



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 3 @ Orion East 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 @ Orion East Mall: 20th – 22nd April 18 – Event Synopsis

After the Grand Success of Relio Quick Auto Mall Season 2 in February 2017
Relio Quick Auto Mall Season 3 @ Orion East Mall was organized from April 20 – 22, 2018.

Top 3 leading automobile brands participated
TATA MOTORS, VOLKSWAGEN, KTM

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.
Auto Mall @ Orion East Mall showcased automobiles for all budgets.

All the brands put together generated over **150+ Hot Enquires, 400+ Enquires,** and

Over 90K+ people visited Orion East Mall, during Auto Mall event weekend.



MGB
FELICITY MALL, NELLORE
20 - 22 April 18





ORION EAST MALL
BANGALORE

20 - 22 April 18

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Team
Stratagem




CELEBRATIONS
Authorized IP Manager - Bangalore

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

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

ORION
EAST

AUTO MALL

ORION EAST MALL
BANGALORE

20 - 22 April 18

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www.auto mallindia.net

Facebook: /auto mallindia, /automall_india
Twitter: @automall_india, @automallindia

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Team Stratagem | **CELEBRATIONS**

Event Promotion – On Ground Branding

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ORION
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SHOWCASING

Volkswagen

123rd

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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 is at Orion East Mall.
Published by Shrey Kapoor [?] · April 16 at 6:42pm · Bangalore ·

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



ORION EAST MALL
BANGALORE
20 - 22 April 18

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www.automallindia.net
#tataindia #ktm #volkswagen

1,782 people reached

Boost Again

Recent Activity

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

View Results

Geetinder Gobind, Enrique Jason and 286 others

Show Announcement

Relio Quick AUTO MALL

ORION EAST

VISIT

AUTO MALL

ORION EAST BANGALORE
20 - 22 April 18

DISCOVER.
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APR 20
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 East Mall
No:10/34, Banaswadi Main Road, Banaswadi Layout, Maruth... Show Map

Event Page

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor [?] · April 20 at 4:01pm · Bangalore ·

Check out the latest models from #TataMotors #KTM and #Volkswagen at Auto Mall, #OrionEast Mall, #Bangalore!! 20-22 April! #automall2018



10,562 people reached

Boost Again

Recent Activity

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

View Results

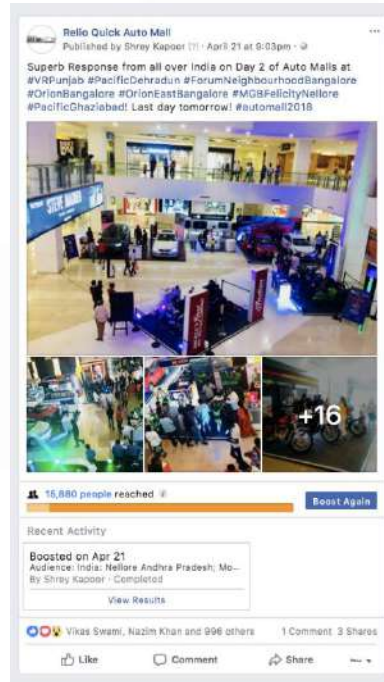
1.3K 1 Comment 3 Shares

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles



Instagram Post



Pan India Posts

Performance for Your Post

15,880 People Reached

1,013 Reactions, Comments & Shares

Reaction	Count	On Post	On Shares
Like	976	970	6
Love	26	26	0
Haha	3	3	0
Wow	4	4	0
Angry	1	1	0
Comments	1	1	0
Shares	3	3	0

1,444 Post Clicks

Click Type	Count
Photo Views	1,411
Link Clicks	0
Other Clicks	33

NEGATIVE FEEDBACK

- Hide Post
- Report as Spam
- Hide All Posts
- Unlink Page

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

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor [?] · April 21 at 8:39pm · Bangalore ·

Showcasing #TataMotors at Auto Mall, #OrionEastMall, #Bangalore, 20-22 April! Visit to try out the latest models on display and avail special offers! #automall2018

Relio Quick AUTO MALL ORION EAST

SHOWCASING TATA NEXON

AUTO MALL DISCOVER. CONNECT. EXPERIENCE

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1,290 people reached Boost Again

Recent Activity

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

View Results

Kake Jamail, Nageshu B and 349 others

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor [?] · April 21 at 8:38pm · Bangalore ·

Showcasing #Volkswagen at Auto Mall, #OrionEastMall, #Bangalore, 20-22 April! Visit to try out the latest models on display and avail special offers! #automall2018

Relio Quick AUTO MALL ORION EAST

SHOWCASING VOLKSWAGEN

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1,444 people reached Boost Again

Recent Activity

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

View Results

Mushtaq Siddiqui, Jeremy Falcon and 331 others 1 Comment

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor [?] · April 21 at 8:39pm · Bangalore ·

Showcasing #KTM at Auto Mall, #OrionEastMall, #Bangalore, 20-22 April! Visit to try out the latest models on display and avail special offers! #automall2018

Relio Quick AUTO MALL ORION EAST

SHOWCASING KTM

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RelioQuick 20 - 22 April 18

IF MANAGED BY Team Stratagem

2,172 people reached Boost Again

Recent Activity

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

View Results

Md Muzzammil, Darling Chiru and 354 others




Promotions by Mall – Social Media

Orion East Mall
April 19 at 10:20am · 🌐

April 20th-22nd Auto Mall auto show will be at the Orion East Mall!
😊👍

Come see the newly launched 4 wheel and 2 wheel models here at the Orion East Mall!



ORION EAST MALL
BANGALORE
20 - 22 April 18

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www.automallindia.net
#automallindia #automallindia #automallindia

Like Comment Share

FB & Instagram Page

Event Glimpses



Volkswagen



20.04.18



21.04.18



22.04.18



ORION EAST MALL
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20 - 22 April 18





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THANK YOU