



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

RELIO QUICK AUTO MALL@ GVK ONE Mall, Hyderabad

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

Relio Quick Auto Mall

129 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 129 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 @ GVK Mall, Hyderabad : 11th – 13th May 18 – Event Synopsis

Relio Quick Auto Mall at GVK Mall was organized from May 11 – 13, 2018.

Top 5 leading automobile brands participated

MARUTI SUZUKI, UM, KTM, TVS, VESPA

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

Auto Mall @ GVK Mall showcased automobiles for all budgets.

All the brands put together generated over **350+ Hot Enquiries**

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



**GVK MALL
HYDERABAD
11-13 May 18**

DIGITAL MEDIA PARTNER



VENUE PARTNER





HELLO HYDERABAD
VISIT



DISCOVER. CONNECT. EXPERIENCE

GVK MALL
Hyderabad
11-13 May 18

www.automallindia.net

[f /rqautomallindia](https://www.facebook.com/rqautomallindia) [t /automall_india](https://twitter.com/automall_india)
[i /automall_india](https://www.instagram.com/automall_india) [y /automallOfficial](https://www.youtube.com/channel/UC...)

A VENTURE OF

RelioQuick™

A VENTURE OF

Team
Stratagem



DISCOVER.

CONNECT. EXPERIENCE

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

GVK one
Set your spirit free

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

RelloQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

GVK one
Set your spirit free

HELLO HYDERABAD!
VISIT
AUTO

GVK ONE
HYDERABAD
11 - 13 May 18
DISCOVER.
CONNECT. EXPERIENCE.

www.automallindia.net
f /rqautomallindia | t /automall_india
i /automall_india | y /automallOfficial

A VENTURE OF
RelloQuick

IP MANAGED BY
Team Stratagem | SIPL

DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
GVK one
Set your spirit free

Event Promotion – On Ground Branding



Event Promotion – On Ground Branding

RelioQuick AUTO MALL
SHOWCASING
Vespa
129th
RELIO QUICK AUTO MALL
www.cutomallindia.net

A VENTURE OF RelioQuick
IP MANAGED BY Team Stratagem | SIPL

DIGITAL MEDIA PARTNER: AUTOPORTAL
VOICE PARTNER: GVK one

RelioQuick AUTO MALL
SHOWCASING
UM
129th
RELIO QUICK AUTO MALL
www.cutomallindia.net

A VENTURE OF RelioQuick
IP MANAGED BY Team Stratagem | SIPL

DIGITAL MEDIA PARTNER: AUTOPORTAL
VOICE PARTNER: GVK one

RelioQuick AUTO MALL
SHOWCASING
KTM
129th
RELIO QUICK AUTO MALL
www.cutomallindia.net

A VENTURE OF RelioQuick
IP MANAGED BY Team Stratagem | SIPL

DIGITAL MEDIA PARTNER: AUTOPORTAL
VOICE PARTNER: GVK one

RelioQuick AUTO MALL
SHOWCASING
TVS
129th
RELIO QUICK AUTO MALL
www.cutomallindia.net

A VENTURE OF RelioQuick
IP MANAGED BY Team Stratagem | SIPL

DIGITAL MEDIA PARTNER: AUTOPORTAL
VOICE PARTNER: GVK one

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

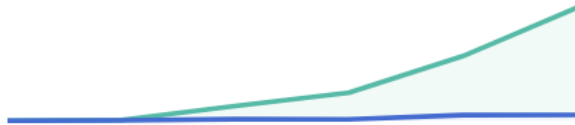
High Facebook Page *Targeted Reach & Engagement* around show dates

Reach

May 6 - May 12

77,893

People Reached ▲ 822%



Post Engagements

May 6 - May 12

22,843

Post Engagement ▲ 656%



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One Mall.
 Published by Shrey Kapoor · May 2 at 2:22pm · Hyderabad ·

#Hyderabad #AutoShow! Relio Quick Auto Mall is back in town! Visit GVK One Mall to experience a wide range of cars and bikes on display! 11-13 May! #automal2018



3,090 people reached

Recent Activity

Boosted on May 04
 Audience: India: Hyderabad Telangana, 16 - 55
 By Shrey Kapoor · Completed

Vanessa Dolares, Sai Muppidi and 974 others · 2 Comments 3 Shares

Show Announcement



MAY 11 Auto Mall at GVK One Hyderabad
 Public · Hosted by Relio Quick Auto Mall

Interested Going

May 11 – May 13
 May 11 at 11 AM to May 13 at 8 PM

GVK One Mall

Event Page

Relio Quick Auto Mall is at GVK One Mall.
 Published by Shrey Kapoor · May 11 at 1:34pm · Hyderabad ·

The show is on #Hyderabad! Visit MARUTI SUZUKI ZONE at Auto Mall, GVK One Mall! Experience the whole range of Maruti Suzuki cars on display! #Swift #Dzire #Brezza #WagonR #Celerio 11-13 May! #automal2018

6,371 people reached

461 Like	434 On Post	7 On Shares
14 Love	14 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

512 Post Clicks

479 Photo Views	0 Link Clicks	33 Other Clicks
-----------------	---------------	-----------------

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.

6,371 people reached

Boost Again

Recent Activity

Boosted on May 11
 Audience: India: Hyderabad Telangana, 16 - 55
 By Shrey Kapoor · Completed

View Results

Ashutosh Jadhav, Muhammed Faisal and 444 others · 2 Shares

Like Comment Share

Performance for Your Post

6,371 People Reached

460 Reactions, Comments & Shares

461 Like	434 On Post	7 On Shares
14 Love	14 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

512 Post Clicks

479 Photo Views	0 Link Clicks	33 Other Clicks
-----------------	---------------	-----------------

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.

12,937 people reached

Boost Again

Recent Activity

Boosted on May 11
 Audience: India: Hyderabad Telangana, 16 - 55
 By Shrey Kapoor · Completed

View Results

Alok Mudhrai, P Lucky S and 864 others · 2 Shares

Like Comment Share

Relio Quick Auto Mall is at GVK One Mall.
 Published by Shrey Kapoor · May 11 at 2:56pm · Hyderabad ·

Check out the Bike Zone at Auto Mall, GVK Mall. #Hyderabad! Showcasing #KTM #UMBikes #Vespa #TVS 11-13 May! #automal2018

12,937 people reached

888 Reactions, Comments & Shares

849 Like	838 On Post	11 On Shares
27 Love	27 On Post	0 On Shares
3 Haha	3 On Post	0 On Shares
7 Wow	7 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

1,500 Post Clicks

1,455 Photo Views	0 Link Clicks	45 Other Clicks
-------------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	1 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.

12,937 people reached

Boost Again

Recent Activity

Boosted on May 11
 Audience: India: Hyderabad Telangana, 16 - 55
 By Shrey Kapoor · Completed

View Results

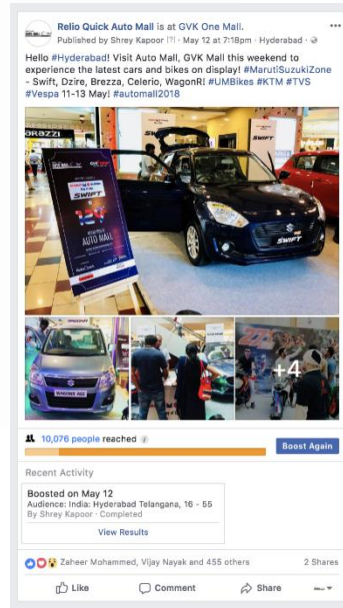
Alok Mudhrai, P Lucky S and 864 others · 2 Shares

Like Comment Share

Show Commencement

Team Stratagem

Show Posts – Auto Mall FB & Instagram Handles



Performance for Your Post

10,076 People Reached

467 Reactions, Comments & Shares

451 Like	450 On Post	1 On Shares
10 Love	10 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
2 Comments	0 On Post	2 On Shares
2 Shares	2 On Post	0 On Shares

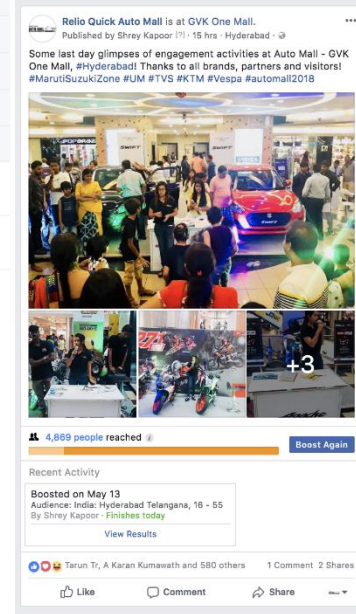
1,215 Post Clicks

1,171 Photo Views	0 Link Clicks	44 Other Clicks
-------------------	---------------	-----------------

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.



Performance for Your Post

4,869 People Reached

582 Reactions, Comments & Shares

570 Like	568 On Post	2 On Shares
8 Love	8 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

272 Post Clicks

262 Photo Views	0 Link Clicks	10 Other Clicks
-----------------	---------------	-----------------

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.

Brand Specific Posts – Auto Mall FB & Instagram Handles



RelloQuick AUTO MALL
INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION

GVK¹one
Set your spirit free



SHOWCASING DZIRE

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **RelloQuick**

GVK ONE MALL HYDERABAD
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** & **SIPL**

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK¹one**
Set your spirit free



RelloQuick AUTO MALL
INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION

GVK¹one
Set your spirit free



SHOWCASING SWIFT

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **RelloQuick**

GVK ONE MALL HYDERABAD
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** & **SIPL**

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK¹one**
Set your spirit free



RelloQuick AUTO MALL
INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION

GVK¹one
Set your spirit free



SHOWCASING CELERIO

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **RelloQuick**

GVK ONE MALL HYDERABAD
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** & **SIPL**

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK¹one**
Set your spirit free



RelloQuick AUTO MALL
INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION

GVK¹one
Set your spirit free



SHOWCASING BREZZA

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **RelloQuick**

GVK ONE MALL HYDERABAD
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** & **SIPL**

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK¹one**
Set your spirit free

Brand Specific Posts – Auto Mall FB & Instagram Handles

RelioQuick **AUTO MALL** INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

GVK one
Set your spirit free



SHOWCASING KTM

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **GVK ONE MALL HYDERABAD**
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** **SIPL**
Advanced Strategic Solutions

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK one**
Set your spirit free

RelioQuick **AUTO MALL** INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

GVK one
Set your spirit free



SHOWCASING UM

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **GVK ONE MALL HYDERABAD**
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** **SIPL**
Advanced Strategic Solutions

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK one**
Set your spirit free

RelioQuick **AUTO MALL** INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

GVK one
Set your spirit free



SHOWCASING TVS

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **GVK ONE MALL HYDERABAD**
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** **SIPL**
Advanced Strategic Solutions

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK one**
Set your spirit free

RelioQuick **AUTO MALL** INDIA'S LARGEST MULTIBRAND AUTOMOBILE EXHIBITION

GVK one
Set your spirit free



SHOWCASING VESPA

AUTO MALL
DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF **GVK ONE MALL HYDERABAD**
11 - 13 MAY 18

IP MANAGED BY **Team Stratagem** **SIPL**
Advanced Strategic Solutions

DIGITAL MEDIA PARTNER : **AUTOPORTAL**

VENUE PARTNER : **GVK one**
Set your spirit free

Event Glimpses



11.05.18



12.05.18



13.05.18

MARUTI SUZUKI

Way of Life!



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



DISCOVER. CONNECT. EXPERIENCE

GVK MALL
HYDERABAD
11-13 May 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

GVK one
Set your spirit free

KTM



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



DISCOVER. CONNECT. EXPERIENCE

GVK MALL
HYDERABAD
11-13 May 18

DIGITAL MEDIA PARTNER
AUTOPORTAL

VENUE PARTNER
GVK one
Set your spirit free



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



DISCOVER. CONNECT. EXPERIENCE

GVK MALL
 HYDERABAD
 11-13 May 18

DIGITAL MEDIA PARTNER



VENUE PARTNER





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

AUTO MALL
 DISCOVER. CONNECT. EXPERIENCE

GVK MALL
 HYDERABAD
 11-13 May 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

GVK one
 Set your spirit free



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



DISCOVER. CONNECT. EXPERIENCE

GVK MALL
HYDERABAD
11-13 May 18

DIGITAL MEDIA PARTNER



VENUE PARTNER



THANK YOU