

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 @
Manyata Tech Park, Bangalore

14 – 15 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



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

Relio Quick Auto Mall

130 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 130 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 @ Manyata Tech Park, Bangalore : 14th – 15th May 18 – Event Synopsis

After the Grand Success of Auto Mall Season 1 in March' 2018
Relio Quick Auto Mall Season 2 @ Manyata Tech Park was organized from May 14 – 15, 2018.

**Top 8 leading automobile brands participated
HONDA, HYUNDAI, MERCEDES, TOYOTA, TVS, KTM, FORD, ROYAL ENFIELD**

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

All the brands put together generated over **200+ Hot Enquires, 600+ Enquires,** and
Over 1.5+ Lakh people visited Manyata Tech Park, during Auto Mall event weekend.



MANYATA TECH PARK
BANGALORE

14 & 15 May 18

MANYATA TECH PARK



MANYATA TECH PARK
BANGALORE

14 - 15 May 18

DISCOVER.

CONNECT. EXPERIENCE.

A VENTURE OF
RelioQuick™

IP MANAGED BY



HONDA



HYUNDAI



Mercedes-Benz



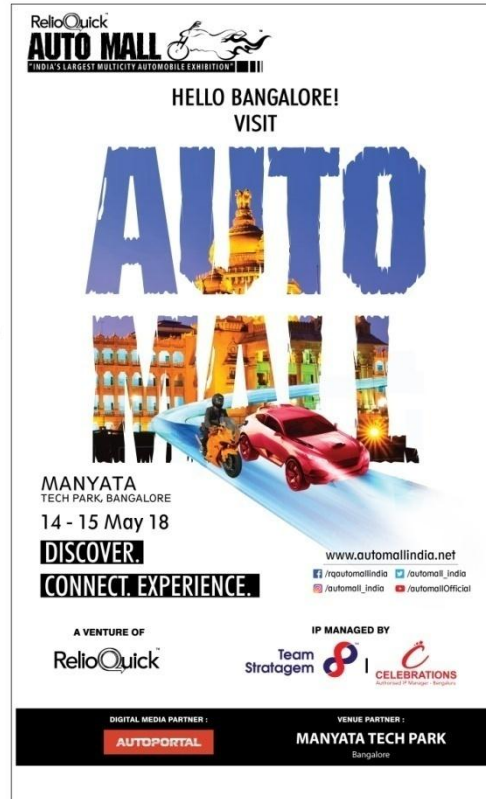
TOYOTA

**ROYAL
ENFIELD**



Event Glimpses

Pre Event Promotion – On Ground Branding



The poster features the 'RelioQuick AUTO MALL' logo at the top left, with the tagline 'INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION'. Below this, it says 'HELLO BANGALORE! VISIT' followed by the word 'AUTO' in large, blue, block letters. The letter 'O' in 'AUTO' is replaced by a night view of the Bangalore State Capitol building. Below the text is an illustration of a red sports car and a motorcycle on a blue ramp. At the bottom, it lists the location 'MANYATA TECH PARK, BANGALORE' and dates '14 - 15 May 18'. It includes a 'DISCOVER. CONNECT. EXPERIENCE.' slogan, a website 'www.automallindia.net', and social media handles for Facebook, Twitter, and Instagram. Logos for 'A VENTURE OF RelioQuick', 'IP MANAGED BY Team Stratagem | CELEBRATIONS', 'DIGITAL MEDIA PARTNER: AUTOPORTAL', and 'VENUE PARTNER: MANYATA TECH PARK Bangalore' are also present.

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

HELLO BANGALORE!
VISIT

AUTO

MANYATA
TECH PARK, BANGALORE
14 - 15 May 18

DISCOVER.
CONNECT. EXPERIENCE.

www.automallindia.net

[/relioformallindia](#) [/autonell_india](#)
[/automall_india](#) [/automallOfficial](#)

A VENTURE OF
RelioQuick

IP MANAGED BY
Team Stratagem | CELEBRATIONS

DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
MANYATA TECH PARK
Bangalore

Event Promotion – On Ground Branding



MANYATA TECH PARK
BANGALORE

14 & 15 May 18

MANYATA TECH PARK

Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING

Mercedes-Benz
The best or nothing.

130th

RELIO QUICK
AUTO MALL

www.automallindia.net

#reliquickindia #reliquick_india #reliquick_india #reliquickindia

A VENTURE OF **RelioQuick** | TEAM STRATAGEM | CELEBRATIONS

DIGITAL MEDIA PARTNER: **AUTOPORTAL** | VENUE PARTNER: **MANYATA TECH PARK** Bangalore

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING

ROYAL ENFIELD

130th

RELIO QUICK
AUTO MALL

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#reliquickindia #reliquick_india #reliquick_india #reliquickindia

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RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING

TVS

130th

RELIO QUICK
AUTO MALL

www.automallindia.net

#reliquickindia #reliquick_india #reliquick_india #reliquickindia

A VENTURE OF **RelioQuick** | TEAM STRATAGEM | CELEBRATIONS

DIGITAL MEDIA PARTNER: **AUTOPORTAL** | VENUE PARTNER: **MANYATA TECH PARK** Bangalore

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

SHOWCASING

TOYOTA

130th

RELIO QUICK
AUTO MALL

www.automallindia.net

#reliquickindia #reliquick_india #reliquick_india #reliquickindia

A VENTURE OF **RelioQuick** | TEAM STRATAGEM | CELEBRATIONS

DIGITAL MEDIA PARTNER: **AUTOPORTAL** | VENUE PARTNER: **MANYATA TECH PARK** Bangalore



MANYATA TECH PARK
BANGALORE

14 & 15 May 18

MANYATA TECH PARK

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



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at **Manyata Tech Park, Bengaluru**.
Published by Shrey Kapoor (7) · May 12 at 6:14pm · Bengaluru ·

Showing #Ford at Auto Mall, Manyata Tech Park, #Bangalore! Wide range of cars and bikes on display and special offers for corporates! 14-15 May! #automal2018

Relio Quick AUTO MALL MANYATA TECH PARK Bangalore

DISCOVER. CONNECT. EXPERIENCE

SHOWCASING FORD

AUTO MALL

DISCOVER. CONNECT. EXPERIENCE

MANYATA TECH PARK BANGALORE

14 - 15 MAY 18

Team Strategem CELEBRATIONS

RelioQuick DIGITAL MEDIA PARTNER: AUTOPORTAL VENUE PARTNER: MANYATA TECH PARK Bangalore

1,560 people reached [Boost Again](#)

Recent Activity

Boosted on May 12
Audience: India · Bangalore Karnataka, 16 - 55
By Shrey Kapoor · Completed

View Results

Like Comment Share

Kailash Devashi, Nisharh Nishu and 456 others

Relio Quick Auto Mall is at **Manyata Tech Park, Bengaluru**.
Published by Shrey Kapoor (7) · May 15 at 12:44pm · Bengaluru ·

The latest models of #Ford Cars on display at Auto Mall, Manyata Tech Park! Special offers for Corporates! 14-15 May! #automal2018

Relio Quick AUTO MALL VISIT

DISCOVER. CONNECT. EXPERIENCE

MAY 14 Auto Mall at Manyata Tech Park Bangalore
Public · Hosted by Relio Quick Auto Mall

Interested Going

May 14 – May 15
May 14 at 11 AM to May 15 at 8 PM

Manyata Tech Park, Bengaluru
MPAR building, Bengaluru, India 560045

About Discussion

Event Page

Relio Quick Auto Mall is at **Manyata Tech Park, Bengaluru**.
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Relio Quick AUTO MALL VISIT

DISCOVER. CONNECT. EXPERIENCE

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Public · Hosted by Relio Quick Auto Mall

Interested Going

May 14 – May 15
May 14 at 11 AM to May 15 at 8 PM

Manyata Tech Park, Bengaluru
MPAR building, Bengaluru, India 560045

About Discussion

Performance for Your Post

3,975 People Reached

789 Reactions, Comments & Shares

763 Like	760 On Post	3 On Shares
16 Love	16 On Post	0 On Shares
2 Haha	2 On Post	0 On Shares
5 Wow	5 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

85 Post Clicks

63 Photo Views	0 Link Clicks	22 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 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.

Recent Activity

Boosted on May 15
Audience: India · Bangalore Karnataka, 16 - 55
By Shrey Kapoor · Completed

View Results

Govinda Gowda, Praveen Gowda and 772 others 2 Shares

Like Comment Share

Show Commencement

Relio Quick Auto Mall is at **Manyata Tech Park, Bengaluru**.
Published by Shrey Kapoor (7) · May 15 at 12:42pm · Bengaluru ·

The latest models of #TVS on display at Auto Mall, Manyata Tech Park! Special offers for Corporates! 14-15 May! #automal2018

Relio Quick AUTO MALL VISIT

DISCOVER. CONNECT. EXPERIENCE

MAY 14 Auto Mall at Manyata Tech Park Bangalore
Public · Hosted by Relio Quick Auto Mall

Interested Going

May 14 – May 15
May 14 at 11 AM to May 15 at 8 PM

Manyata Tech Park, Bengaluru
MPAR building, Bengaluru, India 560045

About Discussion

Performance for Your Post

5,447 People Reached

645 Reactions, Comments & Shares

626 Like	626 On Post	0 On Shares
17 Love	17 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

340 Post Clicks

321 Photo Views	1 Link Clicks	18 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 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.

Recent Activity

Boosted on May 15
Audience: India · Bangalore Karnataka, 16 - 55
By Shrey Kapoor · Completed

View Results

Sharanth Pajjal, Shekar Rock and 635 others

Like Comment Share

Show Announcement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Manyata Tech Park, Bengaluru. Published by Shrey Kapoor · May 12 at 6:13pm · Bangalore

Showing #Hyundai Cars at Auto Mall, Manyata Tech Park, #Bangalore! Wide range of cars and bikes on display and special offers for corporates! 14-15 May! #automal2018

Relio Quick AUTO MALL MANYATA TECH PARK Bangalore

SHOWCASING HYUNDAI AUTO MALL

DISCOVER. CONNECT. EXPERIENCE

MANYATA TECH PARK BANGALORE

14 - 15 MAY 18

Relio Quick

DIGITAL MEDIA PARTNER: AUTOPORTAL

VENUE PARTNER: MANYATA TECH PARK

1,670 people reached

Boost Again

Recent Activity

Boosted on May 12 Audience: India, Bangalore Karnataka, 16 - 55 By Shrey Kapoor · Completed

View Results

Relio Quick Auto Mall is at Manyata Tech Park, Bengaluru. Published by Shrey Kapoor · May 15 at 11:10am · Bangalore

The newly launched #Toyota Yaris and Etios Liva on display at Auto Mall, Manyata Tech Park! 14-15 May! #automal2018

1,425 people reached

Boost Again

Recent Activity

Boosted on May 15 Audience: India, Bangalore Karnataka, 16 - 55 By Shrey Kapoor · Completed

View Results

Like Comment Share

Salman Khan, Praveen Piegara and 680 others Most Relevant

Relio Quick Auto Mall is at Manyata Tech Park, Bengaluru. Published by Shrey Kapoor · May 15 at 1:25pm · Bangalore

The latest models of #KTM on display at Auto Mall, Manyata Tech Park! Special offers for Corporates! 14-15 May! #automal2018

7,264 people reached

Boost Again

Recent Activity

Boosted on May 15 Audience: India, Bangalore Karnataka, 16 - 55 By Shrey Kapoor · Completed

View Results

Like Comment Share

Yogesh, Zaid Ahr Malik and 1.4K others 4 Comments

Performance for Your Post

7,264 People Reached

1,516 Reactions, Comments & Shares

1,464	1,464	0
Like	On Post	On Shares
35	35	0
Love	On Post	On Shares
6	6	0
Haha	On Post	On Shares
8	8	0
Wow	On Post	On Shares
1	1	0
Angry	On Post	On Shares
4	4	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares

172 Post Clicks

131	0	41
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0	0
Hide Post	Hide All Posts	Report as Spam
0	0	0
Report as Spam	Unlike Page	

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

Relio Quick Auto Mall is at Manyata Tech Park, Bengaluru. Published by Shrey Kapoor · May 15 at 11:10am · Bangalore

The newly launched #Toyota Yaris and Etios Liva on display at Auto Mall, Manyata Tech Park! 14-15 May! #automal2018

4,425 people reached

Boost Again

Recent Activity

Boosted on May 15 Audience: India, Bangalore Karnataka, 16 - 55 By Shrey Kapoor · Completed

View Results

Like Comment Share

Salman Khan, Praveen Piegara and 680 others 3 Comments

Performance for Your Post

4,425 People Reached

689 Reactions, Comments & Shares

676	676	0
Like	On Post	On Shares
10	10	0
Love	On Post	On Shares
3	3	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares

206 Post Clicks

189	1	16
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0	0
Hide Post	Hide All Posts	Report as Spam
0	0	0
Report as Spam	Unlike 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

RelloQuick **AUTO MALL** INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION **MANYATA TECH PARK**
Bangalore



Ford

SHOWCASING FORD

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE


A VENTURE OF **RelloQuick** **MANYATA TECH PARK**
BANGALORE
14 - 15 MAY 18

IP MANAGED BY **Team Stratagem** **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK**
Bangalore

RelloQuick **AUTO MALL** INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION **MANYATA TECH PARK**
Bangalore

May, the hottest month to buy a Honda.
Monthly Offers + Assured Gifts on Honda Cars from 1st to 31st May 2018.



SHOWCASING HONDA

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **RelloQuick** **MANYATA TECH PARK**
BANGALORE
14 - 15 MAY 18

IP MANAGED BY **Team Stratagem** **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK**
Bangalore

RelloQuick **AUTO MALL** INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION **MANYATA TECH PARK**
Bangalore



SHOWCASING HYUNDAI

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **RelloQuick** **MANYATA TECH PARK**
BANGALORE
14 - 15 MAY 18

IP MANAGED BY **Team Stratagem** **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK**
Bangalore

RelloQuick **AUTO MALL** INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION **MANYATA TECH PARK**
Bangalore



SHOWCASING KTM

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **RelloQuick** **MANYATA TECH PARK**
BANGALORE
14 - 15 MAY 18

IP MANAGED BY **Team Stratagem** **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK**
Bangalore

Brand Specific Posts – Auto Mall FB & Instagram Handles

ReloQuick AUTO MALL
INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

MANYATA TECH PARK
Bangalore



SHOWCASING MERCEDES

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **MANYATA TECH PARK BANGALORE** 14 - 15 MAY 18
IP MANAGED BY **Team Stratagem** & **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK Bangalore**

ReloQuick AUTO MALL
INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

MANYATA TECH PARK
Bangalore



SHOWCASING ROYAL ENFIELD

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **MANYATA TECH PARK BANGALORE** 14 - 15 MAY 18
IP MANAGED BY **Team Stratagem** & **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK Bangalore**

ReloQuick AUTO MALL
INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

MANYATA TECH PARK
Bangalore



SHOWCASING YARIS

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **MANYATA TECH PARK BANGALORE** 14 - 15 MAY 18
IP MANAGED BY **Team Stratagem** & **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK Bangalore**

ReloQuick AUTO MALL
INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

MANYATA TECH PARK
Bangalore



SHOWCASING TVS

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **MANYATA TECH PARK BANGALORE** 14 - 15 MAY 18
IP MANAGED BY **Team Stratagem** & **CELEBRATIONS**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **MANYATA TECH PARK Bangalore**



14.05.18



15.05.18



15.05.18



Go Further



MANYATA TECH PARK
BANGLORE

14 & 15 May 18

MANYATA TECH PARK



MANYATA TECH PARK
BANGALORE

14 & 15 May 18

MANYATA TECH PARK





MANYATA TECH PARK
BANGALORE

14 & 15 May 18

MANYATA TECH PARK



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



MANYATA TECH PARK
BANGALORE

14 & 15 May 18

MANYATA TECH PARK





THANK YOU