



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

RELIO QUICK AUTO MALL@

Pavillion Mall, Pune
13th – 15th 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

139 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 123 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 @ Pavillion Mall, Pune : 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 at Pavillion Mall was organized from July 13 – 15, 2018.

Top 6 leading automobile brands participated
FORD, MAHINDRA, MERCEDES, SKODA, KTM, TVS

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

All the brands put together generated over **180+ Hot Enquiries**

Over **75K + people visited** Pavillion Mall, 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

RelioQuickTM

IP MANAGED BY

**Team
Stratagem** 



Mercedes-Benz
The best or nothing.



Pre Event Promotion

Pre Event Promotion – On Ground Branding

RelloQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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

13th 14th & 15th JULY

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

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

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

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AUTOPORTAL

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

Event Promotion – On Ground Branding

Relio Quick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

THE PAVILLION
INDIA'S PREMIER VENUE FOR EXHIBITIONS

SHOWCASING

Ford

Go Further

139th

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

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AUTOPORTAL

VENUE PARTNER
THE PAVILLION

Relio Quick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

THE PAVILLION
INDIA'S PREMIER VENUE FOR EXHIBITIONS

SHOWCASING
ŠKODA

139th

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

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AUTOPORTAL

VENUE PARTNER
THE PAVILLION

Relio Quick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

THE PAVILLION
INDIA'S PREMIER VENUE FOR EXHIBITIONS

SHOWCASING
Mahindra
Rise.

139th

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

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AUTOPORTAL

VENUE PARTNER
THE PAVILLION

Event Promotion – On Ground Branding

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

THE PAVILION
THE ONLY VENUE OF THE EXHIBITION

SHOWCASING

TVS Racing

139th

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
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THE PAVILION
THE ONLY VENUE OF THE EXHIBITION

SHOWCASING

KTM

139th

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

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THE ONLY VENUE OF THE EXHIBITION

SHOWCASING

Trinity Motors
A Ghatge Group Venture

139th

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

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VENUE PARTNER THE PAVILION

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 Pavillion Pune.
Published by Shrey Kapoor · June 28 at 5:44 PM · Pune

Touch-Feel-Try & Buy the latest #car and #bike models at Auto Mall, The Pavillion Mall #Pune! 13-15 July! Special Offers on spot-bookings! #automall2018

2,761 people reached

Boost Again

Recent Activity

Boosted on Jun 28
Audience: India: Pune Maharashtra, 16 - 55, Behavi...
By Shrey Kapoor · Completed

View Results

Show Announcement

Relio Quick Auto Mall added an event.
June 29 at 5:47 PM · Pune

Touch Feel Try & Buy the latest #car and #bike models at Auto Mall, The Pavillion Mall, Pune! 13-15 July! #automall2018

FRI, JUL 13
Auto Mall at The Pavillion Pune
The Pavillion Pune - Pune

You like Relio Quick Auto Mall

196 people reached

View Promotion

Recent Activity

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

View Results

Like Comment

Sahil Kamoreji, Vivek Sarnaik and 4 others

Write a comment...

Event Page

Relio Quick Auto Mall is at The Pavillion Pune.
Published by Shrey Kapoor · July 13 at 6:57 PM · Pune

Hello #Pune! Auto Mall is back at The Pavillion! Visit this weekend to #Discover and #Expeience the latest #premium models from #Mercedes #Ford #Skoda #Mahindra #TVS #KTM! 13-15 July! #automall2018

14,468 people reached

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Recent Activity

Boosted on Jul 14
Audience: India: Pune Maharashtra, 20 - 55
By Shrey Kapoor · Completed

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Like Comment Share

Abhijit Zambare, Ashvin Devdas Ashok and 644 others

Most Relevant

Show Post

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at The Pavillion Pune
Published by Shrey Kapoor · July 10 at 12:13 PM · Pune

#Discover & #Experience the latest models from #TVS #Apache at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #RacingDNAUnleashed #automal2018

1,307 people reached

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

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Like Comment Share

Manpreet Singh Sidhu, Bhivraj Shendga and 105 others

Relio Quick Auto Mall is at The Pavillion Pune.
Published by Shrey Kapoor · July 13 at 4:40 PM · Pune

#Discover & #Experience the latest models from #KTM #Duke200 #Duke390 #RC200 at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #automal2018

559 people reached

Boosted on Jul 13
Audience: Pune Mobiles
By Shrey Kapoor · Completed

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Pritesh Ahir, Prayal Kale and 58 others

Write a comment...

Relio Quick Auto Mall is at The Pavillion Pune.
Published by Shrey Kapoor · July 10 at 12:16 PM · Pune

#Discover & #Experience the latest models from #Mahindra #XUV500 #TUV/Plus at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #automal2018

1,880 people reached

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

View Results

Like Comment Share

Arun Marathe Tayya, Vishal Toke and 170 others

Relio Quick Auto Mall is at The Pavillion Pune.
Published by Shrey Kapoor · July 10 at 9:17 PM · Pune

#Discover & #Experience the latest models from #Mahindra #XUV500 #TUV/Plus at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #automal2018

1,565 people reached

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

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AvinRat Chauhan, Utkarsha Borhade and 138 others

1 Share

Show Posts – Auto Mall FB & Instagram Handles

Write a comment...

Relo Quick Auto Mall is at The Pavilion Pune.
Published by Shrey Kapoor · July 10 at 8:18 PM · Pune ·

#Discover & #Experience the latest models from #Skodal #Kodiaq #Rapid at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #automal2018

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SKODA
Showcasing RAPID

THE PAVILLION, PUNE
13-15 July 18

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1,593 people reached

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Audience: Pune Mobbles
By Shrey Kapoor · Completed

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Basavanji Mallikarjun, Omkar Gohar and 156 others · Most Relevant

Write a comment...

Relo Quick Auto Mall is at The Pavilion Pune.
Published by Shrey Kapoor · July 10 at 8:19 PM · Pune ·

#Discover & #Experience the latest models from #Skodal #Kodiaq #Rapid at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #automal2018

Relo Quick AUTO MALL
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SKODA
Showcasing KODIAQ

THE PAVILLION, PUNE
13-15 July 18

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1,523 people reached

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Audience: Pune Mobbles
By Shrey Kapoor · Completed

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Rushikesh Kadam, Ganesh Khule and 190 others

Write a comment...

Relo Quick Auto Mall is at The Pavilion Pune.
Published by Shrey Kapoor · July 11 at 4:14 PM · Pune ·

#Discover & #Experience the latest models from #Ford! #Mustang #Endeavour at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #automal2018

Relo Quick AUTO MALL
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Ford
Go Further
Showcasing ENDEAVOUR

THE PAVILLION, PUNE
13-15 July 18

IF MANAGED BY Team Stratagem

1,281 people reached

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Recent Activity

Boosted on Jul 11
Audience: India, Bangalore Karnataka, 20-55
By Shrey Kapoor · Completed

View Results

Like Comment Share

Kiran Kiran, Vinay Vs and 621 others

Write a comment...

Relo Quick Auto Mall is at The Pavilion Pune.
Published by Shrey Kapoor · July 11 at 4:15 PM · Pune ·

#Discover & #Experience the latest models from #Ford! #Mustang #Endeavour at Auto Mall. #ThePavillion #Pune this weekend 13-15 July! #automal2018

Relo Quick AUTO MALL
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Ford
Go Further
Showcasing MUSTANG

THE PAVILLION, PUNE
13-15 July 18

IF MANAGED BY Team Stratagem

3,265 people reached

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Recent Activity

Boosted on Jul 11
Audience: Pune Mobbles
By Shrey Kapoor · Completed

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Sumit S Laxanda, Sunil Jagtap and 216 others

2 Shares

Event Glimpses



SKODA



13.07.18



14.07.18



15.07.18

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 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**TOUCH. FEEL. TRY.
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 PUNE'S PREMIUM SHOPPING DESTINATION
 S/B ROAD, NEXT TO JW MARRIOTT

Mahindra
Rise



13.07.18



14.07.18



15.07.18



Go Further



TVS Racing





13.07.18



14.07.18



15.07.18

THANK YOU