

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

RELIO QUICK AUTO MALL@ Pavillion Mall, Pune

11th – 13th 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

Team Stratagem

Relio Quick Auto Mall

128 Shows

25+ Malls

1.5 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 128 such shows till date at 25+ Top Malls Pan India since 2014.



In addition to the Auto Shows at Malls. Relio Quick has organised 16 Large **Format** Ticketed Auto Shows since 2002 association with Media Houses like TOI and HT, held in Expo Pan Centres India. reachina out to 15 lakh+ visitors

Participating Brands

8-12 Brands participate per Auto Mall Show depending on mall size and locations

Team Stratagem

Relio Quick Auto Mall @ Pavillion Mall, Pune: 11th - 13th May18 - Event Synopsis

Relio Quick Auto Mall at Pavillion Mall was organized from May 11 - 13, 2018.

Top 6 leading automobile brands participated HARLEY, JLR, FORD, MAHINDRA, MERCEDES, SKODA

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.

Auto Mall @ Pavillion Mall showcased automobiles for all budgets.

All the brands put together generated over 200+ Hot Enquiries

Over 1 Lakh people visited Pavillion Mall, during Auto Mall event weekend.





THE PAVILLION
PUNE
11-13 May 18

DIGITAL MEDIA PARTNER





THE PAVILLION

PUNE'S PREMIUM SHOPPING DESTINATION S.B. ROAD, NEXT TO JW MARRIOTT

HELLO PUNE! VISIT





DISCOVER. CONNECT. EXPERIENCE

PAVILLION MALL PUNE 11-13 May 18

DISCOVER.

CONNECT. EXPERIENCE

www.automallindia.net

f /rgautomallindia

🗾 /automall india

o /automall_india

/automallOfficial

A VENTURE OF



IP MANAGED BY





AUTOPORTAL

DIGITAL MEDIA PARTNER

THE PAYILLION
UNE'S PREMIUM SHOPPING DESTINATION
S.B. ROAD, NEXT TO JW MARRIOTT

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

Pre Event Promotion - On Ground Branding



Event Promotion - On Ground Branding







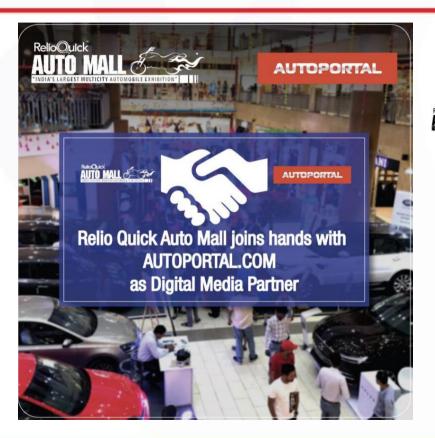
Event Promotion - On Ground Branding







Autoportal.com as Digital Media Partner







11 - 13 May 18

THE PAVILLION

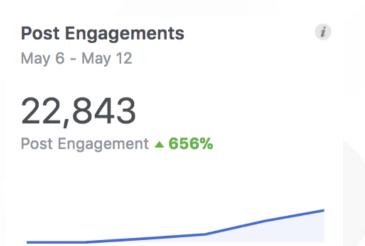
2 lakh+ Additional Impressions from:

- 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

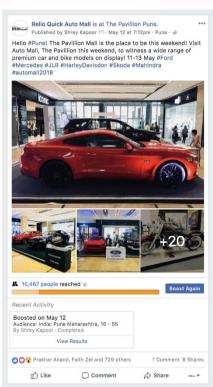




Show Posts - Auto Mall FB & Instagram Handles





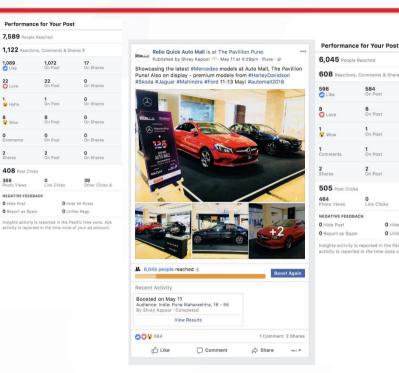


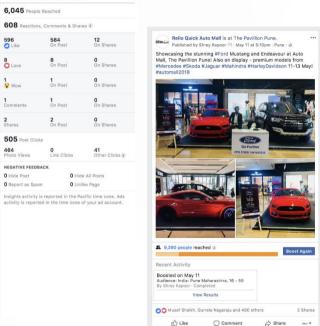


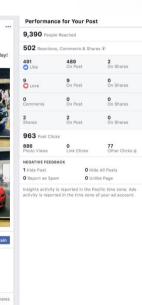
Show Announcement

Show Posts - Auto Mall FB & Instagram Handles







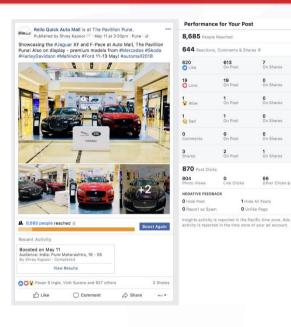


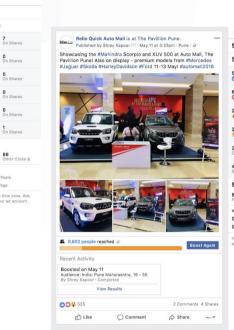
Show Posts - Auto Mall FB & Instagram Handles

On Shares

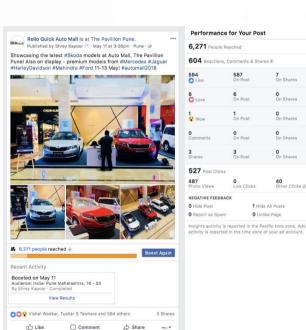
1 Mide All Doete

O Unlike Page









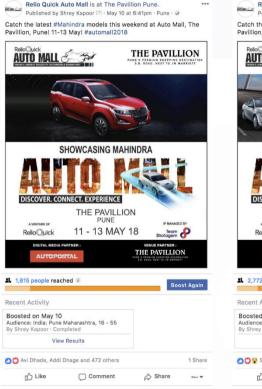
Brand Specific Posts - Auto Mall FB & Instagram Handles







Brand Specific Posts - Auto Mall FB & Instagram Handles







Event Glimpses











11-13 May 18

DIGITAL MEDIA PARTNER

VENUE PARTNER













11-13 May 18

DIGITAL MEDIA PARTNER

VENUE PARTNER











11-13 May 18

DIGITAL MEDIA PARTNER

VENUE PARTNER











11-13 May 18

DIGITAL MEDIA PARTNER

VENUE PARTNER













11-13 May 18

DIGITAL MEDIA PARTNER

VENUE PARTNER

May 18 AUTOPORTAL













11-13 May 18

DIGITAL MEDIA PARTNER

VENUE PARTNER





THANK YOU