

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 @
Forum Rangoli Mall, Kolkata

09 – 11 March 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 @ Forum Rangoli Mall, Kolkata: 09 – 11 March 18 – Event Synopsis

Relio Quick Auto Mall @ Forum Rangoli Mall, Kolkata was organized from March 09 – 11, 2018.

Top 6 leading automobile brands participated
HONDA CARS, NEXA, TOYOTA, TATA MOTORS, VOLKSWAGEN, 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 270+ Hot Enquires, 800+ Enquires, and

Over 1.30+ Lakh people visited Quest Mall, during Auto Mall event weekend.



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

09th, 10th & 11th March

Forum Rangoli Mall, Kolkata



Premium Auto Show

09th, 10th & 11th March

Forum Rangoli Mall, Howrah

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N E X A



TATA MOTORS
Connecting Aspirations



Volkswagen



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



Premium Auto Show
09th, 10th & 11th March
Forum Rangoli Mall, Kolkata



Pre Event Promotion – On Ground Branding



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

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FAVOURITE MODELS

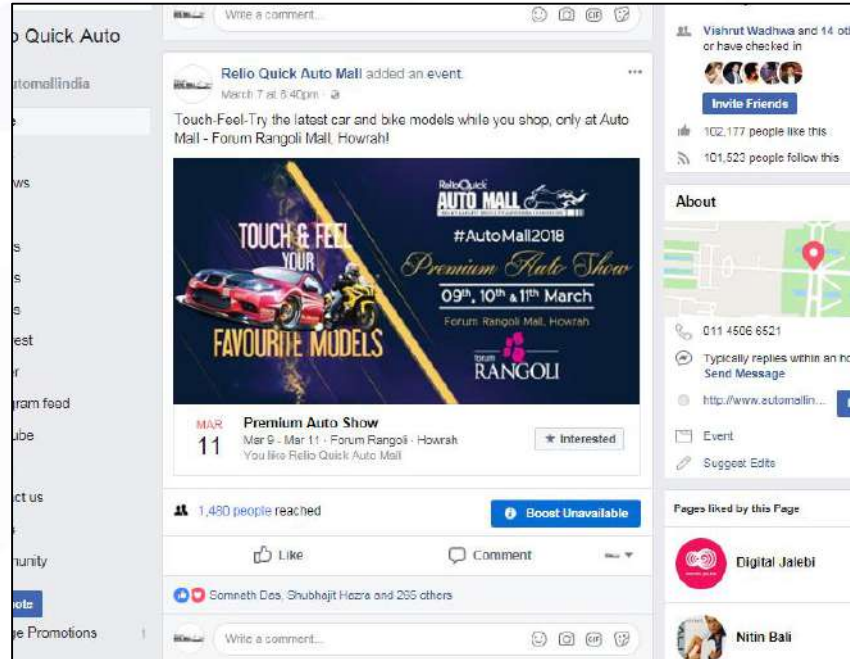
Premium Auto Show

09th, 10th & 11th March

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Pre Event Promotion – Event page



Pre Event Promotion – Facebook Post



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall added 6 new photos.
Published by Shrey Kapoor (P) · March 10 at 4:27pm ·

Showcasing #UMBikes #Nexa #TataMotors #Honda #Toyota #Volkswagen at Relio Quick Auto Mall, Forum Rangoli Mall Kolkata! 9th-11th March! #AutoMall2018

4,786 people reached

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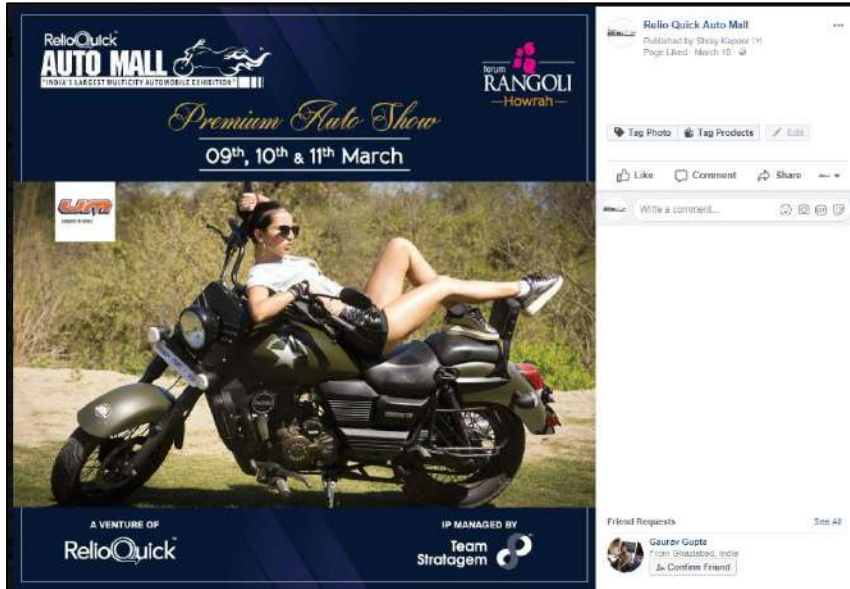
Boosted on Mar 10
Audience: India · Kolkata West Bengal, 25-55, Edu...
By Shrey Kapoor · Completed

Event in New Delhi
4.5 ★★★★★

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

71% response rate, 35 Respond faster to turn
102K likes +563 likes @hambhu.ibe and 1
101K follows
See Pages Feed Posts from Pages you
15 were here 0 likes
195,002 post reach

Pre Event Promotion – EDM on facebook



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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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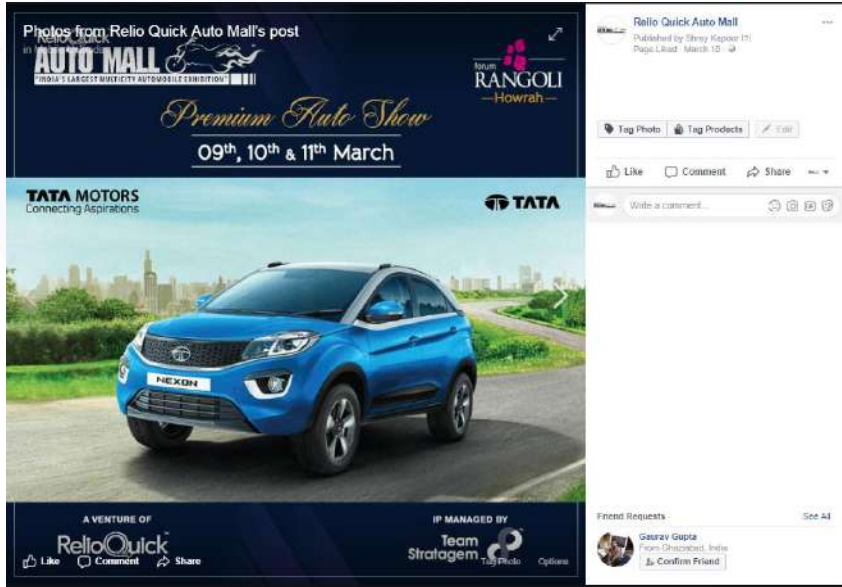


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Premium Auto Show
09th, 10th & 11th March
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Pre Event Promotion – EDM on facebook



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Pre Event Promotion – EDM on facebook

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forum RANGOLI
—Howrah—

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

HONDA
CITY

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Relio Quick Auto Mall
Published by Shrey Kapoor (1)
Page Liked · March 10 ·

Tag Photo Tag Products Edit

Like Comment Share

Write a comment...

Friend Requests See All

Gaurav Gupta
From Ghazabad, India
Confirm Friend

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Volkswagen
New Vento

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Write a comment...

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Gaurav Gupta
From Ghazabad, India
Confirm Friend



Event Promotion – On Ground Branding



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86
AUTOMOBILES



TOYOTA



Showcasing
@ Relio Quick Auto Mall
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09th, 10th & 11th March
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AUTOMOBILES



Volkswagen



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AUTOMOBILES



Honda



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Event Promotion – On Ground Branding

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TATA MOTORS
TATA

NEXON. LEVEL NEX SUV

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Automobile

MARUTI SUZUKI
NEXA

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Live Happenings

Relio Quick Auto Mall added 11 new photos — at Forum Rangoli Mall

Published by Shrey Kapoor (P) · March 3 at 1:40pm · Hourly ·

Hello #Kolkata Auto Mall is back in town this weekend! Visit Forum Rangoli Mall on 9th-11th March and catch brands like #Nexa #Toyota #TataMotors #Volkswagen #Honda #UMBikes Enjoy the Show! #AutoMall2018

11,528 people reached

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Boosted on Mar 09
Audience: India · Kolkata West Bengal, 16 - 55.
By Shrey Kapoor · Completed

Community

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http://www.reliomall.in

Event

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Event Glimpses



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Premium Auto Show

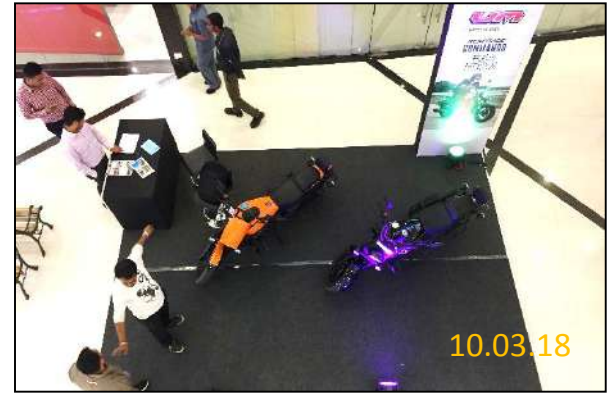
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09.03.18



10.03.18



11.03.18

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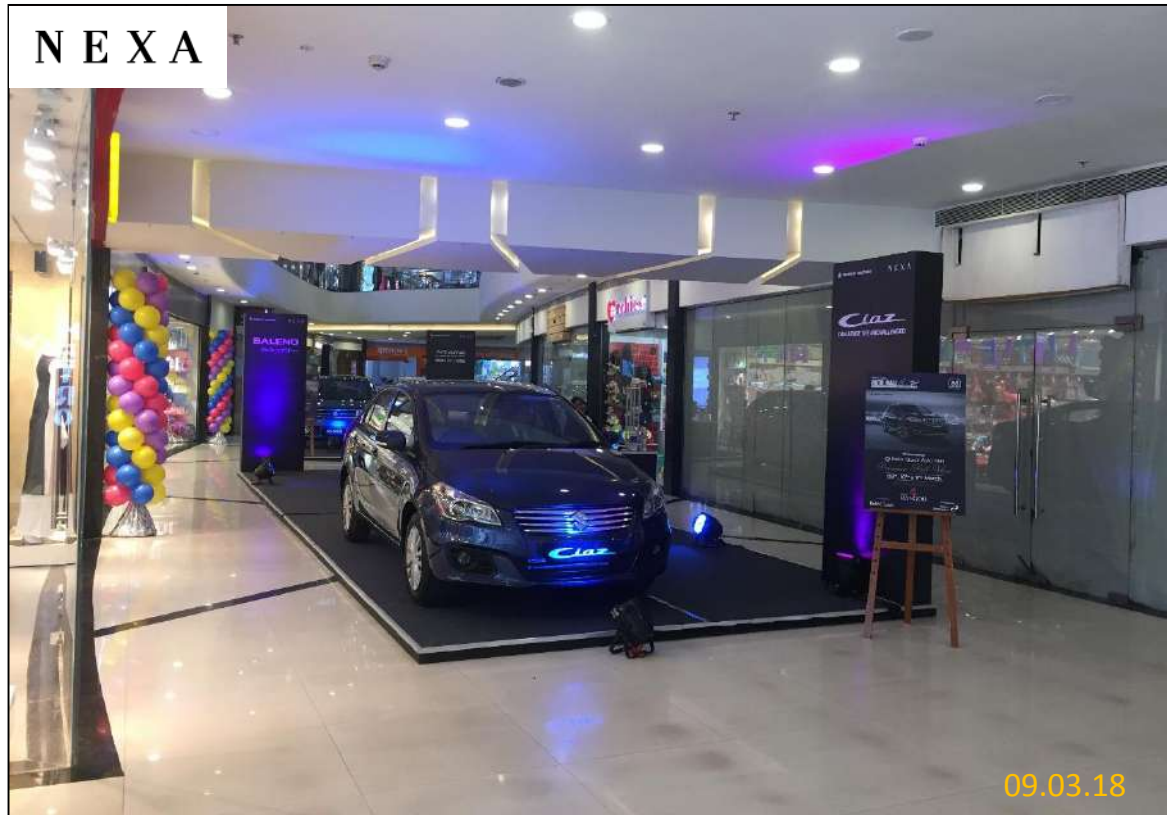
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NEXA



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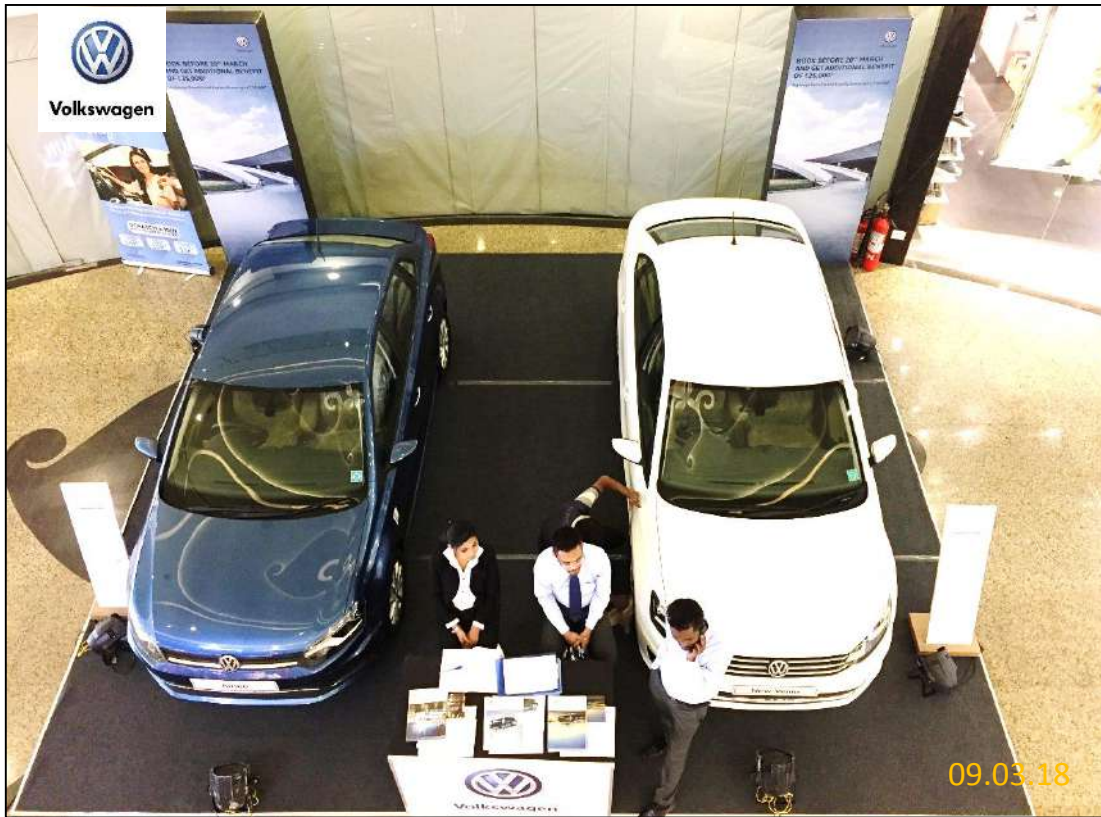
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