



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

RELIO QUICK AUTO MALL Season 7 @ Orion Mall Brigade Gateway, 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 @ Orion Mall: 20th – 22nd April 18 – Event Synopsis

After the Grand Success of Relio Quick Auto Mall Season 6 in Feb' 2018

Relio Quick Auto Mall Season 7 @ Orion Mall was organized from April 20 – 22, 2018.

Top 6 leading automobile brands participated

TATA MOTORS, VOLKSWAGEN, TVS, KTM, KROSS BIKES, ROYAL ENFIELD

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

Auto Mall @ Orion Mall showcased automobiles for all budgets.

All the brands put together generated over **185+ Hot Enquires, 500+ Enquires,** and

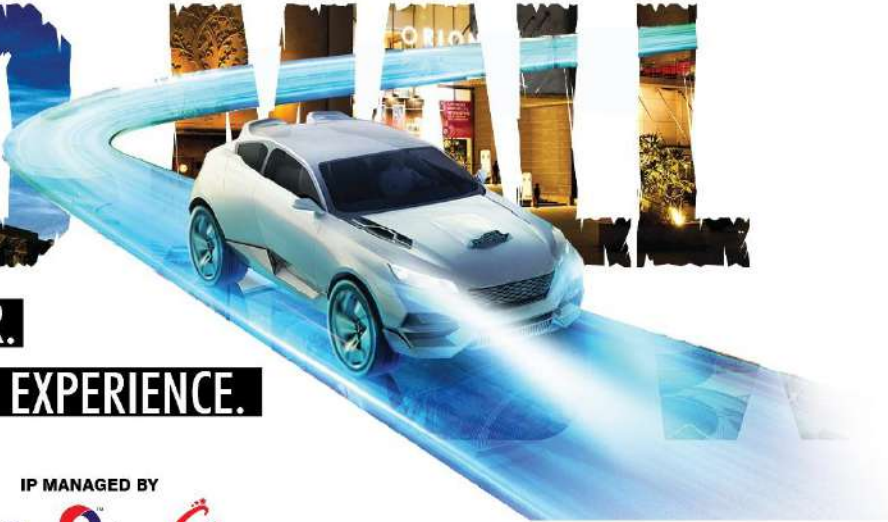
Over 1.25+ Lakh people visited Orion Mall, during Auto Mall event weekend.



Orion Mall
BRIGADE GATEWAY, BANGALORE
20 - 22 April 18



AUTO



ORION MALL
BRIGADE GATEWAY, BANGALORE
20 - 22 April 18

DISCOVER.

CONNECT. EXPERIENCE.

A VENTURE OF
RelioQuick™

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

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
MALL AT BRIGADE GATEWAY

ORION
MALL AT BRIGADE GATEWAY

VISIT
AUTO

ORION MALL
BRIGADE GATEWAY, BANGALORE
20 - 22 April 18

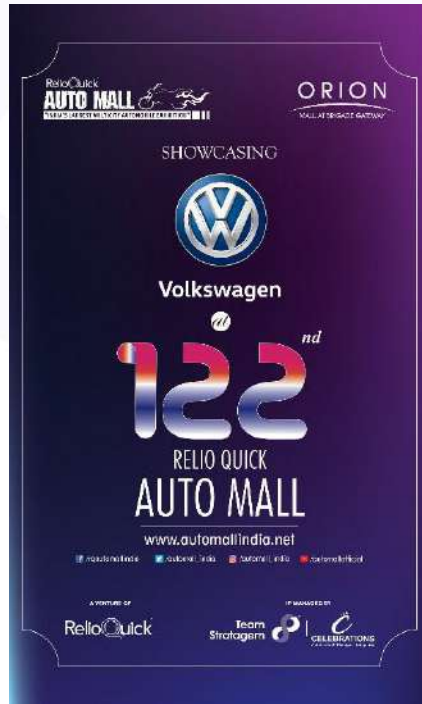
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A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem
CELEBRATIONS
MALL AT BRIGADE GATEWAY

Event Promotion – On Ground Branding












Event Promotion – On Ground Branding



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 is at Orion Mall Brigade Gateway.
Published by Shrey Kapoor (1) · April 16 at 6:09pm · 4

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



ORION MALL
BRIGADE GATEWAY, BANGALORE
20 - 22 April 18

DISCOVER.
CONNECT. EXPERIENCE.

www.orionmalls.net

3,145 people reached

Boost Again

Recent Activity

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

View Results

1 Comment 1 Share

Show Announcement

Relio Quick AUTO MALL

ORION MALL AT BRIGADE GATEWAY

VISIT
AUTO MALL

ORION GATEWAY
20 - 22 April 18

DISCOVER.
CONNECT. EXPERIENCE.

APR 20
Auto Mall at Orion Gateway
Public · Hosted by Relio Quick Auto Mall

Tanya Dhankani invited you

Interested Going Ignore


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

Orion Mall
26/1, Brigade Gateway Enclave, Dr. Rajkumar Road, Bangaloo... Show Map

Event Page

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (1) · April 20 at 5:30pm · Bangalore · 6

#Bangalore! Visit #OrionMall this weekend to catch the amazing cars and bikes on display by Auto Mall! #Volkswagen #TataMotors #KTM #RoyalEnfield #TVS #KrossBikes! #automall2018



10,771 people reached

Boost Again

Recent Activity

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

View Results

2 Comments 2 Shares

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles



Instagram Posts



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 Like	970 On Post	6 On Shares
26 Love	26 On Post	0 On Shares
3 Haha	3 On Post	0 On Shares
4 Wow	4 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

1,444 Post Clicks

1,411 Photo Views 0 Link Clicks 33 Other Clicks 🎯

NEGATIVE FEEDBACK

0 Hide Post 3 Hide All Posts

0 Report as Spam 0 Unlink Page

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

Pan India Posts

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Orion Mall.
Published by Sheeja Kapoor on April 21 at 8:25am · Bangalore · 0

Showcasing #volkswagen at Auto Mall, #OrionMall, #Bangalore, 20-22 April. Visit to try out the latest models on display and avail special offers! #automal2018

1,154 people reached

Recent Activity

Boosted on Apr 21
Audience: India, Bangalore Karnataka, 18-55
By Sheeja Kapoor · Completed

View Results

0 Likes, 0 Shares, 0 Comments and 0 other comments · 1 Comment

Relio Quick Auto Mall is at Orion Mall.
Published by Sheeja Kapoor on April 21 at 8:24am · Bangalore · 0

Showcasing #krossbikes at Auto Mall, #OrionMall, #Bangalore, 20-22 April. Visit to try out the latest models on display and avail special offers! #automal2018

1,129 people reached

Recent Activity

Boosted on Apr 21
Audience: India, Bangalore Karnataka, 18-55
By Sheeja Kapoor · Completed

View Results

0 Likes, 0 Shares, 0 Comments and 0 other comments · 0 Comments · 1 Share

Relio Quick Auto Mall is at Orion Mall.
Published by Sheeja Kapoor on April 21 at 8:24pm · Bangalore · 0

Showcasing #nixon at Auto Mall, #OrionMall, #Bangalore, 20-22 April. Visit to try out the latest models on display and avail special offers! #automal2018

111 people reached

Recent Activity

Boosted on Apr 21
Audience: India, Bangalore Karnataka, 18-55
By Sheeja Kapoor · Completed

View Results

0 Likes, 0 Shares, 0 Comments and 0 other comments · 0 Comments

Relio Quick Auto Mall is at Orion Mall.
Published by Sheeja Kapoor on April 21 at 8:24pm · Bangalore · 0

Showcasing #TVS at Auto Mall, #OrionMall, #Bangalore, 20-22 April. Visit to try out the latest models on display and avail special offers! #automal2018

1,478 people reached

Recent Activity

Boosted on Apr 21
Audience: India, Bangalore Karnataka, 18-50
By Sheeja Kapoor · Completed

View Results

0 Likes, 0 Shares, 0 Comments and 0 other comments · 2 Shares

Relio Quick Auto Mall is at Orion Mall.
Published by Sheeja Kapoor on April 21 at 8:25am · Bangalore · 0

Showcasing #royalenfield at Auto Mall, #OrionMall, #Bangalore, 20-22 April. Visit to try out the latest models on display and avail special offers! #automal2018

1,082 people reached

Recent Activity

Boosted on Apr 21
Audience: India, Bangalore Karnataka, 18-55
By Sheeja Kapoor · Completed

View Results

0 Likes, 0 Shares, 0 Comments and 0 other comments · 1 Share

Relio Quick Auto Mall is at Orion Mall.
Published by Sheeja Kapoor on April 21 at 8:25am · Bangalore · 0

Showcasing #ktm at Auto Mall, #OrionMall, #Bangalore, 20-22 April. Visit to try out the latest models on display and avail special offers! #automal2018

1,700 people reached

Recent Activity

Boosted on Apr 21
Audience: India, Bangalore Karnataka, 18-55
By Sheeja Kapoor · Completed

View Results

0 Likes, 0 Shares, 0 Comments and 0 other comments · 1 Share

Event Glimpses

TATA MOTORS
Connecting Aspirations



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



Orion Mall
BRIGADE GATEWAY, BANGALORE
20 - 22 April 18

ORION
MALL AT BRIGADE GATEWAY



Volkswagen

AVAILABLE AT
FOSSIL RETAIL STORE
#G 18, GROUND FLOOR

FOSSIL.COM



20.04.18



21.04.18



22.04.18



Orion Mall
BRIGADE GATEWAY, BANGALORE
20 - 22 April 18





ROYAL ENFIELD



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



Orion Mall
BRIGADE GATEWAY, BANGALORE
20 - 22 April 18

ORION
MALL AT BRIGADE GATEWAY



THANK YOU