



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

# Relio Quick Auto Mall @ Moments Mall, Delhi

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

137 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 @ Moments Mall, Delhi – Event Synopsis

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

**Top 5 leading automobile brands participated**  
**HONDA, FORD, RENAULT, TVS, KTM**

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

All the brands put together generated **500+ Enquires**, and

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

**1 Renault Kwid** was booked during the show



**MOMENTS MALL**  
DELHI  
22 - 24, June 18

DIGITAL MEDIA PARTNER

**AUTOPORTAL**

VENUE PARTNER





**DISCOVER. CONNECT. EXPERIENCE**

**MOMENTS MALL**  
DELHI  
22 - 24 JUNE 2018

**DISCOVER. CONNECT. EXPERIENCE**

A VENTURE OF



IP MANAGED BY



## Event Glimpses

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# Pre Event Promotion – On Ground Branding

RelioQuick  
**AUTO MALL**  
DELHI'S LARGEST VEHICLE ACCESSORIES EXHIBITION

moments  
KIETI NAGAR  
SHOPPING | LIFESTYLE | FOOD | ENTERTAINMENT

**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.

**MOMENTS MALL**  
DELHI  
22 - 24, June 18

**DISCOVER.**  
**CONNECT. EXPERIENCE.**

www.automallindia.net  
f /relioquickindia | /automall\_india  
i /automall\_india | /automallofficial

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# Event Promotion – On Ground Branding



**MOMENTS MALL**  
DELHI  
22 - 24, June 18





# Event Promotion – On Ground Branding



RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

momentr

SHOWCASING

**KTM**

137<sup>th</sup>

RELIO QUICK AUTO MALL  
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Book Your KTM Bike at Relio Quick Auto Mall and get  
**Cash Benefit of INR 1000\***

A VENTURE OF RelioQuick IP MANAGED BY Team Stratagem

DIGITAL MEDIA PARTNER: AUTOPORTAL VENUE PARTNER: momentr MALL MANAGED BY: Light house



RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

momentr

SHOWCASING

**TVS**

137<sup>th</sup>

RELIO QUICK AUTO MALL  
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Book Your TVS Bike at Relio Quick Auto Mall and get  
**Cash Benefit of INR 1000\***

A VENTURE OF RelioQuick IP MANAGED BY Team Stratagem

DIGITAL MEDIA PARTNER: AUTOPORTAL VENUE PARTNER: momentr MALL MANAGED BY: Light house



RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



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# Autoportal.com as Digital Media Partner

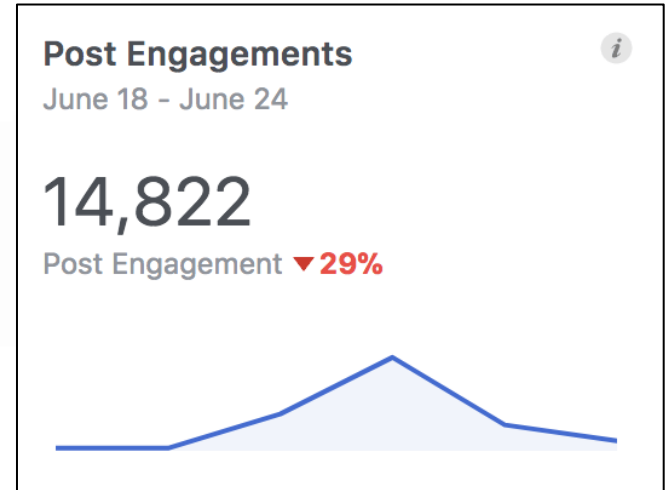
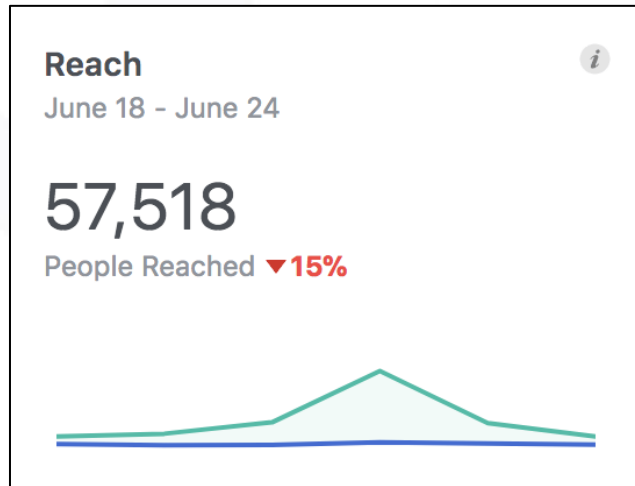


## 2 lakh+ Additional Impressions from:

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 4:35 PM · 🌐

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

FRI, JUN 22  
Auto Mall at Moments Mall Delhi  
Moments Mall · New Delhi ★ Interested

👍 Like 💬 Comment

👤 Sandeep Kapoor and 73 others

Event Page

Relio Quick Auto Mall is at Moments Mall.  
June 23 at 6:20 PM · New Delhi · 🌐

Day 2 Glimpses of Auto Mall at #MomentsMall #Delhi! Visit to experience the latest cars and bikes on display! #Renault #Ford #Honda #TVS #KTM 22-24 June! #automall2018

👍 Like 💬 Comment ➦ Share

👤 Sandeep Kapoor and 509 others Most Relevant ▾

🗨️ Write a comment... 😊 🗨️

View all 4 comments

Relio Quick Auto Mall is at Moments Mall.  
June 22 at 12:55 PM · New Delhi · 🌐

The first ever Auto Mall at Moments Mall, #Delhi is on! Visit this weekend 22-24 June to check out the latest car and bike models from #Honda #Ford #Renault #KTM #TVS! Special Offers on spot-bookings! 11 am - 9 pm #automall2018

👍 Like 💬 Comment ➦ Share

👤 Sandeep Kapoor, Sushil Kumar Vij and 1.2K others Most Relevant ▾

1 Share

🗨️ Write a comment... 😊 🗨️

👤 Sahil Raza Gjb Like · Reply · 3d

# Show Posts – Auto Mall FB & Instagram Handles





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DELHI  
22 - 24, June 18

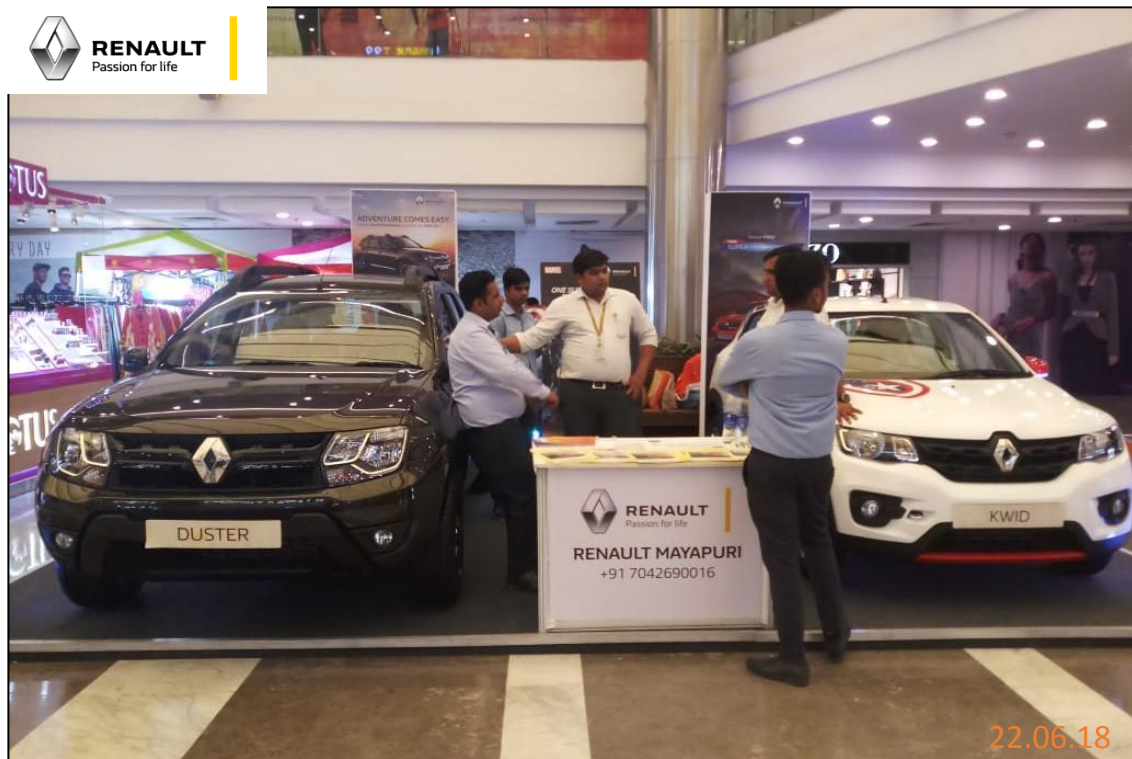
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DELHI  
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22.06.18



23.06.18



24.06.18



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DELHI  
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**THANK YOU**