



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

Relio Quick Auto Mall @ VR PUNJAB MALL

22 – 24 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

138 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 @ VR PUNJAB Mall – Event Synopsis

Relio Quick Auto Mall Season 1 @ VR PUNJAB Mall was organized from June 22 – 24, 2018.

**Top 5 leading automobile brands participated
MARUTI, AUDI, TOYOTA, TVS, UM**

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

All the brands put together generated **250+ Enquires**

Over **1+ Lakh** people visited VR PUNJAB Mall, during Auto Mall event weekend.

1 Innova Crysta was booked during the show



VR PUNJAB
22 - 24, June 18

DIGITAL MEDIA PARTNER

AUTOPORTAL

VENUE PARTNER

VR PUNJAB
CHANDIGARH KHARAR ROAD



DISCOVER. CONNECT. EXPERIENCE

VR PUNJAB
 22 - 24 JUNE 2018

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A VENTURE OF



IP MANAGED BY



Event Glimpses

Pre Event Promotion – On Ground Branding

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

VR PUNJAB
CHANDIGARH KHARAR ROAD

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.

VR PUNJAB
22 - 24, June 18

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AUTOPORTAL

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VR PUNJAB

*Terms & Conditions apply

Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

VR PUNJAB
CHANDIGARH KHARAR ROAD

SHOWCASING
MARUTI SUZUKI
Way of Life!

138th
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AUTO MALL
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Book Your MARUTI CAR at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

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VENUE PARTNER :
VR PUNJAB
CHANDIGARH KHARAR ROAD

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VR PUNJAB
CHANDIGARH KHARAR ROAD

SHOWCASING
AUDI

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Book Your AUDI CAR at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

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VR PUNJAB
CHANDIGARH KHARAR ROAD

SHOWCASING
TOYOTA

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Book Your TOYOTA Car at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

AUTO MALL
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VR PUNJAB
22 - 24, June 18

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VR PUNJAB
CHANDIGARH KHARAR ROAD

Event Promotion – On Ground Branding

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

VR PUNJAB
CHANDIGARH KHARAR ROAD

SHOWCASING

TVS

at

138th

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AUTO MALL

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Book Your TVS Bike at Relio Quick Auto Mall and get
Cash Benefit of INR 1000*

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DIGITAL MEDIA PARTNER: AUTOPORTAL VENUE PARTNER: VR PUNJAB

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

VR PUNJAB
CHANDIGARH KHARAR ROAD

SHOWCASING

UM
CONQUER THE WORLD

at

138th

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AUTO MALL

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Book Your UM Bike at Relio Quick Auto Mall and get
Cash Benefit of INR 1000*

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DIGITAL MEDIA PARTNER: AUTOPORTAL VENUE PARTNER: VR PUNJAB



VR PUNJAB
22 - 24, June 18



Autoportal.com as Digital Media Partner

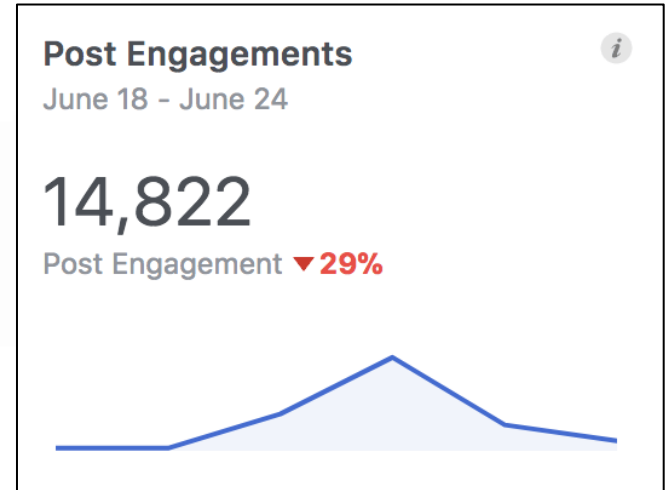
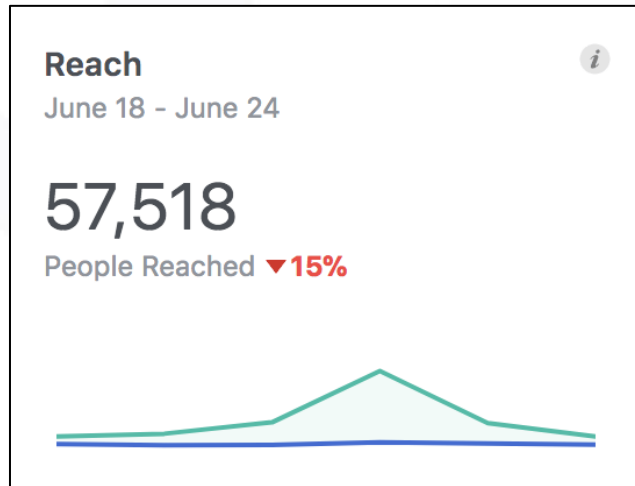


2 lakh+ Additional Impressions from:

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 added an event.
June 19 at 4:36 PM · 🌐

Check out the latest car and bike models on display at Auto Mall – VR Punjab! Avail special benefits on spot-bookings! #automall2018

FRI, JUN 22
Auto Mall at VR Punjab
VR Punjab · Mohali

★ Interested

👍 Like 💬 Comment

👤 Sandeep Kapoor and 42 others

Event Page

Relio Quick Auto Mall is at VR Punjab.
June 23 at 6:13 PM · Mohali · 🌐

Day 2 Glimpses of Auto Mall at #VRPunjab #Mohali! Visit to experience the latest cars and bikes on display! #Audi #MarutiSuzuki #UM #Toyota #TVS 22-24 June! #automall2018

👍 Like 💬 Comment ➦ Share

👤 Sandeep Kapoor and 532 others

3 Shares

Show Commencement

Relio Quick Auto Mall is at VR Punjab.
June 22 at 2:00 PM · Mohali · 🌐

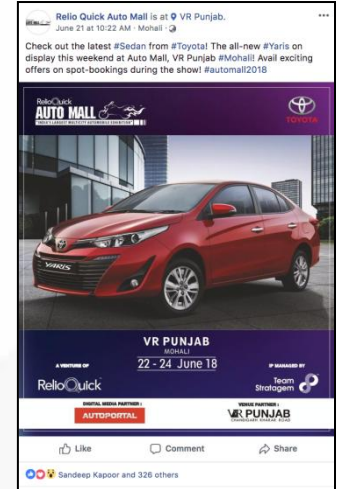
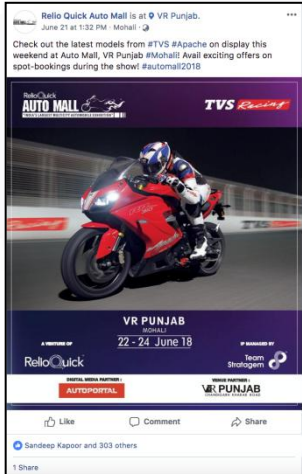
Auto Mall Season 2 at #VRPunjab #Mohali is on! Visit this weekend 22-24 June to check out the latest car and bike models from #Audi #MarutiSuzuki #Toyota #UM #TVS! Special Offers on spot-bookings! 11 am - 9 pm #automall2018

👍 Like 💬 Comment ➦ Share

👤 Sandeep Kapoor and 717 others

3 Shares

Show Posts – Auto Mall FB & Instagram Handles





22.06.18



23.06.18



24.06.18



22.06.18



23.06.18



24.06.18



22.06.18



23.06.18



24.06.18





THANK YOU