

Our New Identity



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

RELIO QUICK AUTO MALL@
VR, Punjab
(Exclusive Vintage & Classic
Car Show)

31st March – 1st April'18

ABOUT US

We create a seamless blend of **Online** & **Offline**

BRAND EXPERIENCES

On one hand, Digital Channels are taking over all other mediums of marketing. They're much more measurable and people are opening up to brands online like never before.

At the same time, On-Ground Experiences are getting bigger and better, with the use of latest technologies like AR/VR and improving quality of design and execution. Consumers want their brands to be more than just twitter handles!

Team Stratagem identifies strongly with this convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.



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

ABOUT AutoMall

- **Auto Mall** is an IP (Intellectual Property) of RQ managed by Stratagem Business Consulting
- The first Auto Mall was launched in Delhi in 2002. Encouraged by participation from leading car and two wheeler manufacturers, OEMs, auto finance and insurance companies, Auto Mall became an business epicenter which provided opportunities to industry players to showcase their products and services. For visitors, it was a great platform to find various products under the one roof.
- Over the years Auto Mall has become India's Largest Multicity Automobile Exhibition in India covering cities Delhi, Chandigarh, Ludhiana, Mumbai, Ahmedabad, Bangalore and Chennai covering 3000 sq m to 10,000 sq m of space in an indoor venue or built up outdoor venues.

Relio Quick Auto Mall @ VR, Punjab: 31st MAR' & 1st APR' 18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised from 31 Mar' & 1 Apr' 18 @ VR, Punjab

The objective was to make the mall visitors Experience [Vintage](#) & [Classic](#) Cars from the mid-20th Century!

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and VR, Punjab there was a huge turnout of enthusiasts to visit the show. Additionally, thousands of regular mall visitors thronged the car models on display to get their pictures clicked with the attractive cars.

The models present in the show were:

Chevrolet Fleetmaster (1948), Citroen(1938), Dodge Kingsway (1957), Ford Tourer (1932), Morris Minor (1964), Austin 8 (1938), Austing Summerset (1952), MG TC (1948), Plymouth Savoy (1957), Chevrolet (1960) BISCYANE

**FALL IN LOVE
WITH VINTAGE
BEAUTIES...**



*Exclusive Vintage &
Classic Car Show*

31ST MARCH & 1ST APRIL

A VENTURE OF

RelioQuick

IP MANAGED BY

Team
Stratagem




AGUS
Authorised IP Manager
PB, HR & Chandigarh

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



*Exclusive Vintage &
Classic Car Show*

31ST MARCH - 1ST APRIL



Pre Event Promotion – Print Ad.

Tribune LIFE+STYLE
Lifestyle Magazine

Glitterati 3

Nostalgia lane
Kids movies to watch with Tiger Shreeff again

Gangster material?

SAJILI

Water Park Ka Mistle Mela

VR PUNJAB
CHANDIGARH KHARAR ROAD

**CLASSIC OLD CARS.
CLASSY NEW BRANDS.**

Now Open

Coming Soon

CHANDIGARH KHARAR ROAD HP 171001 | INDIA 140001 | [f / VRPunjab](#) [t / VR_Punjab](#) [i / VR_Punjab](#) [www.vrpunjab.com](#)

Event Promotion – On Line

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Exclusive Vintage & Classic Car Show' and is scheduled for 31st March and 1st April. The event description reads: 'Fall in love, with vintage beauties! Visit #Vintage & #Classic #Car Show by Relio Quick Auto Mall this weekend at VR Punjab! #vintagecars #classiccarshow #vrpunjab #automall2018'. The event has 102,046 likes and 101,393 people reached. The event image features a red classic car and the text 'FALL IN LOVE WITH VINTAGE BEAUTIES... Exclusive Vintage & Classic Car Show 31ST MARCH & 1ST APRIL'. The event is sponsored by RelioQuick and VR PUNJAB. The page also shows a 'Boost Unavailable' button and a list of people who liked the event, including Bhanat Saini, Yogesh Goswami, and 131 others.

Event Promotion – On Line



Exclusive Vintage &
Classic Car Show

31ST MARCH - 1ST APRIL



Event Promotion – On Line



*Exclusive Vintage &
Classic Car Show*

31ST MARCH - 1ST APRIL



Event Promotion – On Line

Relio Quick Auto Mall is at VR Punjab.
Published by Manish Gupta · March 30 at 8:19pm · Mohali ·

Showcasing Citroen (1938)
at Relio Quick Auto Mall #VR Punjab 31st March & 1st April #VintageCars
#ClassicCarShow #AutoMall2015

FALL IN LOVE WITH VINTAGE BEAUTIES... CITROEN (1938)

Exclusive Vintage & Classic Car Show
31ST MARCH & 1ST APRIL

A VENTURE OF RelioQuick | TEAM STRATAGEM | AGUS

Relio Quick Auto Mall
Event

330 people reached

Like Comment Share

Ujjwal Das, Sanjeev Tiwari and 5 others

Community: Vishrat Wadhwa or have checked in 102,046 people like 101,393 people follow

About: D11 4506 6521 | Typically replies in Send Message | http://www.aurora.com | Event | Suggest Edits

Pages liked by this Page: Events With Friends, radiant - Radiant - Radiant, Manpower

Relio Quick Auto Mall is at VR Punjab.
Published by Manish Gupta · March 30 at 8:18pm · Mohali ·

Showcasing Chevrolet Fleetmaster (1948)
at Relio Quick Auto Mall #VR Punjab 31st March & 1st April #VintageCars
#ClassicCarShow #AutoMall2015

FALL IN LOVE WITH VINTAGE BEAUTIES... CHEVROLET FLEETMASTER (1948)

Exclusive Vintage & Classic Car Show
31ST MARCH & 1ST APRIL

A VENTURE OF RelioQuick | TEAM STRATAGEM | AGUS

Relio Quick Auto Mall
Event

227 people reached

Like Comment Share

Mahans Rippaldeep Singh, Abhijeet Ghani and 5 others

Community: Vishrat Wadhwa or have checked in 102,046 people like 101,393 people follow

About: D11 4506 6521 | Typically replies in Send Message | http://www.aurora.com | Event | Suggest Edits

Pages liked by this Page: Events With Friends, radiant - Radiant - Radiant, Manpower

Event Promotion – On Line



Event Promotion – On Line

Relio Quick Auto Mall is at VR Punjab
Published by Manish Gupta (7) · March 30 at 6:13pm · Mohali

Showing Austin 8 (1938)
at Relio Quick Auto Mall, VR Punjab 31st March & 1st April #VintageCars
#ClassicCarShow #AutoMall2018

FALL IN LOVE WITH VINTAGE BEAUTIES... **AUSTIN 8 (1938)**

Exclusive Vintage & Classic Car Show
31ST MARCH & 1ST APRIL

A VENTURE OF RelioQuick
MANAGED BY Team Stratagem I AGUS

Relio Quick Auto Mall
Event

155 people reached

Like Comment Share

Shikhar Sitawat and 4 others

Community

Visit VR Punjab or have checked in

102,046 people like this

101,393 people checked in

About

D11 4508 68

Typically respond within 1 hour

http://www.reliomall.com

Event

Suggest Edit

Pages liked by this page

Event

radio

Manish Gupta

English (UK)

Relio Quick Auto Mall is at VR Punjab
Published by Manish Gupta (7) · March 30 at 6:11pm · Mohali

Showing MG - TC (1948)
at Relio Quick Auto Mall, VR Punjab 31st March & 1st April #VintageCars
#ClassicCarShow #AutoMall2018

FALL IN LOVE WITH VINTAGE BEAUTIES... **MG - TC (1948)**

Exclusive Vintage & Classic Car Show
31ST MARCH & 1ST APRIL

A VENTURE OF RelioQuick
MANAGED BY Team Stratagem I AGUS

Relio Quick Auto Mall
Event

389 people reached

Like Comment Share

Sandip Kapoor and 1 other

1 share

Our Story

AutoMall India is India's most Comprehensive auto ground Touch & Feel

+ Finish your story to your business.

Page Tips

Know Friends Who Invite friends to like and help you connect

See All Pages

71% response rate Reply more to fans

102K likes · 61K fans · Shantibu Jha is in

101K follows

See Pages Feed Posts from Pages

15 users here

2,116 post reach

Community

Visit VR Punjab or have checked in

102,046 people like this

Invite Friends

Live Happenings

Relio Quick Auto Mall added 13 new photos — at VR Punjab

Published by Shrey Kapoor · March 31 at 4:52pm · Malwa

This weekend, fall in love with vintage beauties! Visit VR Punjab and experience the Vintage & Classic Car Show by Relio Quick Auto Mall #vintage #classic #automall2018

17,706 people reached

Boosted on Mar 31
Audience: India, Chandigarh, 19 - 55
By Shrey Kapoor · Completed

Like Comment Share

18 Shares



Exclusive Vintage & Classic Car Show

31ST MARCH - 1ST APRIL

VR PUNJAB
CHANDIGARH KHARAR ROAD

Event Glimpses



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

*Exclusive Vintage &
Classic Car Show*

31ST MARCH - 1ST APRIL

VR PUNJAB
CHANDIGARH KHARAR ROAD



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

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31ST MARCH - 1ST APRIL

VR PUNJAB
CHANDIGARH KHARAR ROAD











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

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Classic Car Show*

31ST MARCH - 1ST APRIL

VR PUNJAB
CHANDIGARH KHARAR ROAD





ReltoQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" III

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31ST MARCH - 1ST APRIL

VR PUNJAB
CHANDIGARH KHARAR ROAD





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

*Exclusive Vintage &
Classic Car Show*

31ST MARCH - 1ST APRIL

VR PUNJAB
CHANDIGARH KHARAR ROAD

THANK YOU