



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

Relio Quick Auto Mall
Season 8 @
FORUM SUJANA , Hyderabad
08 – 10 June 18

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

134 Shows

30+ Malls

1.5 Crore+ Visitors

1.3 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 118 such shows till date at 30+ 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 @ FORUM SUJANA , Hyderabad : 08th – 10th June 18 – Event Synopsis

After the Grand Success of Auto Mall Season 7 in April' 2018

Relio Quick Auto Mall Season 8 @ FORUM SUJANA , Hyderabad was organized from June 08 – 10, 2018.

**Top 6 leading automobile brands participated
MARUTI SUZUKI , HONDA, TOYOTA, HARLEY-DAVIDSON, TVS, KTM,**

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

All the brands put together generated over **280+ Hot Enquires, 1500+ Enquires,**
1 Maruti Suzuki Swift, 1 Harley Davidson Bike, 1 KTM Duke, 1 TVS Apache, 1 TVS Jupiter were booked in the show

Over 1LAC+ people visited FORUM SUJANA, during Auto Mall event weekend.



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AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

AUTO
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FORUM SUJANA
HYDERABAD
08-10 June 18

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Team
Stratagem 

MARUTI SUZUKI
Way of Life!

 **HONDA**


TOYOTA



TVS 



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 standees to create awareness and visibility amongst the Mall visitors.

Pre Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
HYDERABAD

FORUM
SUJANA
HYDERABAD

JUNE SPECIAL OFFER
at
AUTO MALL

Book Your BIKE/CAR at Relio Quick Auto Mall and get
Cash Benefit of INR 1000* / INR 3000*
over and above regular offers by Brands.

FORUM SUJANA
HYDERABAD
08 - 10, June 18

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www.aufomalindia.net

Facebook: @aufomalindia, Twitter: @aufomalindia, LinkedIn: /aufomalindia

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Event Promotion – On Ground Branding



FORUM SUJANA
HYDERABAD
08-10 June 18

DIGITAL MEDIA PARTNER



VENUE PARTNER



Event Promotion – On Ground Branding

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Event Promotion – On Ground Branding



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Autoporta.l.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

June 3 - June 9

31,494

People Reached ▲2,075%



Post Engagements

June 3 - June 9

10,604

Post Engagement ▲9,540%



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall
Published by Shrey Kapoor (P) · June 7 at 6:42pm · 🌐

Presenting June Special Offer at Auto Mall Shows Pan India! Book your Bike/CAR at the show to get additional cash benefits! #Automall2018

AUTO MALL #AutoMall2018

JUNE SPECIAL OFFER

Visit and book your BIKE/CAR at any of the Relio Quick Auto Mall Shows

Cash Benefit of INR 1000* / INR 3000*

over and above regular offers by Brands.

FORUM SUJANA 08 - 10 June HYDERABAD

FORUM SUJANA 15 - 17 June BANGALORE

FORUM SUJANA 15 - 17 June BANGALORE

FORUM SUJANA 22 - 24 June DELHI

FORUM SUJANA 22 - 24 June CHENNAI

FORUM SUJANA 22 - 24 June MUMBAI

www.automallindia.net

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RelioQuick team Stratagem

4,007 people reached

Recent Activity

Booked on Jun 07
Audience: Indira Chandigarh, Delhi, Bangalore, Karm...
By Shrey Kapoor · Completed

Offer Announcement

Relio Quick Auto Mall added an event.
June 2 at 6:28pm · 🌐

#Hyderabad! Now book your #car or #bike at Auto Mall, Forum Sujana Mall, 8th-10th June and avail cash benefits! #automall2018

FORUM SUJANA

JUNE SPECIAL OFFER at

DISCOVER. CONNECT EXPERIENCE.

FORUM SUJANA Book Your BIKE/CAR at Relio Quick Auto Mall and get HYPERCASH

Cash Benefit of INR 1000* / INR 3000*

over and above regular offers by Brands.

FRI, JUN 8

Auto Mall at Forum Sujana Hyderabad

The Forum Sujana Mall · Hyderabad

You like Relio Quick Auto Mall

656 people reached

View Promotion

Like Comment

Rushikesh Pthare, Syed Sufyan Aïr and 66 others

Write a comment...

Event Page

Post Details

Relio Quick Auto Mall is at The Forum Sujana Mall.
Published by Shrey Kapoor (P) · June 8 at 1:50pm · Hyderabad · 🌐

Auto Mall is on at Forum Sujana Mall, #Hyderabad! Showcasing #HarleySuzuki Zone with 6 models on display, #Toyota, #Honda, #HarleyDavidson, #KTM, #TVS! 8-10 June! Special offers on spot booking! #Automall2018

Performance for Your Post

12,434 People Reached

1,521 Reactions, Comments & Shares

1,462 Likes	1,452 On Post	10 On Shares
36 Loves	35 On Post	1 On Shares
1 Hate	1 On Post	0 On Shares
16 Wow	16 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

1,233 Post Clicks

1,164 Photo Views 0 Link Clicks 69 Other Clicks

NEGATIVE FEEDBACK

0 Missed Post 0 Hide All Posts

0 Repeat 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.

12,434 people reached

Boost Agent

Recent Activity

Boosted on Jun 08
Audience: India: Hyderabad, Telangana, 16 - 25
By Shrey Kapoor · Completed

View Results

Katita Goswami, Parthi Reddy and 1,461 others · 1 Comment · 4 Shares

Like Comment Share

Show Commencement

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (T) · June 6 at 6:06pm · Hyderabad ·

Showing the #MarutiSuzuki #Swift and #SwiftAGS model at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Car at the show and get INR 3000 cash benefit! #automall2016

1,580 people reached [Boost Again](#)

Recent Activity

Boosted on Jun 06
Audience: India, Hyderabad, Telangana, 10 - 25
By Shrey Kapoor · Completed

[View Results](#)

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (T) · June 6 at 6:06pm · Hyderabad ·

Showing the #MarutiSuzuki #Brezza #Brezza AGS model at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Car at the show and get INR 3000 cash benefit! #automall2016

1,305 people reached [Boost Again](#)

Recent Activity

Boosted on Jun 06
Audience: India, Hyderabad, Telangana, 10 - 25
By Shrey Kapoor · Completed

[View Results](#)

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (T) · June 6 at 1:30pm · Hyderabad ·

Showing the #MarutiSuzuki #Celerio and #CelerioXAGS models at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Car at the show and get INR 3000 cash benefit! #automall2016

2,017 people reached [Boost Again](#)

Recent Activity

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (T) · June 6 at 6:04pm · Hyderabad ·

Showing the #MarutiSuzuki #Dzire #AGS model at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Car at the show and get INR 3000 cash benefit! #automall2016

2,353 people reached [Boost Again](#)

Recent Activity

Boosted on Jun 06
Audience: India, Hyderabad, Telangana, 10 - 25
By Shrey Kapoor · Completed

[View Results](#)

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (P) · June 7 at 6:52pm · Hyderabad ·

Showing #Toyota #Yaris at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Car at the show and get INR 3000 cash benefit! #automal2018

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VENUE PARTNER: FORUM SUJANA

2,273 people reached [Boost Again](#)

Recent Activity

Boosted on Jun 07
Audience: India: Hyderabad Telangana, 16 - 55
By Shrey Kapoor · Completed

[View Results](#)

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (P) · June 6 at 7:12pm · Hyderabad ·

Showing #Honda #WRV at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Car at the show and get INR 3000 cash benefit! #automal2018

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VENUE PARTNER: FORUM SUJANA

2,243 people reached [Boost Again](#)

Recent Activity

Boosted on Jun 06
Audience: India: Hyderabad Telangana, 16 - 55
By Shrey Kapoor · Completed

[View Results](#)

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (P) · June 6 at 7:12pm · Hyderabad ·

Showing #HarleyDavidson #Motorcycles at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Bike at the show and get additional INR 1000 cash benefit! #automal2018

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2,437 people reached [Boost Again](#)

Recent Activity

Boosted on Jun 06
Audience: India: Hyderabad Telangana, 16 - 55
By Shrey Kapoor · Completed

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor (P) · June 8 at 1:50pm · Hyderabad ·

Showing #KTM models at #AutoMall, Forum Sujana Mall, 8-10 June! Book your Bike at the show and get additional INR 1000 cash benefit! #automal2018

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VENUE PARTNER: FORUM SUJANA

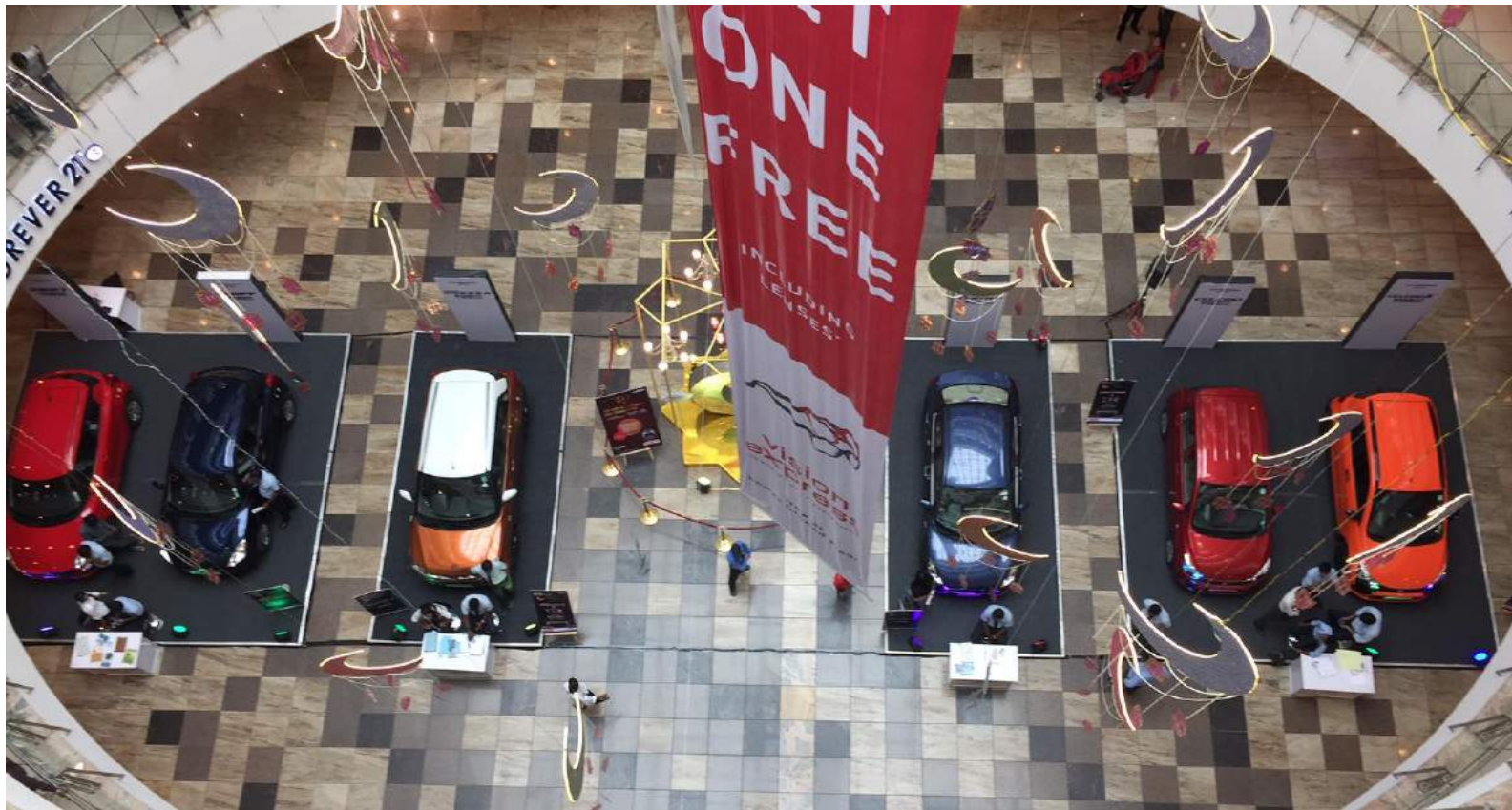
2,843 people reached [Boost Again](#)

Recent Activity

Boosted on Jun 08
Audience: India: Hyderabad Telangana, 16 - 55
By Shrey Kapoor · Completed

[View Results](#)

Event Glimpses



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MARUTI SUZUKI
Way of Life!



08.06.18



09.06.18



10.06.18

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THANK YOU