



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

# RELIO QUICK AUTO MALL@

GVK ONE Mall, Hyderabad  
20th – 22nd 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

142 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 126 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

# Relio Quick Auto Mall @ GVK Mall, Hyderabad : 20th – 22nd July18 – Event Synopsis

**Relio Quick Auto Mall at GVK Mall was organized from July 20 – 22, 2018.**

**Top 7 leading automobile brands participated**

HONDA, SKODA, TOYOTA, HARLEY DAVIDSON, KTM, TVS, UM

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.

Auto Mall @ GVK Mall showcased automobiles for all budgets.

**All the brands put together generated over 600+ Hot Enquiries**

**Over 75K people visited GVK Mall, during Auto Mall event weekend.**

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

**20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup> JULY**

[www.automallindia.net](http://www.automallindia.net)

[f /rqautomallindia](https://www.facebook.com/rqautomallindia) [t /automall\\_india](https://twitter.com/automall_india) [i /automall\\_india](https://www.instagram.com/automall_india) [y /automallofficial](https://www.youtube.com/channel/UC...)

**INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!**

A VENTURE OF

**RelioQuick**

IP MANAGED BY

Team  
Stratagem 



HONDA



ŠKODA



TOYOTA



**TVS** *Racing*



## Pre Event Promotion

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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

# Pre Event Promotion – On Ground Branding

RelioQuick  
**AUTO MALL**  
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

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

20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup> JULY

**GVK one**  
Set your spirit free

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

www.automallindia.net

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INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

A VENTURE OF  
RelioQuick

DIGITAL MEDIA PARTNER  
**AUTOPORTAL**

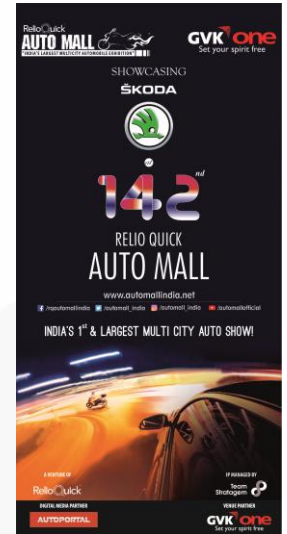
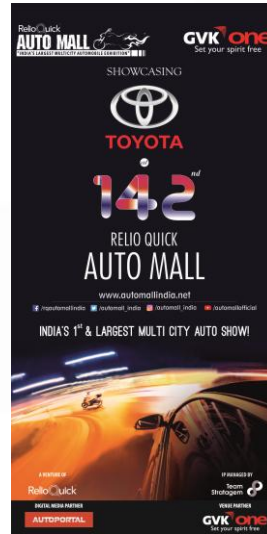
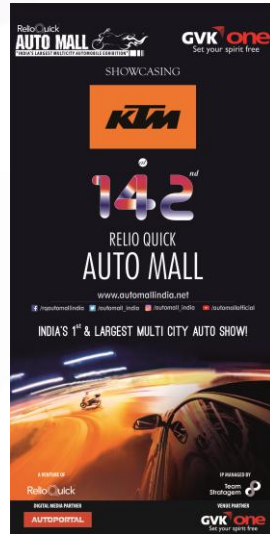
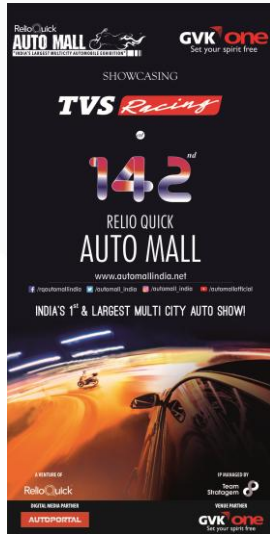
IP MANAGED BY  
Team  
Stratagem

VENUE PARTNER  
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Team Stratagem

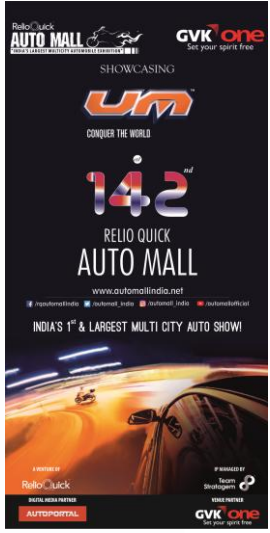
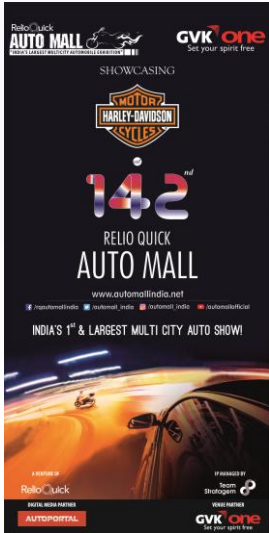


# Event Promotion – On Ground Branding





# Event Promotion – On Ground Branding



# 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**

## Event Glimpses

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# Auto Mall FB Page Engagement

High Facebook Page *Targeted Reach & Engagement* around show dates

## Reach

July 15 - July 21

70,578

People Reached ▲ 3%



## Post Engagements

July 15 - July 21

19,984

Post Engagement ▲ 54%



# Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall added an event  
July 14 at 4:49 PM

Touch Feel Try & Buy the latest car and #bikes models at Auto Mall, GVK One Mall, Hyderabad! 20-22 July! #automal2018

FRI, JUL 20  
Auto Mall at GVK One Hyderabad  
GVK One Mall - Hyderabad

97 people reached

Recent Activity  
Boosted on Jul 14  
Audience: India: Latitude 17.41 Longitude 78.51 Hy...  
By Shrey Kapoor - Completed

Sandeep Jadhav

Like Comment

Write a comment...

Event Page

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor 171 · July 20 at 1:23 PM · Hyderabad

Auto Mall - India's 1st & Largest Multi City Auto Show is back at #GVKOne Mall #Hyderabad this weekend! Visit to check out the latest models from #Toyota #Skoda #HarleyDavidson #KTM #TVS #Umi! 20-22 July! Be there #automal2018

10,627 people reached

Recent Activity  
Boosted on Jul 20  
Audience: India: Hyderabad Telangana, 20 - 55  
By Shrey Kapoor - Completed

Sameem Ansari, Vioika P Zhemoni and 663 others · 1 Comment · 4 Shares

Show Commencement

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor 171 · Yesterday at 11:54 AM · Hyderabad

Visit the #Bike #Zone at Auto Mall, GVK One Mall #Hyderabad! Showcasing brands like #HarleyDavidson #KTM #TVS #Umi! Last day today! #automal2018

7,213 people reached

Recent Activity  
Boosted on Jul 22  
Audience: India: Hyderabad Telangana, 20 - 55  
By Shrey Kapoor - Completed

Pall Bamsheety, Avilash Singh and 946 others · 2 Comments · 4 Shares

# Show Posts – Auto Mall FB & Instagram Handles

**Relio Quick Auto Mall** is at GVK One Mall  
 Published by Shrey Kapoor · 17 · July 18 at 5:25 PM · Hyderabad · 🌐

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #Toyota - #Yaris #Etios #Altis! Visit this weekend, 20-22 July! #automall2018

2,542 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 18  
 Audience: India: Hyderabad Telangana, 20 - 55  
 By Shrey Kapoor · Completed

[View Results](#)

👍👍 Naniavath Srikanth, Araya Mui Simos and 620 others · 2 Shares

👍 Like    💬 Comment    ➦ Share

**Relio Quick Auto Mall** is at GVK One Mall  
 Published by Shrey Kapoor · 17 · July 18 at 5:46 PM · Hyderabad · 🌐

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #Skoda - #Rapid #Kodiaq! Visit this weekend, 20-22 July! #automall2018

2,749 people reached [Boost Again](#)

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Boosted on Jul 18  
 Audience: India: Hyderabad Telangana, 20 - 55  
 By Shrey Kapoor · Completed

[View Results](#)

👍👍 Kethavath Paramesh, Sama Vijay Kumar and 647 others · 2 Comments

**Relio Quick Auto Mall** is at GVK One Mall  
 Published by Shrey Kapoor · 17 · July 18 at 5:47 PM · Hyderabad · 🌐

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #Skoda - #Rapid #Kodiaq! Visit this weekend, 20-22 July! #automall2018

2,344 people reached [Boost Again](#)

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Boosted on Jul 18  
 Audience: India: Hyderabad Telangana, 20 - 55  
 By Shrey Kapoor · Completed

[View Results](#)

👍👍 Mahommed Basheer, Md Jhangir and 610 others · 1 Comment · 1 Share

**Relio Quick Auto Mall** is at GVK One Mall  
 Published by Shrey Kapoor · 17 · July 18 at 6:13 PM · Hyderabad · 🌐

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #Toyota - #Yaris #Etios #Altis! Visit this weekend, 20-22 July! #automall2018

3,032 people reached [Boost Again](#)

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Boosted on Jul 18  
 Audience: India: Hyderabad Telangana, 20 - 55  
 By Shrey Kapoor · Completed

[View Results](#)

👍👍 Nani Muvvala, Kondepaga Suresh and 605 others · 2 Comments · 3 Shares



# Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor · 171 · July 15 at 6:14 PM · Hyderabad · 📍

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #Toyota - #Yaris #Etios #Altis! Visit this weekend, 20-22 July! #AutoMall2018



20 - 22 JULY 2018 **GVK one** Set your spirit free

2,631 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 18  
Audience: India · Hyderabad · Telangana, 20 - 55  
By Shrey Kapoor · Completed

View Results

👍👍👍 Varsh Vanshi, Srikarth Papp and 604 others · 5 Shares

Like Comment Share

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor · 171 · July 21 at 1:19 PM · Hyderabad · 📍

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the New #Honda #Amaze! Visit this weekend, 20-22 July! #AutoMall2018



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2,577 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 21  
Audience: India · Hyderabad · Telangana, 20 - 55  
By Shrey Kapoor · Completed

View Results

👍👍👍 Nayan Kadam, Sameen Ansari and 604 others

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor · 171 · July 19 at 3:34 PM · Hyderabad · 📍

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #BMW! Visit this weekend, 20-22 July! #AutoMall2018



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4,951 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 19  
Audience: India · Hyderabad · Telangana, 20 - 55  
By Shrey Kapoor · Completed

View Results

👍👍👍 Pritika Rádo, Basanth Jamma and 777 others · 1 Comment · 7 Shares

Like Comment Share

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor · 171 · July 18 at 5:43 PM · Hyderabad · 📍

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #HarleyDavidson! Visit this weekend, 20-22 July! #AutoMall2018



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4,890 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 18  
Audience: India · Hyderabad · Telangana, 20 - 55  
By Shrey Kapoor · Completed

View Results

👍👍👍 Jyoti Goshika, Nagesh Mahang and 658 others · 2 Comments · 3 Shares



# Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor 171, July 18 at 5:44 PM · Hyderabad · 🌐

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #TVS - #Apache! Visit this weekend, 20-22 July! #automal2018



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**TVS Apache**

1,862 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 18  
Audience: India · Hyderabad · Telangana, 20 - 55  
By Shrey Kapoor · Completed

[View Results](#)

👍👍 Venkat Marla, Srikanth Gaddam and 570 others · 1 Comment · 5 Shares

Relio Quick Auto Mall is at GVK One Mall  
Published by Shrey Kapoor 171, July 18 at 5:45 PM · Hyderabad · 🌐

#AutoMall is back at GVK One Mall, #Hyderabad! Showcasing the latest models from #KTM! Visit this weekend, 20-22 July! #automal2018



Relio Quick  
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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

20 - 22 JULY 2018 **GVK one**  
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**KTM**

3,957 people reached [Boost Again](#)

Recent Activity

Boosted on Jul 18  
Audience: India · Hyderabad · Telangana, 20 - 55  
By Shrey Kapoor · Completed

[View Results](#)

👍👍 Chaitu Raj, Md Noushad and 686 others · 1 Comment · 1 Share



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

INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

**GVK ONE MALL**  
HYDERABAD

20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup> JULY

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TOYOTA



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GVK ONE MALL  
HYDERABAD

20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup> JULY

DIGITAL MEDIA PARTNER

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ŠKODA



20.07.18



21.07.18



22.07.18

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

INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

GVK ONE MALL  
HYDERABAD

20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup> JULY

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RelioQuick  
**AUTO MALL**  
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



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**BUY!**

INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!

**GVK ONE MALL**  
 HYDERABAD

20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup> JULY

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**THANK YOU**