

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
@
Manyata Tech Park, Bengaluru

21 – 22 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.

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



Relio Quick Auto Mall @ Manyta Tech Park Bengaluru: 21 & 22 March 18 – Event Synopsis

Relio Quick Auto Mall @ Manyta Tech Park was organized from March 21 – 22, 2018.

Top 8 leading automobile brands participated
HONDA CARS, JEEP, MARUTI SUZUKI, NEXA, TATA MOTORS, VOLKSWAGEN, ROYAL ENFIELD
MAHINDRA TWO WHEELERS

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

All the brands put together generated over 200+ Hot Enquires, 600+ Enquires, and

Over 1Lakh+ people visited Manyta Tech Park, during Auto Mall event weekend.



Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru

FOLLOW US |  /automall_india  /rqautomallindia

A VENTURE OF

RelioQuick™

IP MANAGED BY

Team Stratagem  |  CELEBRATIONS
Authorized IP Manager - Bengaluru



 **HONDA** 

MARUTI SUZUKI
Way of Life!

NEXA

TATA MOTORS
Connecting Aspirations


Volkswagen

ROYAL ENFIELD

MAHINDRA
TWO WHEELERS

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



Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

91
Auto Mall

Jeep

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
21th & 22nd March
Manayata Tech Park, Bangalore

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

91
Auto Mall

ROYAL ENFIELD

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
21th & 22nd March
Manayata Tech Park, Bangalore

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

91
Auto Mall

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
21th & 22nd March
Manayata Tech Park, Bangalore

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
21st & 22nd March
Manayata Tech Park, Bengaluru

Event Promotion – On Ground Branding



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

91 AutoMall

MARUTI SUZUKI NEXA

CHALLENGES NEVER STOP
WHY SHOULD YOU?



Showing
@ Relio Quick Auto Mall

Premium Auto Show
21th & 22nd March
Manayata Tech Park, Bangalore

A VENTURE OF RelioQuick

IP MANAGED BY Team Stratagem CELEBRATIONS



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

91 AutoMall

CELERIO



Showing
@ Relio Quick Auto Mall

Premium Auto Show
21th & 22nd March
Manayata Tech Park, Bangalore

A VENTURE OF RelioQuick

IP MANAGED BY Team Stratagem CELEBRATIONS



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

91 AutoMall

TATA MOTORS



NEXA. LEVEL NEXA SUV

Showing
@ Relio Quick Auto Mall

Premium Auto Show
21th & 22nd March
Manayata Tech Park, Bangalore

A VENTURE OF RelioQuick

IP MANAGED BY Team Stratagem CELEBRATIONS



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
21st & 22nd March
Manayata Tech Park, Bengaluru

Event Glimpses

TATA MOTORS
Connecting Aspirations



RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru

Jeep



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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru

NEXA



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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru



Volkswagen

Not just a car, it's safety, comfort,
and thrill on four wheels.

Book any Volkswagen within two weeks of 2018
driving it and get additional cash benefit of ₹ 20,000*



21.03.18



21.03.18



22.03.18

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



TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru

 **HONDA**



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



**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru



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

TOUCH & FEEL
YOUR
FAVOURITE MODELS

Premium Auto Show
21st & 22nd March
Manyata Tech Park, Bengaluru

**ROYAL
ENFIELD**



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

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru

**MAHINDRA
TWO WHEELERS**



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



**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

21st & 22nd March

Manyata Tech Park, Bengaluru

THANK YOU