

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 @
Pavilion Mall, Ludhiana

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



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

Relio Quick Auto Mall

132 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 132 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 @ Pavilion Mall, Ludhiana : 18th – 20th May18 – Event Synopsis

Relio Quick Auto Mall Season 1 @ Pavilion Mall, Ludhiana was organized from May 18 – 20, 2018.

**Top 4 leading automobile brands participated
MARUTI SUZUKI, TATA MOTORS, TOYOTA, INDIAN BIKES**

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

All the brands put together generated over **133+ Hot Enquires, 400+ Enquires,** and

Over 60k+ people visited Pavilion Mall, during Auto Mall event weekend.



PAVILION MALL
LUDHIANA
18 - 20 May 18

DIGITAL MEDIA PARTNER :

AUTOPORTAL

VENUE PARTNER :





PAVILION MALL
Ludhiana
18 - 20 May 18

DISCOVER.
CONNECT. EXPERIENCE.

A VENTURE OF
RelioQuick™

IP MANAGED BY
Team
Stratagem 

MARUTI  **SUZUKI**
Way of Life!

TATA MOTORS
Connecting Aspirations


TOYOTA

Indian
MOTORCYCLE

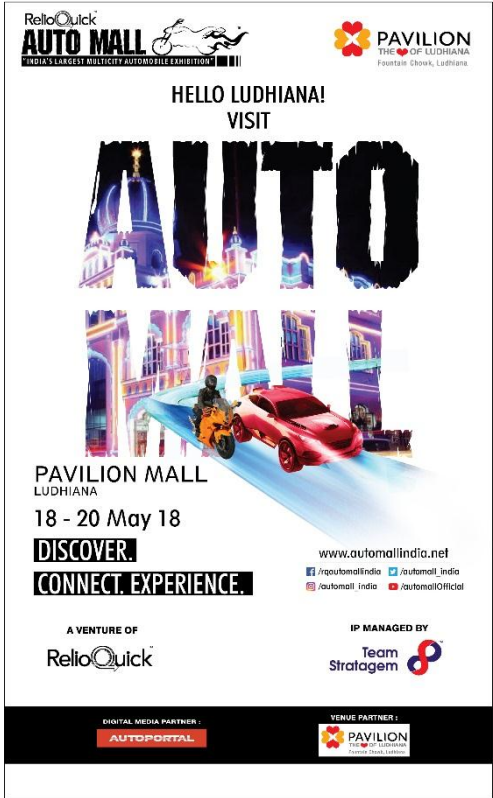
Pre Event Promotion

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



Event Promotion – On Ground Branding



PAVILION MALL
LUDHIANA
18 - 20 May 18

DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
PAVILION
THE HEART OF LUDHIANA
Fountain Chowk, Ludhiana

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

Post Details

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor (7) · May 17 at 7:25pm · Ludhiana ·

Check out the #Tata #Nexon on display at Auto Mall, Pavilion Mall Ludhiana this weekend - 18-20 May! Test Drive the Nexon and you might just win a ticket to the Vivo IPL 2018 Finale! #automal2018



Relio Quick AUTO MALL **PAVILION**
SHOWCASING TATA MOTORS

PAVILION MALL
LUDHIANA
18 - 20 MAY 18

A VENTURE OF **Relio Quick** #MANAGED BY **Team Stratagem**

DIGITAL MEDIA PARTNER: **AUTOPORTAL** VENUE PARTNER: **PAVILION**

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Boosted on May 17
Audience: India: Ludhiana, Punjab Punjab region, 1...
By Shrey Kapoor · Completed


[View Results](#)

Garry Ghuman, Sowmya Valsivi and 496 others · 3 Comments 1 Share

Like Comment Share

Event Page

ents



Relio Quick AUTO MALL VISIT
DISCOVER ONLINE EXPERIENCE

MAY 18 Auto Mall at Pavilion Ludhiana
Public · Hosted by Relio Quick Auto Mall

★ Interested ✓ Going

May 18 – May 20
May 18 at 11 AM to May 20 at 9 PM

Pavilion
Near fourteen chowk, Ludhiana, Punjab, India 141001 [Show Map](#)

About Discussion

Write Post Add Photo/Video Create Post

Write something...

4 Went · 60 Interested
Share this event with your followers

EVENT TIPS
Create New Event
Add Event


English (US) · 9 · 0 · 0

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Post Details

Relio Quick Auto Mall
Published by Shrey Kapoor (7) · May 18 at 2:28pm ·

#Ludhianal Planning to buy a Car or Bike? Visit Auto Mall this weekend 18-20 May at Pavilion Mall Showcasing #Toyota Yaris, Corolla Altis, Fortuner, #MarutiSuzuki Celerio X #Tata Nexon and #IndianMotorcycles! #automal2018



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Amitesh Tiwari, Tanveer Singh Salni and 494 others · 2 Comments 4 Shares

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Performance for Your Post

0 People Reached

509 Reactions, Comments & Shares

506 Like	497 On Post	9 On Shares
5 Love	5 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares
0 Post Clicks		
0 Photo Views	0 Link Clicks	0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post [Hide All Posts](#)

0 Report as Spam [Unlike Page](#)

Reported stats may be delayed from what appears on posts

Show Commencement


Show Announcement

Brand Specific Posts – Auto Mall FB & Instagram Handles

Post Details

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor [?] · May 16 at 2:41pm · Ludhiana · 🌐

Auto Mall comes to #Ludhiana! Check out the Celerio X AGS at Pavilion Mall - 18-20 May! #celerio #automall2018



1,990 people reached [Boost Again](#)

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👍 Nousad Shek, Danush Sharma and 617 others 2 Comments

👍 Like 🗨 Comment ➦ Share

Post Details

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor [?] · May 16 at 2:43pm · Ludhiana · 🌐

Auto Mall comes to #Ludhiana! Check out #IndianMotorcycles at Pavilion Mall - 18-20 May! #automall2018



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By Shrey Kapoor · Completed

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👍 Amit Tiwari, Dinesh Shukla and 65 others 1 Share


👍 Like 🗨 Comment ➦ Share

Brand Specific Posts – Auto Mall FB & Instagram Handles

Post Details

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor · May 17 at 7:25pm · Ludhiana

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2,011 people reached [Boost Again](#)

Recent Activity

Boosted on May 17
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By Shrey Kapoor · Completed

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Garry Ghuman, Sowmya Vallveti and 496 others · 3 Comments · 1 Share

[Like](#) [Comment](#) [Share](#)

Post Details

Relio Quick Auto Mall is at Pavilion.
Published by Shrey Kapoor · May 16 at 2:39pm · Ludhiana

Auto Mall comes to #Ludhiana! Visit Toyota Zone at Pavilion Mall - 18-20 May! #Yaris #Fortuner #Corolla #automall2018



493 people reached [Boost Again](#)

Recent Activity

Boosted on May 16
Audience: India: Ludhiana, Punjab Punjab region, 1...
By Shrey Kapoor · Completed

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Nishik Kumar, Sudip Malty and 12 others · 1 Share

[Like](#) [Comment](#) [Share](#)

Event Glimpses

MARUTI SUZUKI

Way of Life!



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

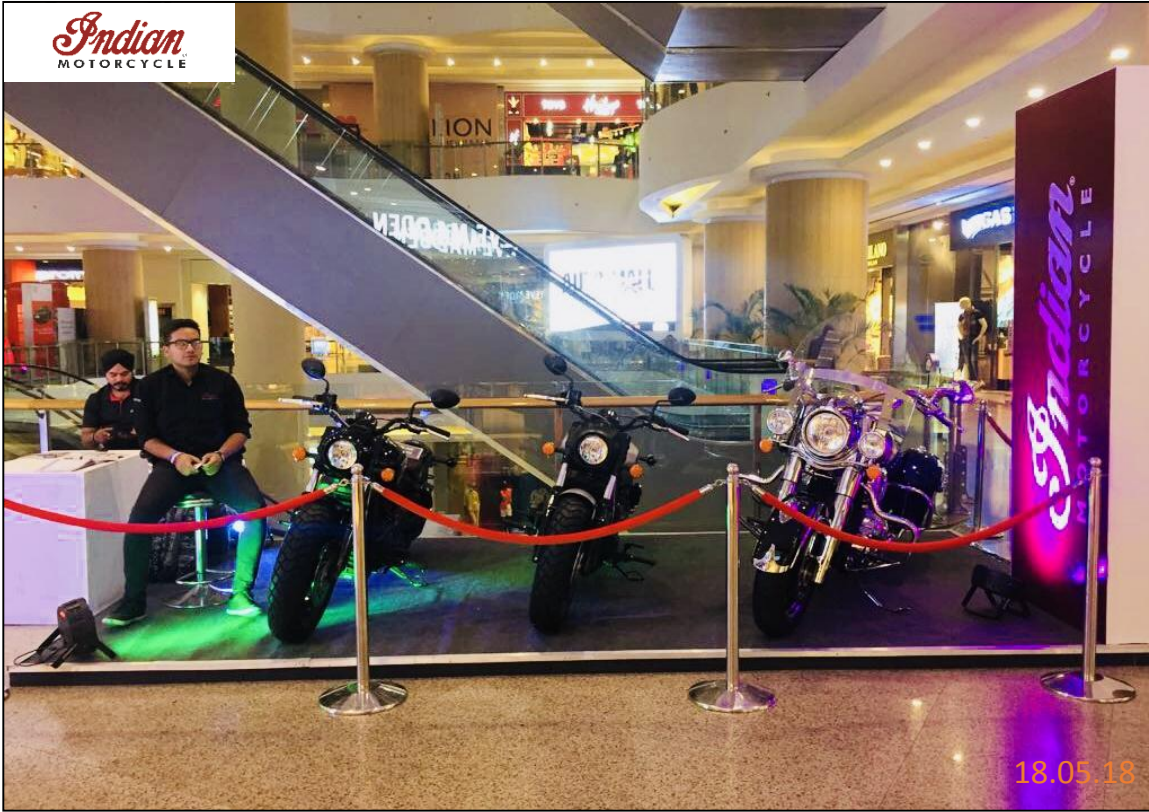


PAVILION MALL
LUDHIANA
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DIGITAL MEDIA PARTNER :
AUTOPORTAL

VENUE PARTNER :
 **PAVILION**
THE HEART OF LUDHIANA
Fountain Chowk, Ludhiana

Indian
MOTORCYCLE



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



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THE HEART OF LUDHIANA
Fountain Chowk, Ludhiana



TOYOTA



18.05.18



19.05.18



20.05.18



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Fountain Chowk, Ludhiana

TATA MOTORS
Connecting Aspirations



RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



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Fountain Chowk, Ludhiana

THANK YOU