free

A VENTURE OF

RelioQuick

IP MANAGED BY

Team Stratagem



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

82<sup>nd</sup>  
AutoMall



#AutoMall2018

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February

GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free

A VENTURE OF

RelioQuick

IP MANAGED BY

Team Stratagem



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



TOUCH & FEEL  
YOUR



FAVOURITE MODELS

*Premium Auto Show*  
16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'  
GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free

# Event Promotion – On Ground Branding

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

82<sup>nd</sup>  
AutoMall

TATA MOTORS  
478 TATA

TAKING WINNING TO LEVEL NEXT  
UNRAVELLING THE JOE OF BE CARRYING DETAILS



AWARDS: 2011-12 BEST VALUE FOR MONEY (AUTOCAR), 2011-12 BEST VALUE FOR MONEY (AUTOMOTORIST), 2011-12 BEST VALUE FOR MONEY (MOTOR), 2011-12 BEST VALUE FOR MONEY (MOTOR)

Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
GVK One Mall, Hyderabad

GVK one  
Set your spirit free

VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem | SIPL

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

82<sup>nd</sup>  
AutoMall

TRIUMPH



Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
GVK One Mall, Hyderabad

GVK one  
Set your spirit free

VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem | SIPL

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

82<sup>nd</sup>  
AutoMall

TVS



Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
GVK One Mall, Hyderabad

GVK one  
Set your spirit free

VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem | SIPL

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



TOUCH & FEEL  
YOUR



FAVOURITE MODELS

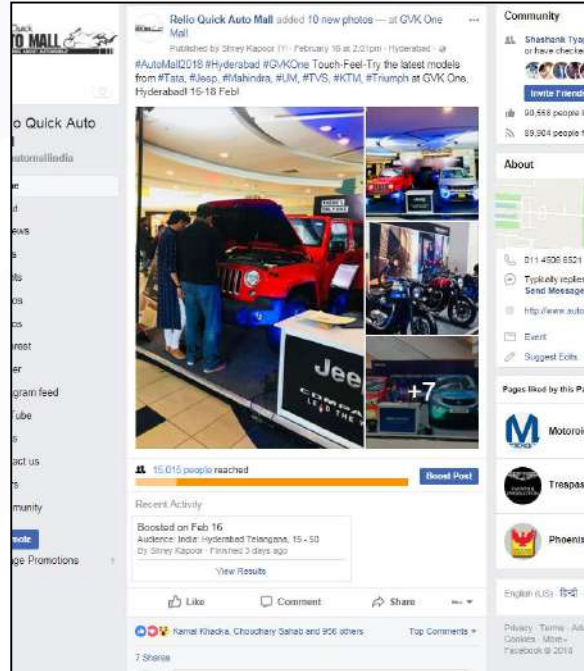
*Premium Auto Show*

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'

GVK One Mall, Hyderabad

GVK one  
Set your spirit free

# Event Promotion – Live Glimpses





## Event Glimpses

---

**TATA MOTORS**  
Connecting Aspirations



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

**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

*Premium Auto Show*  
16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'  
GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free







# Jeep



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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*  
16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'  
GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free





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

TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'

GVK One Mall, Hyderabad

**GVK one**  
 Set your spirit free

TRIUMPH 



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

TOUCH & FEEL  
YOUR



FAVOURITE MODELS

Premium Auto Show

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'

GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free





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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'

GVK One Mall, Hyderabad

**GVK one**  
Set your spirit free



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

TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'

GVK One Mall, Hyderabad

**GVK one**  
 Set your spirit free





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



TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> Feb'

GVK One Mall, Hyderabad

**GVK one**  
 Set your spirit free

**THANK YOU**