



The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer.

RELIO QUICK AUTO MALL@ VR, Punjab

20th – 22nd April 18

ABOUT STRATAGEM

We create a seamless blend of **Online** & **Offline**

BRAND EXPERIENCES

Team Stratagem identifies strongly with the convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.

Stratagem Focus Areas

Experiential Marketing

Event IPs Curation & Management

Digital Solutions

IPs Managed



The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer

Relio Quick Auto Mall

127 Shows

25+ Malls

1.2 Crore+ Visitors

1.1 lakh+ Enquiries Generated



Relio Quick Auto Mall is India's First and Single Largest Brand in Multi City Auto Shows. We are the Pioneers of Auto Shows @ Malls and have successfully organized 127 such shows till date at 25+ Top Malls Pan India since 2014.



Participating Brands

8-12 Brands participate per Auto Mall Show depending on mall size and locations

In addition to the Auto Shows at Malls, Relio Quick has organised 16 Large Format Ticketed Auto Shows since 2002 in association with Media Houses like TOI and HT, held in Expo Centres Pan India, reaching out to 15 lakh+ visitors

Relio Quick Auto Mall @ VR, Punjab: 20th – 22nd April 18 – Event Synopsis

Relio Quick Auto Mall Season 1 @ VR Punjab was organized from April 20 – 22, 2018.

Top 8 leading automobile brands participated

AUDI, BMW, SKODA, TOYOTA, JEEP, VOLKSWAGEN, INDIAN MOTORCYCLES, KAWASAKI

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.

Auto Mall @ VR Punjab showcased automobiles for all budgets.

All the brands put together generated over **185+ Hot Enquires, 550+ Enquires,** and

Over 1.5+ Lakh people visited VR Punjab, during Auto Mall event weekend.



VR PUNJAB
CHANDIGARH KHARAR ROAD
20 - 22 April 18

VR PUNJAB
CHANDIGARH KHARAR ROAD



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CHANDIGARH KHARAR ROAD
20 - 22 April 18

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A VENTURE OF
RelioQuick

IP MANAGED BY
Team
Stratagem 



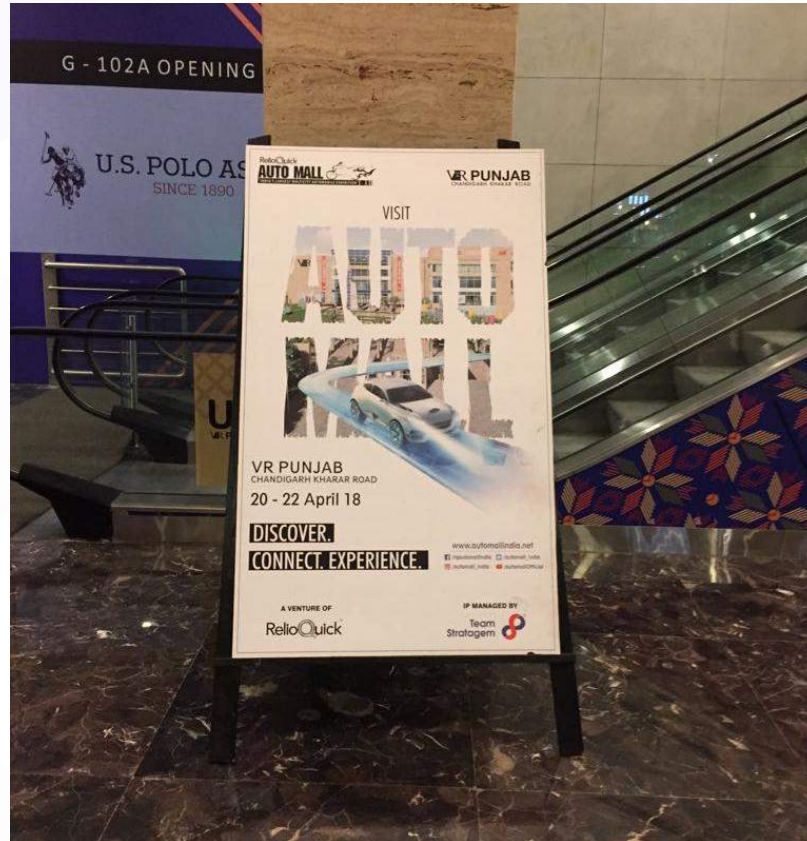
Pre Event Promotion

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



FB Page Engagement – During Show Week

Higher Facebook Page *Engagement* than CarDekho, Zigwheels!

More than 4 times the engagement of next player in Auto Shows!

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  CarDekho	1.2m 	▲ 0.8%	34	21.4K 
2  ZigWheels.com	907.6K 	▲ 0.1%	28	18.2K 
3  CarWale	805.6K 	▲ 1%	49	41.6K 
4  CarTrade.com	220.9K 	0%	4	76
YOU 5  Relio Quick Auto Mall	102.5K 	▲ 0.5%	77	29.9K 
6  India Auto Show	76.4K 	▲ 0.3%	38	6.5K 
7  Mint Auto Arcade	11.7K 	▲ 1.3%	23	132

Show Posts – Auto Mall FB & Instagram Handles

Relo Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (I) · April 18 at 6:40pm · Mohali · 🌐

Hello Tricity! VR Punjab is the place to be this weekend! Auto Mall is coming to town so Discover.Connect.Experience the latest car and bike models! #automal2018

VR PUNJAB
CHANDIGARH KHARAR ROAD
20 - 22 April 18

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www.culturalindia.net

2,980 people reached

Boost Again

Recent Activity

Boosted on Apr 18
Audience: India: Chandigarh, 18 - 55
By Shrey Kapoor · Completed

View Results

👍 Rajt Gurjar, Gulshad Khan and 138 others · 20 Comments · 1 Share

Like Comment Share

Show Announcement

Relo Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (I) · April 20 at 6:22pm · 🌐

After a super successful Vintage and Classic Car Show, presenting the first ever Auto Mall show at #VRPunjab Mall! 20-22 April! Do visit to check out the amazing cars and bikes on display from #BMW #Audi #Jeep #Toyota #Volkswagen #Suzuki #Kawasaki #IndianMotorcycles! #automal2018 VR Punjab

Auto Mall at VR Punjab
Public · Hosted by Relo Quick Auto Mall

Interested Going

April 20 – April 22
Apr 20 at 11 AM to Apr 22 at 9 PM

VR Punjab
Kt 21, Mohali, India 160055

Show Map

Event Page

Relo Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (I) · April 20 at 6:22pm · 🌐

After a super successful Vintage and Classic Car Show, presenting the first ever Auto Mall show at #VRPunjab Mall! 20-22 April! Do visit to check out the amazing cars and bikes on display from #BMW #Audi #Jeep #Toyota #Volkswagen #Suzuki #Kawasaki #IndianMotorcycles! #automal2018 VR Punjab

Auto Mall at VR Punjab
Public · Hosted by Relo Quick Auto Mall

Interested Going

April 20 – April 22
Apr 20 at 11 AM to Apr 22 at 9 PM

VR Punjab
Kt 21, Mohali, India 160055

Show Map

3,936 people reached

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Boosted on Apr 20
Audience: India: Chandigarh, 16 - 55
By Shrey Kapoor · Completed

View Results

👍 Aman Singh, Aman Keri and 237 others · 2 Shares

Like Comment Share

Show Commencement

Relo Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (I) · 15 hrs · Mohali · 🌐

It's a Full House here at VR Punjab Mall's 1st ever Auto Mall! Crowds rushing in to experience the beautiful models on display! #automal2018

Auto Mall at VR Punjab
Public · Hosted by Relo Quick Auto Mall

Interested Going

April 20 – April 22
Apr 20 at 11 AM to Apr 22 at 9 PM

VR Punjab
Kt 21, Mohali, India 160055

Show Map

3,072 people reached

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Audience: India: Chandigarh, 18 - 55
By Shrey Kapoor · Finishes today

View Results

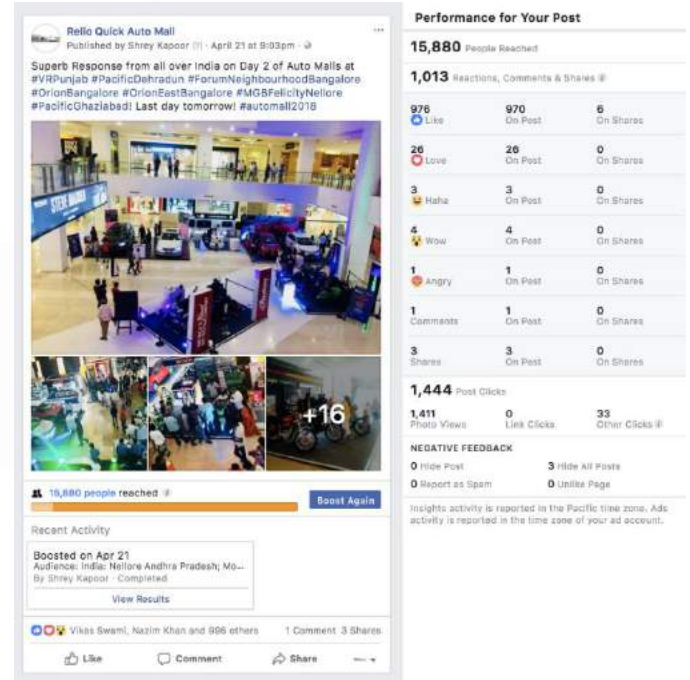
👍 Sahil Sharma, Sharma Diya and 191 others · 1 Share

During the Show

Show Posts – Auto Mall FB & Instagram Handles



2000+ likes on Instagram Post



Pan India Posts

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (1) · April 21 at 4:13pm · Mohali · 🇮🇳

Showingcase #Audi A4, A6 and Q6 at Auto Mall, #VRPunjab Mall, 20-22 April. Visit to try out the exciting features, book a test drive and avail offers! #automall2018



SHOWCASING AUDI

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1,870 people reached

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View Results

Shikhar Srivastav, Rajesh Dhiman and 277 others

Relio Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (1) · April 21 at 4:30pm · Mohali · 🇮🇳

Showingcase #BMW at Auto Mall, #VRPunjab Mall, 20-22 April. Visit to experience the models on display! #automall2018



SHOWCASING

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1,776 people reached

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Shikhar Srivastav, Rajesh Dhiman and 277 others

Relio Quick Auto Mall
Published by Shrey Kapoor (1) · April 21 at 4:30pm · 🇮🇳

Showingcase #Yaris at Auto Mall, #VRPunjab Mall, 20-22 April. Visit to try out the exciting features of this much awaited model! #automall2018



SHOWCASING YARIS

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716 people reached

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By Shrey Kapoor · Completed

View Results

Surendra Kumar, Shikhar Srivastav and 228 others

Like Comment Share

Relio Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (1) · April 21 at 4:30pm · Mohali · 🇮🇳

Showingcase #Skoda Superb and Rapid at Auto Mall, #VRPunjab Mall, 20-22 April. Visit to try out the exciting features and avail offers! #automall2018



SHOWCASING SKODA

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936 people reached

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Recent Activity

Boosted on Apr 21
Audience: India, Chandigarh, 16 - 55
By Shrey Kapoor · Completed

View Results

Camille Germinel, Karen Karen and 375 others

2 Comments

Relio Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (1) · April 21 at 4:30pm · Mohali · 🇮🇳

Showingcase #Kawasaki at Auto Mall, #VRPunjab Mall, 20-22 April. Visit to try out the stunning bikes on display! #automall2018



SHOWCASING KAWASAKI

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1,923 people reached

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By Shrey Kapoor · Completed

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Shikhar Srivastav, Surendra Kumar and 422 others

Like Comment Share

Boosted on Apr 21
Audience: India, Chandigarh, 16 - 55
By Shrey Kapoor · Completed

View Results

Shikhar Srivastav, Ansh Pathak and 50 others

Relio Quick Auto Mall is at VR Punjab.
Published by Shrey Kapoor (1) · April 21 at 4:30pm · Mohali · 🇮🇳

Showingcase #Jeep at Auto Mall, #VRPunjab Mall, 20-22 April. Visit to try out the exciting features, book a test drive and avail offers! #automall2018



SHOWCASING JEEP

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CHANGEMAKE SHARAD ROAD

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161 people reached

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Boosted on Apr 21
Audience: India, Chandigarh, 16 - 55
By Shrey Kapoor · Completed

View Results

Shikhar Srivastav, Ansh Pathak and 50 others

Promotions by Mall – SMS / Social Media

SMS Blast to 1 lac+ database of Mall:

Come check out your dream machine amongst luxury cars and bikes that are on display at VR Punjab Chandigarh Kharar road, April 20-22. www.vrpunjab.com

VR Punjab added an event.
April 20 at 11:04pm · 🌐

The Auto-Expo at VR Punjab is showcasing some of the best luxury cars and bikes under one roof. Come and get a first-hand feel of these dream machines from Audi, BMW, Volkswagen, Renault, Isuzu, Tata, Toyota, Jeep, Kawasaki and Indian to name a few.



APR 22 Auto Expo
Apr 21 - Apr 22 · VR Punjab · Mohali
245 people interested

👍 Like 💬 Comment

72

Event Page

VR Punjab
April 21 at 11:00am · 🌐

The Dream Machines at Auto Expo April 20-22, at #VRPunjab. Live the Dream.
Stay updated with upcoming events, register now:
<https://bit.ly/2ISSQIT>

#cars #events #chandigarh #mohali #punjab #bmw #mercedes #hotwheels



www.vrpunjab.com

4.9K Views

Video with ~5000 views

VR Punjab
Yesterday at 10:36am · 🌐

Watch your heart race as you check out these lean machines designed to take you on a ride. The moment you set your eyes on these stunning vehicles at VR Punjab, we promise you will want to take them home. So head to the Auto Expo at VR Punjab today.
Stay updated with upcoming events, register now:
<https://bit.ly/2ISSQIT>



www.vrpunjab.com

👍 Like 💬 Comment ➦ Share

1.9K Most Relevant

Write a comment...

View 1 comment

VR Punjab
April 21 at 10:40am · 🌐

Check out some phenomenal two and four wheelers that are urban legends in the making. Do not miss the showcase of some of the latest luxury bikes and cars to hit the road. Zip across to VR Punjab between today and tomorrow to meet these beauties.
Stay updated with upcoming events, register now:
<https://bit.ly/2ISSQIT>



www.vrpunjab.com

👍 Like 💬 Comment ➦ Share

1.5K Most Relevant

Write a comment...

Blinder Singh Bahal #hubbaal J
Likes · Reply · 10

Karan Singh Nice
Like · Reply · 10

4-5 Regular Posts with 1000+ likes on each!

Event Glimpses


Audi
Chandigarh



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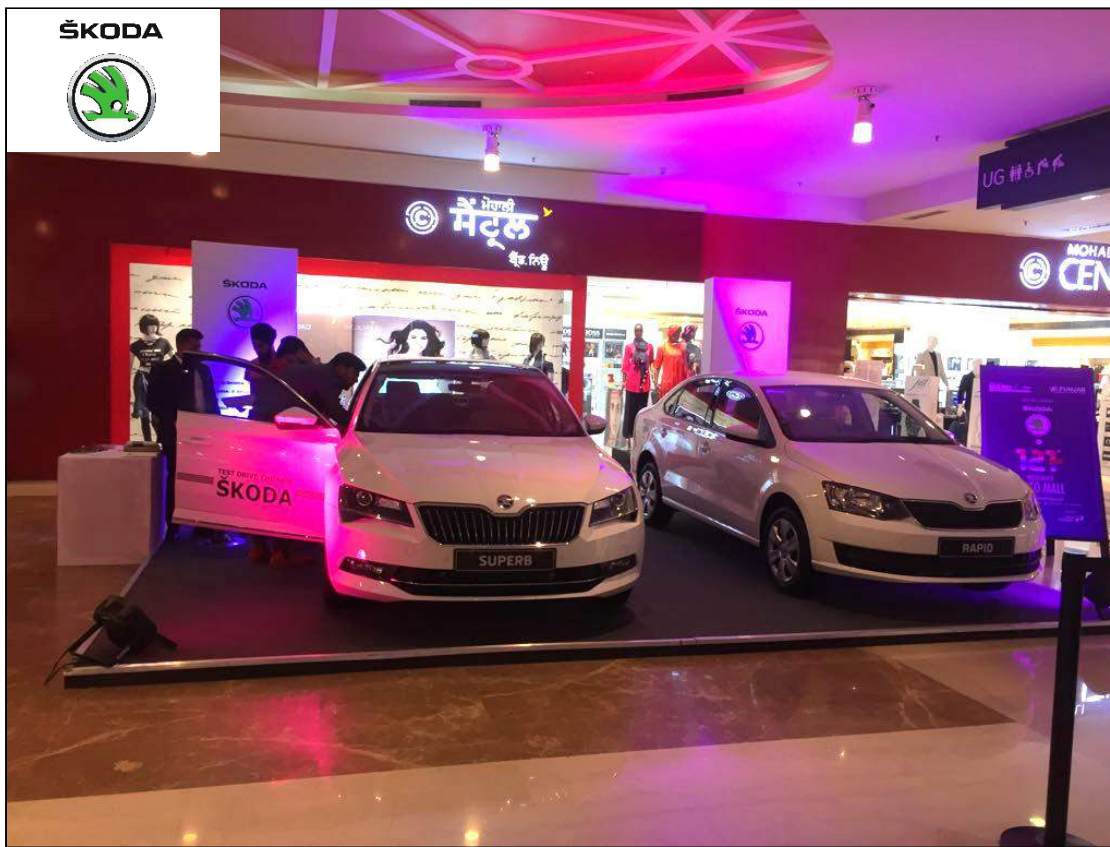


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ŠKODA



VR PUNJAB
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20 - 22 April 18

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20 - 22 April 18

VR PUNJAB
CHANDIGARH KHARAR ROAD





Kawasaki



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20 - 22 April 18

VR PUNJAB
CHANDIGARH KHARAR ROAD

Indian
MOTORCYCLE



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VR PUNJAB
CHANDIGARH KHARAR ROAD
20 - 22 April 18

VR PUNJAB
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THANK YOU