

## 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 @**  
The Great India Place & Gardens  
Galleria, Noida

**18 – 20 May18**

# 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



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# Relio Quick Auto Mall

131 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 131 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 @ The Great India Place : 18th – 20th May 18 – Event Synopsis

**Relio Quick Auto Mall Season 1 @The Great India Place & Garden Galleria was organized from May 18 – 20, 2018.**

**Top 8 leading automobile brands participated  
FORD, JLR, MERCEDES, TOYOTA, HONDA BIKES, KAWASAKI, KROSS BIKES, TRIUMPH**

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.  
Auto Mall @ **The Great India Place & Garden Galleria** showcased automobiles for all budgets.

All the brands put together generated over **200+ Hot Enquires, 600+ Enquires**, and  
Over **1.15+ Lakh** people visited The Grate India Place, during Auto Mall event weekend.



THE GREAT INDIA  
PLACE, NOIDA  
18-20 May 18

DIGITAL MEDIA PARTNER

**AUTOPORTAL**

VENUE PARTNER

**The Great India Place** |   
ENTERTAINMENT CITY | NOIDA



**DISCOVER. CONNECT. EXPERIENCE**

**THE GREAT INDIA PLACE**  
NOIDA  
**18 -20 May 18**

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RelioQuick™

IP MANAGED BY

Team Stratagem 



Mercedes-Benz  
The best or nothing.



**Kawasaki**



**KROSS**  
BIKES

**TRIUMPH**

## Event Glimpses

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# Pre Event Promotion – On Ground Branding

RelioQuick  
**AUTO MALL**  
INDIA'S LARGEST MULTI-CITY AUTOMOBILE SHOWS

The Great India Place  
Gardens Galleria  
ENTERTAINMENT CITY | NOIDA

HELLO NOIDA!  
VISIT

**AUTO MALL**

THE GREAT INDIA PLACE  
NOIDA  
18 - 20 May 18

**DISCOVER.  
CONNECT. EXPERIENCE.**

www.automallindia.net  
#automallindia #automall\_india  
/automall\_india /automallOfficial

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Team Stratagem

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**AUTOPORTAL**

VENUE PARTNER :  
The Great India Place  
Gardens Galleria  
ENTERTAINMENT CITY | NOIDA



# Event Promotion – On Ground Branding



THE GREAT INDIA PLACE, NOIDA  
18 -20 May 18

DIGITAL MEDIA PARTNER



VENUE PARTNER





# Event Promotion – On Ground Branding



THE GREAT INDIA  
PLACE, NOIDA  
18 -20 May 18

DIGITAL MEDIA PARTNER



VENUE PARTNER



# Autoportal.com as Digital Media Partner



## 2 lakh+ Additional Impressions from:

1. Banner Ad on Homepage of Autoportal.com
2. Mailers to local Autoportal Database
3. Facebook Posts by Autoportal

# Auto Mall FB Page Engagement

High Facebook Page *Targeted Reach & Engagement* around show dates



### Post Engagements

May 13 - May 19

**35,077**

Post Engagement ▲54%



# Show Posts – Auto Mall FB & Instagram Handles

Relo Quick Auto Mall is at The Great India Place.  
Published by Shrey Kapoor · May 18 at 11:04am · Noida

Auto Mall comes to #Noida! Visit The Great India Place & Gardens Galleria Noida - 18-20 May to experience the latest cars and bikes on display! #automal2018

**1,971** people reached

Boost Again

Show Announcement

Relo Quick **AUTO MALL** VISIT

**DISCOVER THE LATEST EXPERIENCE**

**18** Auto Mall at GIP and Gardens Galleria Noida

Public · Hosted by Relo Quick Auto Mall

Interested · Going

May 18 - May 20  
May 18 at 11:04 to May 20 at 5:02 PM

The Great India Place  
F5B 18-A-2, Sector 31 A, Entertainment City, Noida, India 201302

About · Decorate

Event Page

Relo Quick Auto Mall is at The Great India Place.  
Published by Shrey Kapoor · May 18 at 11:04am · Noida

Auto Mall comes to #Noida! Visit The Great India Place & Gardens Galleria Noida - 18-20 May to experience the latest cars and bikes on display! #automal2018

**2,022** people reached

Boost Again

### Performance for Your Post

0 People Reached

412 Reactions, Comments & Shares

406 Like 806 Go Post 0 On Shares

2 Love 2 On Post 0 On Shares

2 Wow 2 On Post 0 On Shares

2 Comments 2 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

0 Post Clicks 0 Link Clicks 0 Other Clicks

0 Photo Views 0 Like Clicks 0 Other Clicks

0 Post Shares 0 Hide All Posts

0 Post in Profile 0 Link Page

0 Report as Spam

0 Report as Inappropriate

0 Report as Harassment

0 Report as Fake

0 Report as Spam

0 Report as Inappropriate

0 Report as Harassment

0 Report as Fake

0 Report as Spam

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0 Report as Fake

0 Report as Spam

0 Report as Inappropriate

0 Report as Harassment

0 Report as Fake

0 Report as Spam

0 Report as Inappropriate

0 Report as Harassment

Show Commencement

Relo Quick Auto Mall is at The Great India Place.  
Published by Shrey Kapoor · May 18 at 11:04am · Noida

Auto Mall comes to #Noida! Visit The Great India Place & Gardens Galleria Noida - 18-20 May to experience the latest cars and bikes on display! #automal2018

**1,967** people reached

Boost Again

# Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Great India Place  
 Published by Sirey Kapoor · May 18 at 11:02am · India · 🌐

Auto Mall comes to #Noida! Visit The Great India Place & Gardens Galleria Noida - 19-20 May to experience the latest cars and bikes on display! #AutoMall2018

**SHOWCASING TRIUMPH**

**Relio Quick AUTO MALL**  
 THE GREAT INDIA PLACE  
 NOIDA  
 18 - 20 MAY 18

1,572 people reached

Relio Quick Auto Mall is at The Great India Place  
 Published by Sirey Kapoor · May 18 at 11:02am · India · 🌐

Auto Mall comes to #Noida! Visit The Great India Place & Gardens Galleria Noida - 19-20 May to experience the latest cars and bikes on display! #AutoMall2018

**SHOWCASING FORD**

**Relio Quick AUTO MALL**  
 THE GREAT INDIA PLACE  
 NOIDA  
 18 - 20 MAY 18

1,720 people reached

Relio Quick Auto Mall is at The Great India Place  
 Published by Sirey Kapoor · May 18 at 11:02am · India · 🌐

#Noida! Planning to buy a Car or Bike? Visit Auto Mall this weekend 19-20 May at The Great India Place - Gardens Galleria Showcasing top car and bike brands like #Renault #Laguna #Lexus #Hyundai #Ford #Triumph #Kawasaki #Honda #BMW #Audi #RelioQuick2018

**Performance for Your Post**

8,262 People Reached

714 Reactions, Comments & Shares	0	0	0
Like	692	4	0
Love	6	0	0
Wow	4	1	0
Comment	2	0	0
Share	5	0	0
Post Clicks	0	40	0

NEGATIVE FEEDBACK

0 Hide Post  
 0 Report as Spam  
 0 Link Page

Reported status may be delayed from what appears on posts

6,252 people reached

Relio Quick Auto Mall is at The Great India Place  
 Published by Sirey Kapoor · May 18 at 11:02am · India · 🌐

Auto Mall comes to #Noida! Visit The Great India Place & Gardens Galleria Noida - 19-20 May to experience the latest cars and bikes on display! #AutoMall2018

**SHOWCASING YARIS**

**Relio Quick AUTO MALL**  
 THE GREAT INDIA PLACE  
 NOIDA  
 18 - 20 MAY 18

1,472 people reached

**Performance for Your Post**

0 People Reached

375 Reactions, Comments & Shares

374	374	0
Like	374	0
Love	1	0
Comment	0	0
Share	0	0
Post Clicks	0	0
Photo Views	0	0

NEGATIVE FEEDBACK

0 Hide Post  
 0 Report as Spam  
 0 Link Page

Reported status may be delayed from what appears on posts



# Brand Specific Posts – Auto Mall FB & Instagram Handles



RelioQuick AUTO MALL  
THE GREAT INDIA PLACE ENTERTAINMENT CITY | NOIDA

**SHOWCASING HONDA 2 WHEELERS**

Generation to generation  
**LOVE IS GROWING**  
Introducing the new  
**Active**



**AUTO MALL**  
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF THE GREAT INDIA PLACE NOIDA  
**18 - 20 MAY 18**

IP MANAGED BY Team Stratagem

DIGITAL MEDIA PARTNER: **AUTOPORTAL**

VENUE PARTNER: The Great India Place Entertainment City | Noida



RelioQuick AUTO MALL  
THE GREAT INDIA PLACE ENTERTAINMENT CITY | NOIDA

**SHOWCASING INDIAN**



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VENUE PARTNER: The Great India Place Entertainment City | Noida



RelioQuick AUTO MALL  
THE GREAT INDIA PLACE ENTERTAINMENT CITY | NOIDA

**SHOWCASING JLR**



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RelioQuick AUTO MALL  
THE GREAT INDIA PLACE ENTERTAINMENT CITY | NOIDA

**SHOWCASING KAWASAKI**



**AUTO MALL**  
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VENUE PARTNER: The Great India Place Entertainment City | Noida

# Brand Specific Posts – Auto Mall FB & Instagram Handles



RelioQuick  
**AUTO MALL**  
DISCOVER. CONNECT. EXPERIENCE.

**SHOWCASING KROSS**

THE GREAT INDIA PLACE  
NOIDA  
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Team Stratagem

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**AUTOPORTAL**

VENUE PARTNER:  
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ENTERTAINMENT CITY | NOIDA



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**AUTO MALL**  
DISCOVER. CONNECT. EXPERIENCE.

**SHOWCASING MERCEDES**

THE GREAT INDIA PLACE  
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**SHOWCASING TRIUMPH**

THE GREAT INDIA PLACE  
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18 - 20 MAY 18

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**SHOWCASING FORD**

THE GREAT INDIA PLACE  
NOIDA  
18 - 20 MAY 18

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Team Stratagem

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**AUTOPORTAL**

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The Great India Place  
ENTERTAINMENT CITY | NOIDA



**TRIUMPH** 



18.05.18

19.05.18

20.05.18

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

**AUTO MALL** 

DISCOVER. CONNECT. EXPERIENCE

THE GREAT INDIA  
PLACE, NOIDA  
18 -20 May 18

DIGITAL MEDIA PARTNER

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ENTERTAINMENT CITY | NOIDA



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THE GREAT INDIA  
 PLACE, NOIDA  
 18 -20 May 18

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THE GREAT INDIA  
 PLACE, NOIDA  
 18 -20 May 18

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 ENTERTAINMENT CITY | NOIDA



Gardens Galleria



18.05.18



19.05.18



20.05.18

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**Gardens Galleria**





TOYOTA



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**AUTO MALL**

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PLACE, NOIDA  
18-20 May 18

DIGITAL MEDIA PARTNER

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VENUE PARTNER

*The Great  
India Place*



ENTERTAINMENT CITY | NOIDA

**Kawasaki**



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



DISCOVER. CONNECT. EXPERIENCE

THE GREAT INDIA  
PLACE, NOIDA  
18 -20 May 18

DIGITAL MEDIA PARTNER

**AUTOPORTAL**

VENUE PARTNER

**The Great India Place** | Gardens Galleria  
ENTERTAINMENT CITY | NOIDA

**THANK YOU**