



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

Relio Quick Auto Mall @
Mantri Square Mall, Bangalore
20– 22 July18

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

143 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 127 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 @ Mantri Square Mall, Bangalore : 20th – 22nd July 18 – Event Synopsis

Relio Quick Auto Mall Season 1 @ Mantri Square Mall, Bangalore was organized from July 20 – 22, 2018.

**Top 9 leading automobile brands participated
JEEP, NEXA, SKODA, MAHINDRA, MAHINDRA ELECTRIC, ISUZU, VOLKSWAGEN, KTM, TVS**

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

All the brands put together generated over 800+ Enquires, and
Over 1Lac people visited Mantri Square Mall, during Auto Mall event weekend.

TOUCH. FEEL. TRY.
BUY!

20th 21st & 22nd JULY

www.automallindia.net

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

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

A VENTURE OF

RelioQuick

IP MANAGED BY

Team
Stratagem  |  **CELEBRATIONS**
Authorized IP Manager - Bengaluru

Jeep NEXA



ISUZU

Mahindra
ELECTRIC

the

Mahindra
Rise.



KTAM

TVS Racing



Pre Event Promotion – On Ground Branding

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

TOUCH. FEEL. TRY.
BUY!

20th 21st & 22nd JULY

INDIA SQUARE

**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
RelloQuick

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AUTOPORTAL

IP MANAGED BY
Team Stratagem

VENUE PARTNER
INDIA SQUARE

Terms & Conditions apply

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

Reach

July 15 - July 21

70,578

People Reached ▲ 3%



Post Engagements

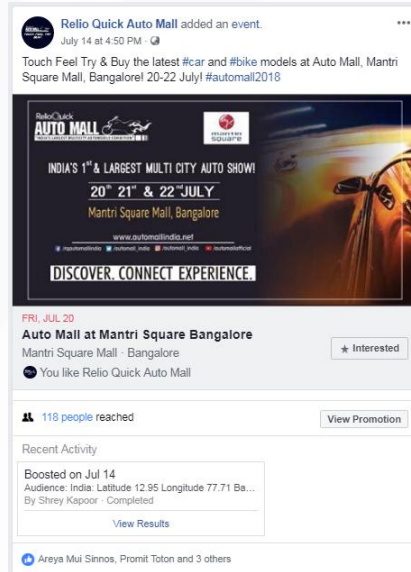
July 15 - July 21

19,984

Post Engagement ▲ 54%




Show Posts – Auto Mall FB & Instagram Handles



Relio Quick Auto Mall added an event.
July 14 at 4:50 PM · 🌐

Touch Feel Try & Buy the latest #car and #bike models at Auto Mall, Mantri Square Mall, Bangalore! 20-22 July! #automall2018



Relio Quick AUTO MALL
INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!
20th 21st & 22nd JULY
Mantri Square Mall, Bangalore
www.automallindia.net
DISCOVER. CONNECT EXPERIENCE.

FRI, JUL 20
Auto Mall at Mantri Square Bangalore
Mantri Square Mall · Bangalore

👤 You like Relio Quick Auto Mall

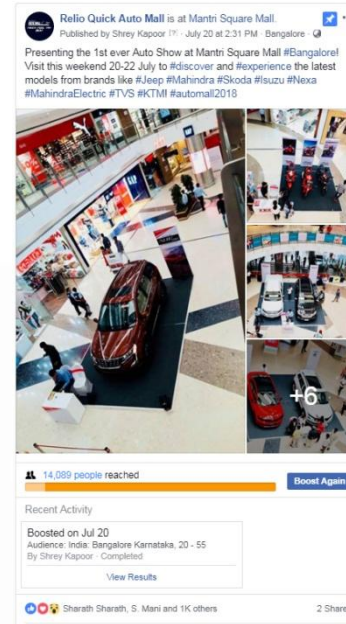
👥 118 people reached

Recent Activity

Boosted on Jul 14
Audience: India: Latitude 12.95 Longitude 77.71 Ba...
By Shrey Kapoor · Completed


👤 Areya Mui Sinnos, Promit Toton and 3 others

Event Page



Relio Quick Auto Mall is at Mantri Square Mall.
Published by Shrey Kapoor · July 20 at 2:31 PM · Bangalore · 🌐

Presenting the 1st ever Auto Show at Mantri Square Mall #Bangalore! Visit this weekend 20-22 July to #discover and #experience the latest models from brands like #Jeep #Mahindra #Skoda #Isuzu #Nexa #MahindraElectric #TVS #KTM! #Automall2018



👥 14,089 people reached

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

👤 Sharath Sharath, S. Mani and 1K others 2 Shares

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Mantri Square Mall.
Published by Shrey Kapoor (👤) · July 18 at 6:15 PM · Bangalore (📍)

Presenting the 1st ever Auto Show at Mantri Square Mall, #Bangalore!
Showcasing the #Jeep #Compass Visit this weekend, 20-22 July!
#automall2018



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

MANTRI SQUARE

20 - 22 JULY 2018

4,112 people reached [Boost Again](#)

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Mohain Khanali, Parvesh Patra and 814 others · 2 Comments 1 Share

[Like](#) [Comment](#) [Share](#)

Relio Quick Auto Mall is at Mantri Square Mall.
Published by Shrey Kapoor (👤) · July 18 at 6:19 PM · Bangalore (📍)

Presenting the 1st ever Auto Show at Mantri Square Mall, #Bangalore!
Showcasing the latest models from #Isuzu - #MUX #VCross! Visit this weekend, 20-22 July! #automall2018



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

MANTRI SQUARE

20 - 22 JULY 2018

3,444 people reached [Boost Again](#)

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

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Mawera Ansari, Praven Pravi and 693 others · 1 Comment 1 Share

[Like](#) [Comment](#) [Share](#)

Relio Quick Auto Mall is at Mantri Square Mall.
Published by Shrey Kapoor (👤) · July 19 at 10:49 AM · Bangalore (📍)

Presenting the 1st ever Auto Show at Mantri Square Mall, #Bangalore!
Showcasing the latest models from #Skoda! Visit this weekend, 20-22 July!
#automall2018



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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

MANTRI SQUARE

20 - 22 JULY 2018

3,444 people reached [Boost Again](#)

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Ananda Ananda, Kiran Kiran and 608 others · 1 Comment 3 Shares

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Relio Quick Auto Mall is at Mantri Square Mall.
Published by Shrey Kapoor (👤) · July 19 at 10:50 AM · Bangalore (📍)

Presenting the 1st ever Auto Show at Mantri Square Mall, #Bangalore!
Showcasing the latest models from #MahindraElectric! Visit this weekend, 20-22 July! #automall2018



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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

MANTRI SQUARE

20 - 22 JULY 2018

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Sanjay Sanju, Adhi Sikal and 647 others · 1 Share

[Like](#) [Comment](#) [Share](#)

Brand Specific Posts – Auto Mall FB & Instagram Handles

Rello Quick Auto Mall is at Marthi Square Mall.
Published by Shrey Kapoor · July 19 at 5:59 PM · Bangalore

Presenting the 1st ever Auto Show at Marthi Square Mall. #Bangalore!
Showcasing the latest models from #Nexa - #Ciaz #Ignis! Visit this weekend, 20-22 July! #AutoMall2018



2,376 people reached [Boost Again](#)

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

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Bitu Patel, Sameen Ansari and 835 others · 2 Comments · 1 Share

Like Comment Share

Rello Quick Auto Mall is at Marthi Square Mall.
Published by Shrey Kapoor · July 19 at 6:00 PM · Bangalore

Presenting the 1st ever Auto Show at Marthi Square Mall. #Bangalore!
Showcasing the #Mahindra #XUV500! Visit this weekend, 20-22 July! #AutoMall2018



3,259 people reached [Boost Again](#)

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Audience: India, Bangalore, Karnataka, 20 - 55
By Shrey Kapoor · Completed

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Shankar Patel, A Arjun and 565 others · 1 Share

Rello Quick Auto Mall is at Marthi Square Mall.
Published by Shrey Kapoor · July 19 at 6:06 PM · Bangalore

Presenting the 1st ever Auto Show at Marthi Square Mall. #Bangalore!
Showcasing the latest models from #Nexa - #Ciaz #Ignis! Visit this weekend, 20-22 July! #AutoMall2018



2,087 people reached [Boost Again](#)

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Boosted on Jul 19
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By Shrey Kapoor · Completed

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Charan B L, Charan, Pranavraj Bhatnagar and 649 others · 1 Share

Rello Quick Auto Mall is at Marthi Square Mall.
Published by Shrey Kapoor · July 21 at 1:15 PM · Bangalore

Presenting the 1st ever Auto Show at Marthi Square Mall. #Bangalore!
Showcasing the #Volkswagen #Polo! Visit this weekend, 20-22 July! #AutoMall2018



3,131 people reached [Boost Again](#)

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Audience: India, Bangalore, Karnataka, 20 - 55
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Bablu Ayan Bablu, Motiramal Patil and 766 others · 1 Comment · 1 Share

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Mantri Square Mall
Published by Shrey Kapoor · July 19 at 6:17 PM · Bangalore

Presenting the 1st ever Auto Show at Mantri Square Mall, #Bangalore!
Showcasing the latest models from #TVS - #Apache! Visit this weekend, 20-22 July! #automall2018

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INDIA'S LARGEST QUALITY AUTOMOBILE EXHIBITION

20 - 22 JULY 2018

TVS Apache

1,754 people reached

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Aadish Kumar, Aulash Singh and 703 others · 3 Comments · 1 Share

Like Comment Share

Most Relevant

Relio Quick Auto Mall is at Mantri Square Mall
Published by Shrey Kapoor · July 18 at 6:15 PM · Bangalore

Presenting the 1st ever Auto Show at Mantri Square Mall, #Bangalore!
Showcasing the latest models from #KTM! Visit this weekend, 20-22 July! #automall2018

Relio Quick AUTO MALL
INDIA'S LARGEST QUALITY AUTOMOBILE EXHIBITION

20 - 22 JULY 2018

KTM

4,587 people reached

Recent Activity

Boosted on Jul 18
Audience: India: Bangalore Karnataka, 20 - 55
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754 · 4 Shares

Like Comment Share

Event Glimpses



NEXA



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BANGALORE

20th 21st & 22nd JULY

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ISUZU



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MANTRI SQUARE MALL
BANGALORE

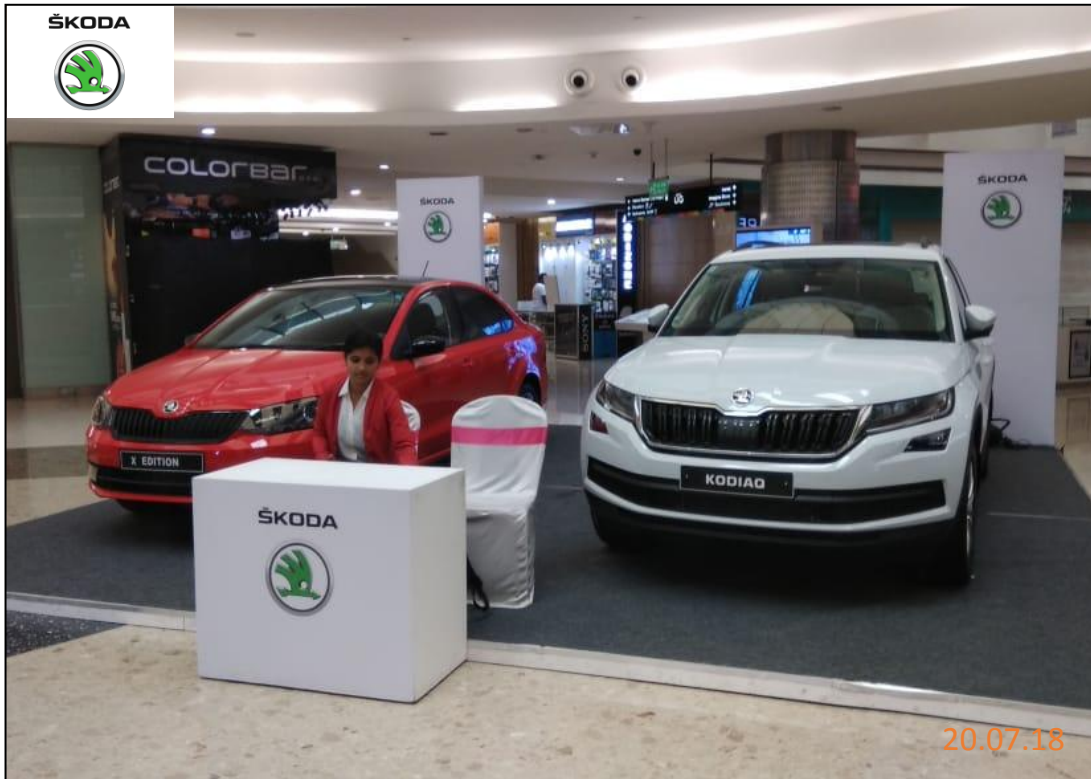
20th 21st & 22nd JULY

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THANK YOU