



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 Neighbourhood Mall,
Bangalore

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 @ Forum Neighbourhood Mall: 20th – 22nd April 18 – Event Synopsis

After the Grand Success of Relio Quick Auto Mall Season 1 in Jan' 2018
Relio Quick Auto Mall Season 2 @ Forum Neighbourhood Mall was organized from **April 20 – 22, 2018.**

Top 4 leading automobile brands participated
TATA MOTORS, VOLKSWAGEN, TVS, ROYAL ENFIELD

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

Auto Mall @ Forum Neighbourhood Mall showcased automobiles for all budgets.

All the brands put together generated over **180+ Hot Enquires, 350+ Enquires,** and

Over 1+ Lakh people visited Forum Mall, during Auto Mall event weekend.



FORUM
Neighbourhood Mall
FRIENDS. FAMILY. FUN
20 - 22 April 18





FORUM
Neighbourhood Mall
FRIENDS. FAMILY. FUN
20 - 22 April 18

DISCOVER.
CONNECT. EXPERIENCE.

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem  |  **CELEBRATIONS**
Authorized IP Manager - Bangalore

TATA MOTORS
Connecting Aspirations



Volkswagen



**ROYAL
ENFIELD**

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 4 days 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
DISCOVER THE NEW WORLD OF AUTOMOBILES

FORUM

VISIT
AUTO

FORUM
Neighbourhood Mall
PUNE: FAMILY.COM

20 - 22 April 18

DISCOVER.
CONNECT. EXPERIENCE.

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i /automall_india | y /automallindia

A VENTURE OF
RelioQuick

IP MANAGED BY
Team stratagem | **CELEBRATIONS**
2018 - 2019

Event Promotion – On Ground Branding

RelioQuick AUTO MALL
FORUM Neighbourhood Mall
SHOWCASING
Volkswagen
124th
RELIO QUICK AUTO MALL
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RelioQuick AUTO MALL
FORUM Neighbourhood Mall
SHOWCASING
TVS
124th
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FB Page Engagement – Last 7 Days

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

Relio Quick Auto Mall
Published by Shrey Kapoor (T) · April 18 at 5:43pm · 🌐

Hello Bengaluru! Auto Mall is coming to town so get ready to Discover.Connect.Experience the latest car and bike models! #automall2018

FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
20 - 22 April 18
DISCOVER

14,534 people reached

Boost Again

Recent Activity

Boosted on Apr 18
Audience: India: Bangalore Karnataka, 16 - 55
By Shrey Kapoor · Completed

View Results

👍👍👍 Yash Agrawal, Sunil Adru and 712 others · 1 Comment · 2 Shares

👍 Like · 💬 Comment · ➦ Share

Show Announcement

Relio Quick Auto Mall
Published by Shrey Kapoor (T) · April 20 at 1:47pm · Whitefield · 🌐

#Bengaluru! Visit Auto Mall at Forum Neighbourhood Mall this weekend to check out the latest models on display from #TataMotors #Volkswagen #TVS #RoyalEnfield! 20-22 April! #automall2018

FORUM
Neighbourhood Mall
FRIENDS.FAMILY.FUN
20 - 22 April 18
DISCOVER. CONNECT. EXPERIENCE.

Apr 20 Auto Mall at Forum Neighbourhood
Public · Hosted by Relio Quick Auto Mall

★ Interested ✓ Going

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

📍 Forum Neighbourhood Mall
white field, Whitefield, Karnataka, India 560006

Show Map

Event Page

Relio Quick Auto Mall is at Forum Neighbourhood Mall.
Published by Shrey Kapoor (T) · April 20 at 1:47pm · Whitefield · 🌐

#Bengaluru! Visit Auto Mall at Forum Neighbourhood Mall this weekend to check out the latest models on display from #TataMotors #Volkswagen #TVS #RoyalEnfield! 20-22 April! #automall2018

14,534 people reached

Boost Again

Recent Activity

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

View Results

👍👍👍 Chandru Chandru, Cherry Rider and 1,2K others · 1 Share

Show Commencement

Performance for Your Post

14,534 People Reached

1,222 Reactions, Comments & Shares

1,192 Like	1,191 On Post	1 On Shares
23 Love	23 On Post	0 On Shares
1 Ha ha	1 On Post	0 On Shares
5 Wow	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

1,358 Post Clicks

1,325 Photo Views	0 Link Clicks	33 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Show Posts – Auto Mall FB & Instagram Handles



Promoted Instagram Post



Relio Quick Auto Mall
Published by Shrey Kapoor (1) · Apr 21 at 9:03pm · 🌐

Superb Response from all over India on Day 2 of Auto Malls at #VRPunjab #PacificDehradun #ForumNeighbourhoodBangalore #OrionBangalore #OrionEastBangalore #MGBFelicityNellore #PacificGhaziabad! Last day tomorrow! #automall2018

15,880 people reached 🎯

Boosted on Apr 21
Audience: India: Nellore Andhra Pradesh; Mo...
By Shrey Kapoor · Completed

View Results

👍🗨️🔗 Vikas Swami, Nazim Khan and 996 others · 1 Comment · 3 Shares

👍🗨️🔗 Like Comment Share

Performance for Your Post

15,880 People Reached

1,013 Reactions, Comments & Shares 🎯

976	970	6
👍 Like	📄 On Post	🔗 On Shares
26	26	0
❤️ Love	📄 On Post	🔗 On Shares
3	3	0
😂 Haha	📄 On Post	🔗 On Shares
4	4	0
😞 Woe	📄 On Post	🔗 On Shares
1	1	0
😡 Angry	📄 On Post	🔗 On Shares
1	1	0
💬 Comments	📄 On Post	🔗 On Shares
3	3	0
📄 Shares	📄 On Post	🔗 On Shares
1,444 Post Clicks		
1,411	0	33
👁️ Photo Views	👉 Line Clicks	👈 Other Clicks 🎯

Pan India Posts

Brand Specific Posts – Auto Mall FB & Instagram Handles

Rello Quick Auto Mall is at Forum Neighbourhood Mall.
 Published by Shrey Kapoor [?] · April 21 at 7:11pm · Whitefield · 🌐

Showing #RoyalEnfield range at Auto Mall, #ForumNeighbourhood Mall, Bangalore, 20-22 April! Visit to try out the latest models on display and avail offers! #automall2018 Forum Neighbourhood Mall



1,855 people reached 🌐 [Boost Again](#)

Recent Activity

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

[View Results](#)

👍👍 Manu Ajure, Manju Bhai and 331 others · 1 Share

👍 Like 💬 Comment ➦ Share

Rello Quick Auto Mall is at Forum Neighbourhood Mall.
 Published by Shrey Kapoor [?] · April 21 at 7:12pm · Whitefield · 🌐

Showing #TataMotors at Auto Mall, #ForumNeighbourhood Mall, Bangalore, 20-22 April! Visit to try out the latest models on display and avail offers! #automall2018 Forum Neighbourhood Mall



1,382 people reached 🌐 [Boost Again](#)

Recent Activity

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

[View Results](#)

👍👍 Rajkumar Prajapati, Sunil Bhure Sunil and 304 others · 1 Share

👍 Like 💬 Comment ➦ Share

Rello Quick Auto Mall is at Forum Neighbourhood Mall.
 Published by Shrey Kapoor [?] · April 21 at 8:58pm · Whitefield · 🌐

Showing #TVS range at Auto Mall, #ForumNeighbourhood Mall, Bangalore, 20-22 April! Visit to try out the latest models on display and avail special offers! #automall2018



1,753 people reached 🌐 [Boost Again](#)

Recent Activity

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

[View Results](#)

👍👍 Punithhd Punithhd, Yagess Thnpa and 337 others · 1 Share

👍 Like 💬 Comment ➦ Share

Rello Quick Auto Mall is at Forum Neighbourhood Mall.
 Published by Shrey Kapoor [?] · April 21 at 7:09pm · Whitefield · 🌐

Showing #Volkswagen at Auto Mall, #ForumNeighbourhood Mall, Bangalore, 20-22 April! Visit to try out the latest models on display and avail offers! #automall2018 Forum Neighbourhood Mall



1,562 people reached 🌐 [Boost Again](#)

Recent Activity

Boosted on Apr 21
 Audience: India: Bangalore Karnataka, 16 - 65
 By Shrey Kapoor · Completed

[View Results](#)

👍👍 Parashu B Choori, Basavaraj R K and 374 others · 1 Share

👍 Like 💬 Comment ➦ Share

Promotions by Mall – Social Media

Forum Neighbourhood Mall
April 19 at 4:07pm · 🌐

Fasten your seat belts and let Forum Neighbourhood Mall drive you away on an spectacular Auto Show. Amazing brands guaranteed! #AutoMall #ForumNeighbourhoodMall



Forum Neighbourhood Mall
Shopping Mall

👍 Like 💬 Comment ➦ Share 🗉

👤 2
1 Share

Announcement

Forum Neighbourhood Mall
April 21 at 1:40pm · 🌐

Visit #ForumNeighbourhoodMall this weekend to check out the latest models on display from #TataMotors #Volkswagen #TVS #RoyalEnfield! #AutoMall2018.



👍 Like 💬 Comment ➦ Share 🗉

👤 8
2 Shares

Glimpses from Show



Event Glimpses



TATA MOTORS
Connecting Aspirations



20.04.18



21.04.18



22.04.18

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



FORUM
Neighbourhood Mall
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FORUM



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FORUM

THANK YOU