



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, Kaushambi, GZB

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

*Team Stratagem is the authorized agency to manage and execute RQ Auto Mall IP

Relio Quick Auto Mall @ Pacific Mall: 20th – 22nd April 18 – Event Synopsis

After the Grand Success of Auto Mall Season 2 in Feb' 2018

Relio Quick Auto Mall Season 3 @ Pacific Mall was organized from April 20 – 22, 2018.

**Top 3 leading automobile brands participated
VOLKSWAGEN, TOYOTA YARIS, KROSS BIKES**

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 130+ Hot Enquires, 400+ Enquires, and



Pacific Mall
KAUSHAMBI, GHAZIABAD
20 - 22 April 18



AUTO

PACIFIC MALL
KAUSHAMBI, GHAZIABAD
20 - 22 April 18

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RelioQuick™

IP MANAGED BY

Team
Stratagem 



**KROSS
BIKES**

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

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Pacific.

VISIT
AUTO MALL

PACIFIC MALL
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20 - 22 April 18

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Event Promotion – On Ground Branding

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SHOWCASING

Volkswagen

125th

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SHOWCASING

TOYOTA
YARIS

125th

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














IP MANAGED BY

Team Stratagem

FB Page Engagement – Last 7 Days

Higher Facebook Page Engagement than CarDekho, Zigwheels!

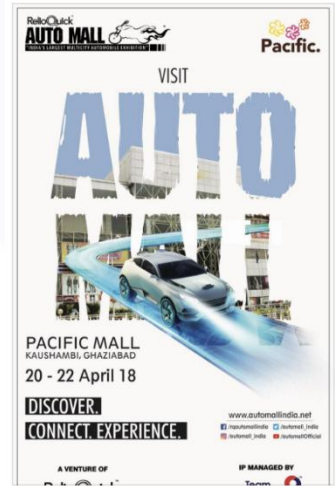
More than 4 times the engagement of next player in Auto Shows!

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,Kaushambi, Ghaziabad.
 Published by Shrey Kapoor (?) · April 16 at 5:46pm · Ghaziabad · 🌐

Hello Ghaziabad! 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



2,738 people reached # Boost Again

Recent Activity

Boosted on Apr 16
 Audience: India: Ghaziabad Uttar Pradesh, 16...
 By Shrey Kapoor · Completed
 View Results

👍👍 Piyush Kumar, Kasjm Khan and 637 others 1 Comment

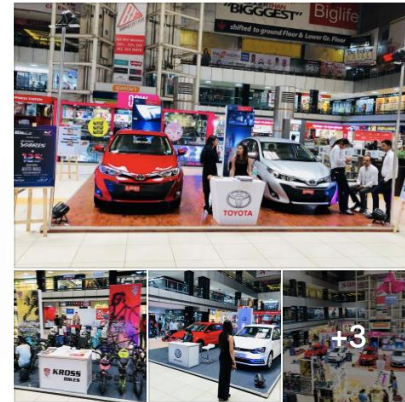
Show Announcement

Relio Quick AUTO MALL
 VISIT AUTO MALL
 Pacific Mall, Kaushambi, Ghaziabad
 Discover. Connect. Experience.
 APR 20 Auto Mall at Pacific Ghaziabad
 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, Kaushambi, Ghaziabad
 Pacific Mall, Near Anand Vihar ISBT, Ghaziabad, India 201010 Show Map

Event Page

Relio Quick Auto Mall is at Pacific Mall,Kaushambi, Ghaziabad.
 Published by Shrey Kapoor (?) · April 20 at 1:36pm · Ghaziabad · 🌐

Visit Auto Mall at Pacific Mall Kaushambi this weekend 20-22 April and check out the all new #Toyota Yaris, the latest models from #Volkswagen and a wide range of #Kross Bikes on display! #automall2018



7,900 people reached # Boost Again

Recent Activity

Boosted on Apr 20
 Audience: India: Ghaziabad Uttar Pradesh, 16...
 By Shrey Kapoor · Completed
 View Results

👍👍 595 2 Comments 1 Share
 👍 Like 💬 Comment 🔄 Share

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles



Instagram Post



Relio Quick Auto Mall
Published by Shrey Kapoor · April 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

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 Unlike Page

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

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

Pan India Posts

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall
Published by Shrey Kapoor [?] · April 21 at 4:28pm · 🌐

Showcasing #Volkswagen at Auto Mall, #Pacific Mall, Kaushambi, 20-22 April! Visit to try out the exciting features, book a test drive and avail exciting offers for corporates! #automall2018

1,288 people reached 🌐 [Boost Again](#)

Recent Activity

Boosted on Apr 21
Audience: India: Ghaziabad Uttar Pradesh, 16...
By Shrey Kapoor · Completed

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👍 Shikhar Srivastav, Sonu Yadav and 301 others

1 Share

Relio Quick Auto Mall is at Pacific Mall, Kaushambi, Ghaziabad.
Published by Shrey Kapoor [?] · April 21 at 4:27pm · Ghaziabad · 🌐

Showcasing #KrossBikes at Auto Mall, #Pacific Mall Kaushambi 20-22 April! Visit to try out the bike models and avail offers! #automall2018

844 people reached 🌐 [Boost Again](#)

Recent Activity

Boosted on Apr 21
Audience: India: Ghaziabad Uttar Pradesh, 16...
By Shrey Kapoor · Completed

[View Results](#)

👍 Vikas Verma, Shikhar Srivastav and 231 others

1 Share

👍 Like 💬 Comment ➦ Share

Relio Quick Auto Mall is at Pacific Mall, Kaushambi, Ghaziabad.
Published by Shrey Kapoor [?] · April 21 at 4:32pm · Ghaziabad · 🌐

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

1,051 people reached 🌐 [Boost Again](#)

Recent Activity

Boosted on Apr 21
Audience: India: Ghaziabad Uttar Pradesh, 16...
By Shrey Kapoor · Completed

[View Results](#)

👍 Shikhar Srivastav, Nazim Khan and 275 others

1 Comment

👍 Like 💬 Comment ➦ Share

Event Glimpses



20.04.18



21.04.18



22.04.18

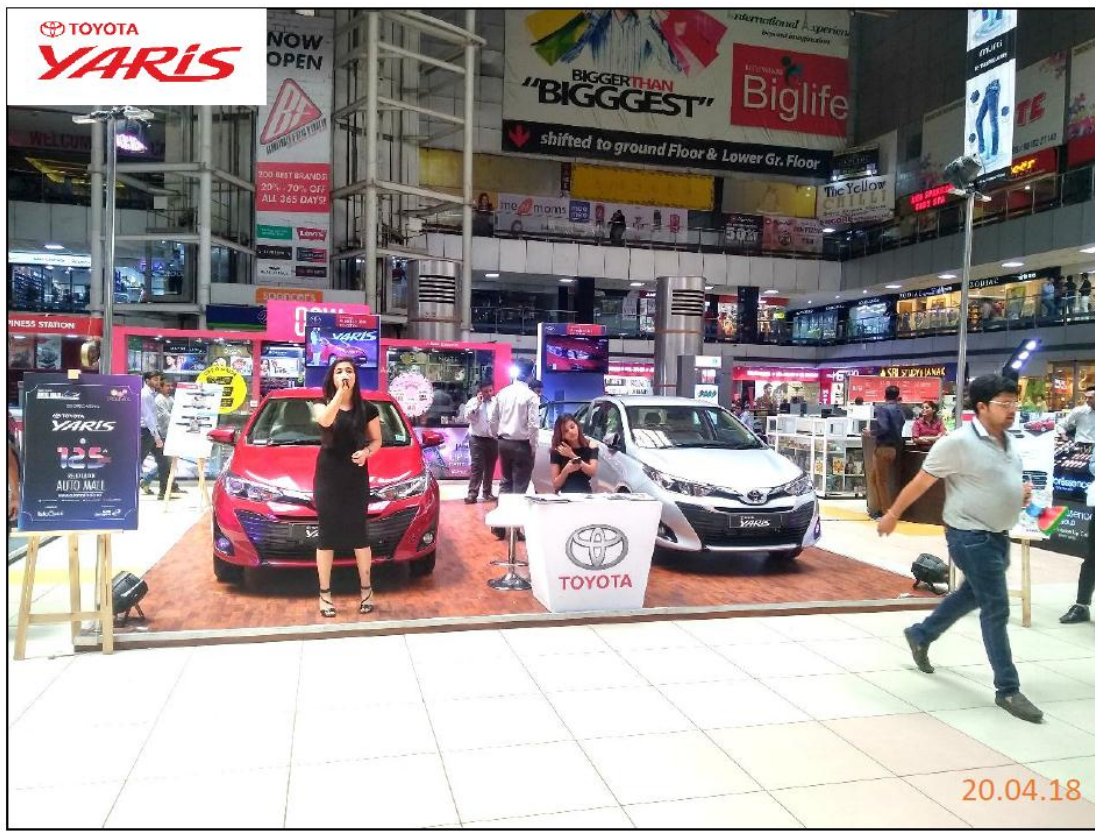
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AUTO



Pacific Mall
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 20 - 22 April 18


Pacific.

THANK YOU