



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

Relio Quick Auto Mall @
The Great India Place & Gardens
Galleria, Noida
13 – 15 July 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

140 Shows

30+ Malls

1.3 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 124 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

*Team Stratagem is the authorized agency to manage and execute RQ Auto Mall IP

Relio Quick Auto Mall @ The Great India Place : 13th – 15th July18 – Event Synopsis

After the grand success of Relio Quick Auto Mall season 1 in May 2018
Relio Quick Auto Mall Season 2 @The Great India Place & Garden Galleria was
organized from July 13 – 15, 2018.

Top 4 leading automobile brands participated
JEEP, NEXA, TOYOTA, TVS

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.
Auto Mall @ **The Great India Place & Garden Galleria** showcased automobiles for all budgets.

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

Over **1.25 Lac** people visited The Grate India Place, during Auto Mall event weekend.

TOUCH. FEEL. TRY.
BUY!

13th 14th & 15th JULY

**Additional Cash Benefits of upto INR 20000
on Spot-Bookings!***

www.automallindia.net

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INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

A VENTURE OF

RelioQuick

IP MANAGED BY

Team Stratagem 

Jeep

N E X A


TOYOTA

TVS Racing



*Terms & Conditions apply

Event Glimpses

Pre Event Promotion – On Ground Branding

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

**TOUCH. FEEL. TRY.
BUY!**

13th 14th & 15th JULY

The Great India Place Gardens Galleria
ENTERTAINMENT CITY | NOIDA

**Additional Cash Benefits of upto INR 20000
on Spot-Bookings!**

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INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

A VENTURE OF
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DIGITAL MEDIA PARTNER
AUTOPORTAL

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Team Stratagem

VENUE PARTNER
The Great India Place Gardens Galleria
ENTERTAINMENT CITY | NOIDA

Event Promotion – On Ground Branding

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

The Great India Place Gardens Galleria ENTERTAINMENT CITY | NOIDA

SHOWCASING

Jeep

140th

RELIO QUICK AUTO MALL
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Book Your JEEP Car at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

A VENUE OF RelioQuick
DIGITAL MEDIA PARTNER AUTOPORTAL

MANAGED BY Team Stratagem
VENUE PARTNER

RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

The Great India Place Gardens Galleria ENTERTAINMENT CITY | NOIDA

SHOWCASING

NEXA

140th

RELIO QUICK AUTO MALL
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Book Your NEXA Car at Relio Quick Auto Mall and get
Cash Benefit of INR 3000*

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RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

The Great India Place Gardens Galleria ENTERTAINMENT CITY | NOIDA

SHOWCASING

TOYOTA

140th

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

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RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

The Great India Place Gardens Galleria ENTERTAINMENT CITY | NOIDA

SHOWCASING

TVS Racing

140th

RELIO QUICK 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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RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

**TOUCH. FEEL. TRY.
BUY!**

INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

THE GREAT INDIA PLACE | GARDENS GALLERIA MALL
NOIDA

13th 14th & 15th JULY

DIGITAL MEDIA PARTNER

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The Great India Place Gardens Galleria
ENTERTAINMENT CITY | NOIDA

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 is at The Great India Place.
Published by Shrey Kapoor · June 23 at 5:55 PM · Noida ·

Touch-Feel-Try & Buy the latest car and bike models at Auto Mall, The Great India Place & Gardens Galleria Mall on 13-15 July! Special Offers on spot-bookings! #Automall2018

Relio Quick AUTO MALL
TOUCH FEEL TRY BUY!
13th 14th & 15th JULY
The Great India Place | Gardens Galleria Mall, Noida
Additional Cash Benefits on Spot-Bookings!
www.automallnoida.net
INDIA'S 1st & LARGEST MULTI-CITY AUTO SHOW!

100 people reached [Boost Again](#)

Recent Activity
Boosted on Jun 23
Audience: India, Noida, Uttar Pradesh, 20 - 55. By Shrey Kapoor · Completed
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Show Announcement

Relio Quick Auto Mall added an event.
June 29 at 5:40 PM ·

Touch Feel Try & Buy the latest car and bike models at Auto Mall, The Great India Place & Gardens Galleria Mall! 13-15 July! #Automall2018

Relio Quick AUTO MALL
INDIA'S 1st & LARGEST MULTI-CITY AUTO SHOW!
13th 14th & 15th JULY
The Great India Place | Gardens Galleria Mall, Noida
www.automallnoida.net
DISCOVER. CONNECT EXPERIENCE!

FRI, JUL 13
Auto Mall at GIP and Gardens Galleria Noida
The Great India Place - Noida [Interested](#)

You like Relio Quick Auto Mall

500 people reached [View Promotion](#)

Recent Activity
Boosted on Jul 10
Audience: Noida, Mobias
By Shrey Kapoor · Completed
[View Results](#)

Like Comment

Event Page

Relio Quick Auto Mall is at The Great India Place.
Published by Shrey Kapoor · July 14 at 1:32 PM · Noida ·

Hello #Noida! Auto Mall is back at The Great India Place and Gardens Galleria! Visit this weekend to #Discover and #Experience the latest models like #Jeep Compass, #Grand Cherokee, #Toyota Yaris, #Fortuner, #Abs #Nexa Baleno, #TVS Apache range! 13-15 July! #Automall2018

11,886 people reached [Boost Again](#)

Recent Activity
Boosted on Jul 14
Audience: India, Noida, Uttar Pradesh, 20 - 55
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Like Comment Share

76-41...jpg c073225c-bf17-4e...jpg 4d65e967-ef

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

AUTO MALL **Jeep**
Showcasing JEEP COMPASS

THE GREAT INDIA PLACE | GARDENS GALLERIA MALL, NOIDA
13 - 15 July 18

A VENTURE OF **RelloQuick**
DIGITAL MEDIA PARTNER **AUTOPORTAL**

IF MANAGED BY **Team Stratagem**
VENUE PARTNER **AutoSpot**

1,791 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 10
Audience: Noida Mobiles
By Shrey Kapoor - Completed

AUTO MALL **NEXA**
Showcasing S.CROSS

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Boosted on Jul 10
Audience: Noida Mobiles
By Shrey Kapoor - Completed

AUTO MALL **NEXA**
Showcasing BALENO

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13 - 15 July 18

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VENUE PARTNER **AutoSpot**

1,061 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 10

AUTO MALL **TVS Apache**
Showcasing TVS

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13 - 15 July 18

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3,063 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 10
Audience: Pune Mobiles
By Shrey Kapoor - Completed

Boosted on Jul 10
Audience: Noida Mobiles
By Shrey Kapoor - Completed

Brand Specific Posts – Auto Mall FB & Instagram Handles



RelloQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Jeep

Showcasing **JEEP COMPASS**

THE GREAT INDIA PLACE | GARDENS GALLERIA MALL, NOIDA
13 - 15 July 18

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RelloQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Jeep

Showcasing **GRAND CHEROKEE**

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NEXA

Showcasing **S.CROSS**

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Brand Specific Posts – Auto Mall FB & Instagram Handles



RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Showcasing YARIS

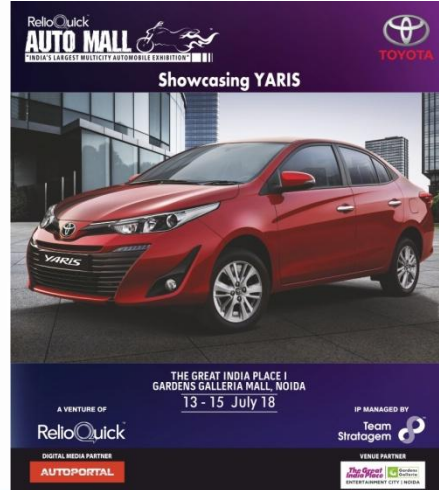


THE PAVILLION
PUNE'S PREMIUM SHOPPING DESTINATION
S.B. ROAD, NEXT TO JW MARRIOTT

13 - 15 July 18


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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Showcasing YARIS



**THE GREAT INDIA PLACE |
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Showcasing ALTIS



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TVS Racing

Showcasing TVS



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NEXA



NEXA





TOYOTA





THANK YOU