



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

RELIO QUICK AUTO MALL@ Pacific Mall, Dehradun

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 @ Pacific Mall, Dehradun : 20th – 22nd April 18 – Event Synopsis

After the Grand Success of Auto Mall Season 3 in Feb' 2018

Relio Quick Auto Mall Season 4 @ Pacific Mall was organized from April 20 – 22, 2018.

Top 11 leading automobile brands participated

BMW, JLR, NEXA, TOYOTA, VOLVO, VOLKSWAGEN, INDIAN BIKES, KAWASAKI, TRIUMPH, HERO, KTM

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

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

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



Pacific Mall
DEHRADUN
20 - 22 April 18



AUTO

PACIFIC MALL
DEHRADUN

20 - 22 April 18

DISCOVER.

CONNECT. EXPERIENCE.



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Team
Stratagem 



Sheer
Driving Pleasure



NEXA



TOYOTA

VOLVO



Volkswagen

Indian
MOTORCYCLE

Kawasaki

TRIUMPH 

Hero

KTM

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
THE FIRST AUTO SHOW EXPERIENCE

Pacific
THE SPIRIT OF DEHRADUN

VISIT
AUTO MALL

PACIFIC MALL
DEHRADUN
20 - 22 April 18

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@automallindia | #automallindia
@relioquick | #relioquick

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Team
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Pre Event Promotion – On Ground Branding



Event Promotion – On Ground Branding

RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

TOYOTA **YARIS**

126th

RELIO QUICK AUTO MALL

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RelioQuick Team Stratagem

RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

BMW

126th

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RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

VOLVO

126th

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RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

NEXA

126th

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Event Promotion – On Ground Branding

RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

TRIUMPH

126th

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RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

Indian MOTORCYCLE

126th

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RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

Kawasaki

126th

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RelioQuick AUTO MALL THE SPIRIT OF DEHRADUN

SHOWCASING

KTM

126th

RELIO QUICK AUTO MALL








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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 Pacific Mall - The Spirit of Dehradun.
Published by Shrey Kapoor (T) · April 18 at 5:49pm · Dehra Dun · 🇮🇳
Hello #Dehradun! Pacific Mall is the place to be this weekend! Auto Mall is coming to town so get ready to Discover.Connect.Experience the latest car and bike models! #automall2018

VISIT
AUTO MALL
DISCOVER. CONNECT. EXPERIENCE.

PACIFIC MALL DEHRADUN
20 - 22 April 18

3,019 people reached

Boosted on Apr 18
Audience: India · Dehra Dun Uttarakhand, 16 --
By Shrey Kapoor · Completed

View Results

Whiteson Om Prakash, Vignan Doss In and 698 others · 1 Comment

Show Announcement

VISIT
AUTO MALL
DISCOVER. CONNECT. EXPERIENCE.

PACIFIC MALL DEHRADUN
20 - 22 April 18

APR 20
Auto Mall at Pacific Dehradun
Public · Hosted by Relio Quick Auto Mall

★ Interested ✓ Going

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

Pacific Mall - The Spirit of Dehradun
Pacific Mall, Rajpur Road, Dehra Dun, India 248006

Event Page

Relio Quick Auto Mall
Published by Shrey Kapoor (T) · April 20 at 8:23pm · Instagram · 🇮🇳

Hey #Dehradun! Auto Mall is back in town with 11 car and bike brands displaying an amazing collection! Visit this weekend 20-22 April! #automall2018 #autoshow #carsandbikes @ Pacific Mall - The Spirit of Dehradun

11,366 people reached

Boosted on Apr 20
Audience: India · Dehra Dun Uttarakhand, 16 --
By Shrey Kapoor · Completed

View Results

690 · 8 Comments 3 Shares

Show Commencement

3:19 · 4G

Post

automall_india

View Insights · Promote

43 likes

automall_india Catch the all new #Toyota #Yaris on display this weekend at Auto Malls near you! - Pacific Mall #Dehradun, Pacific Mall #Kausambi, VR Punjab Mall Mohali! #automall2018

2 DAYS AGO

2 · 1

During the Show

Show Posts – Auto Mall FB & Instagram Handles



Instagram Post



Relio Quick! Auto Mall
Published by Shrey Kapoor (11 · 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 🎯

Boost Again

Recent Activity

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
😮 Wow	📄 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 Photo Views · 0 Link Clicks · 33 Other Clicks 🎯

NEGATIVE FEEDBACK

🔍 Hide Post · 🚫 Hide All Posts

🚫 Report as Spam · 🗑️ 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 Pacific Mall – The Spirit of Dehradun.
 Published by Shrey Kapoor (1) · April 21 at 8:52pm · Dehra Dun · 14

Showing #Nixa at Auto Mall, #PacificMall, #Dehradun, 20-22 April! Visit to try out the latest models on display and avail special offers! #automall2018

SHOWCASING BALENO

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PACIFIC MALL
 DEHRADUN
 20 - 22 April 18

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1,688 people reached

Recent Activity

Boosted on Apr 21
 Audience: India: Dehra Dun Uttarakhand, 16 --
 By Shrey Kapoor · Completed

Sunny Rastogi, Lucky Sou and 433 others

Relio Quick Auto Mall is at Pacific Mall – The Spirit of Dehradun.
 Published by Shrey Kapoor (1) · April 21 at 8:47pm · Dehra Dun · 14

Showing #VolvoCars at Auto Mall, #PacificMall, #Dehradun, 20-22 April! Visit to try out the latest models on display and avail special offers! #automall2018

SHOWCASING VOLVO

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 DEHRADUN
 20 - 22 April 18

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1,791 people reached

Recent Activity

Boosted on Apr 21
 Audience: India: Dehra Dun Uttarakhand, 16 --
 By Shrey Kapoor · Completed

Sunny Rastogi, Rohit Chugh and 300 others

Relio Quick Auto Mall is at Pacific Mall – The Spirit of Dehradun.
 Published by Shrey Kapoor (1) · April 21 at 9:10pm · Dehra Dun · 14

Showing #Triumph at Auto Mall, #Pacific Mall, Dehradun, 20-22 April! Visit to try out the amazing models on display! #automall2018

SHOWCASING TRIUMPH

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 DEHRADUN
 20 - 22 April 18

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372 people reached

Recent Activity

Boosted on Apr 21
 Audience: India: Dehra Dun Uttarakhand, 16 --
 By Shrey Kapoor · Completed

Shikhar Srivastava, Aman Taak and 34 others

Relio Quick Auto Mall is at Pacific Mall – The Spirit of Dehradun.
 Published by Shrey Kapoor (1) · April 21 at 5:34pm · Dehra Dun · 14

Showing #Kawasaki at Auto Mall, #Pacific Mall, Dehradun, 20-22 April! Visit to try out the stunning models on display! #automall2018

SHOWCASING KAWASAKI

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PACIFIC MALL
 DEHRADUN
 20 - 22 April 18

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2,099 people reached

Recent Activity

Boosted on Apr 21
 Audience: India: Dehra Dun Uttarakhand, 16 --
 By Shrey Kapoor · Completed

Mukesh Punjith Mukesh Punjith, Shikhar Srivastava and 452 others

Relio Quick Auto Mall is at Pacific Mall – The Spirit of Dehradun.
 Published by Shrey Kapoor (1) · April 21 at 5:22pm · Dehra Dun · 14

Showing #Hero at Auto Mall, #Pacific Mall, Dehradun, 20-22 April! Visit to try out the latest models on display and avail offers! #automall2018

SHOWCASING HERO

AUTO MALL
 DISCOVER. CONNECT. EXPERIENCE

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PACIFIC MALL
 DEHRADUN
 20 - 22 April 18

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 Team Stratagem

1,666 people reached

Recent Activity

Boosted on Apr 21
 Audience: India: Dehra Dun Uttarakhand, 16 --
 By Shrey Kapoor · Completed

Suraj Bharti Bhatti, Shikhar Srivastava and 443 others

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.
 Published by Shrey Kapoor (7) · April 21 at 5:15pm · Dehra Dun · 🇮🇳
 Showcasing #BMW at Auto Mall, #Pacific Mall, Dehradun, 20-22 April! Visit to try out the exciting features of the models on display! #automall2018

3,954 people reached

Boost Again

Recent Activity
 Boosted on Apr 21
 Audience: India · Dehra Dun Uttarakhand, 16 ...
 By Shrey Kapoor · Completed

View Results

👍👍👍 Sajje Naja, Shikhar Srivastav and 480 others · 1 Share

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.
 Published by Shrey Kapoor (7) · April 21 at 9:30pm · Dehra Dun · 🇮🇳

Showcasing #RangeRover at Auto Mall, #Pacific Mall, Dehradun, 20-22 April! Visit to try out the exciting features of the model on display! #automall2018

2,197 people reached

Boost Again

Recent Activity
 Boosted on Apr 21
 Audience: India · Dehra Dun Uttarakhand, 16 ...
 By Shrey Kapoor · Completed

View Results

👍👍👍 Gautav Rajwar, Shikhar Srivastav and 450 others

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.
 Published by Shrey Kapoor (7) · April 21 at 6:32pm · Dehra Dun · 🇮🇳

Showcasing Toyota #Yaris at Auto Mall, #Pacific Mall, Dehradun, 20-22 April! Visit to try out the exciting features of this much awaited model on display! #automall2018

1,562 people reached

Boost Again

Recent Activity
 Boosted on Apr 21
 Audience: India · Dehra Dun Uttarakhand, 16 ...
 By Shrey Kapoor · Completed

View Results

👍👍👍 Anil Dhanda(ay), Shikhar Srivastav and 445 others

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.
 Published by Shrey Kapoor (7) · April 18 at 9:11pm · Dehra Dun · 🇮🇳

Showcasing #Volkswagen at Auto Mall, 20th-22nd April, Pacific Mall, #Dehradun! #automall2018

1,418 people reached

Boost Again

Recent Activity
 Boosted on Apr 18
 Audience: India · Dehra Dun Uttarakhand, 18 ...
 By Shrey Kapoor · Completed

View Results

👍👍👍 Mayank Kaushik, Manoj Kumar (Manoj) Kumar and 407 others

Promotions by Mall - Social Media

Pacific Mall - The Spirit of Dehradun
April 20 at 11:00am · 🌐

Experience India's Largest Multicity Automobile Exhibition from 20th April to 22nd April only at Pacific mall, Dehradun. #PacificDoon




Like Comment Share

13

1 Share

Pacific Mall - The Spirit of Dehradun
22 hrs · 🌐

Take a look at the grand affair. Make a visit today at Pacific Mall, Dehradun. #PacificDoon



Like Comment Share

53

Write a comment...

Event Glimpses



Volkswagen



20.04.18



21.04.18



22.04.18



Pacific Mall
DEHRADUN
20 - 22 April 18



Kawasaki



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

AUTO



Pacific Mall
DEHRADUN

20 - 22 April 18

Pacific
THE SPIRIT OF
DEHRADUN

Indian
MOTORCYCLE



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

AUTO

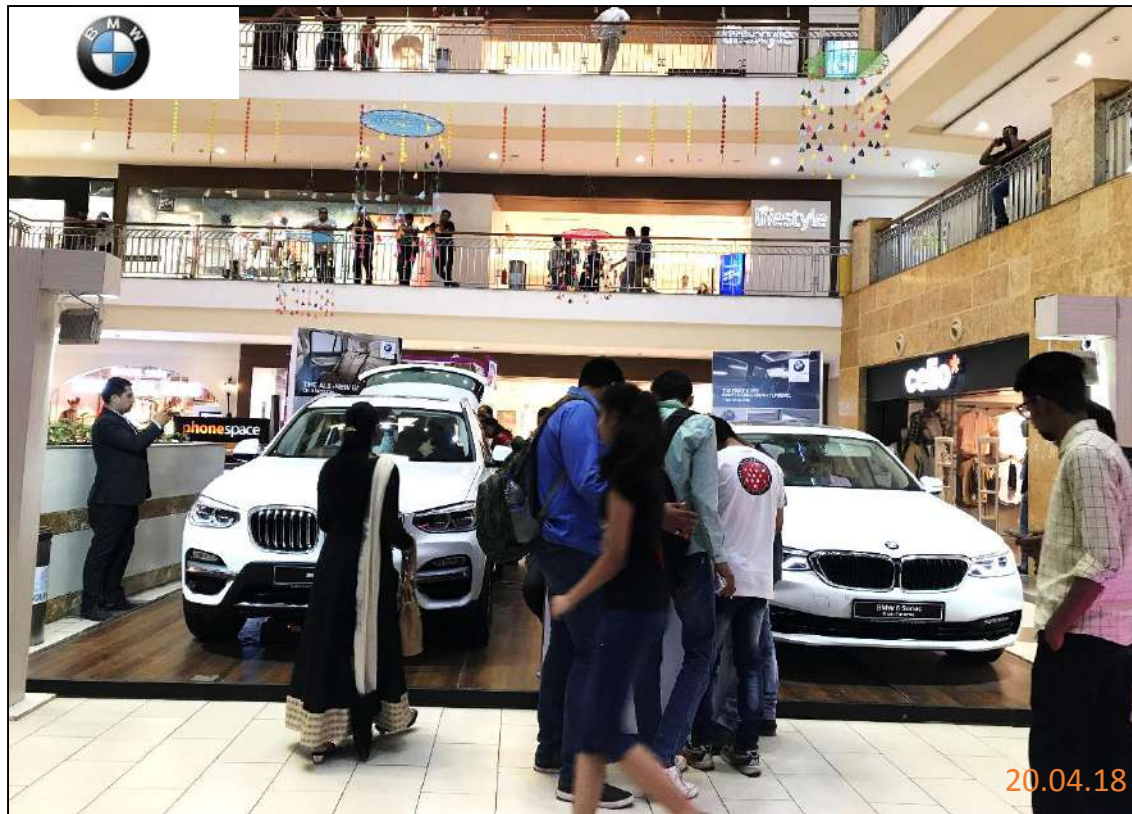


Pacific Mall
DEHRADUN

20 - 22 April 18

Pacific
THE SPIRIT OF
DEHRADUN





RelioQuick
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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

AUTO



Pacific Mall
DEHRADUN
20 - 22 April 18





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AUTO



Pacific Mall
 DEHRADUN
 20 - 22 April 18

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Pacific Mall
DEHRADUN
20 - 22 April 18



NEXA



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AUTO



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20 - 22 April 18

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TRIUMPH 



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THANK YOU