



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

RELIO QUICK AUTO MALL@ VR, MALL Bangalore 10th – 12th Aug18

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

145 Shows

30+ Malls

1.6 Crore+ Visitors

1.4 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 129 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 @ VR, MALL Bangalore: 10th – 12nd July 18 – event synopsis

Relio Quick Auto Mall at VR, MALL was organized from Aug 10 – 12, 2018.

Top 9 leading automobile brands participated

HYUNDAI, TATA MOTORS, ISUZU, MARUTI, JEEP, KTM, TVS, YAMAHA, BAJAJ

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

Auto Mall @ **VR, MALL** showcased automobiles for all budgets.

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

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

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

VR BENGALURU
WHITEFIELD MAIN ROAD



TOUCH. FEEL. TRY.
BUY.



VR, BANGALORE
10 - 12 August 18

MARUTI SUZUKI
Way of Life!

HYUNDAI

ISUZU

Jeep

TVS Racing

KTM

TATA MOTORS
Connecting Aspirations

YAMAHA
RACING
Revs Your Heart

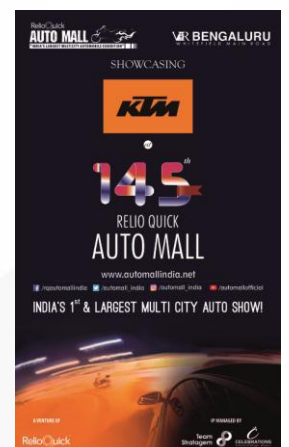
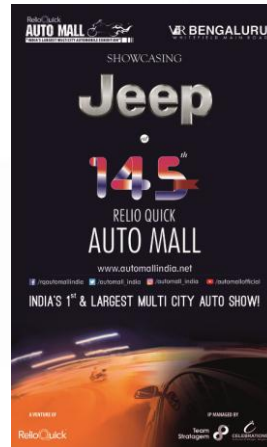
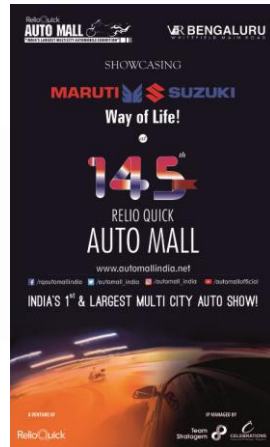
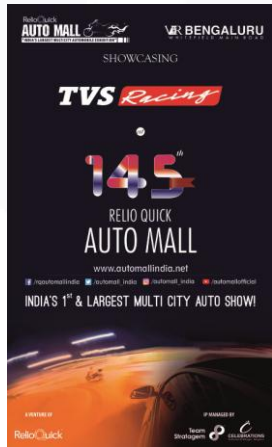
BAJAJ
MOTORCYCLES

Pre Event Promotion

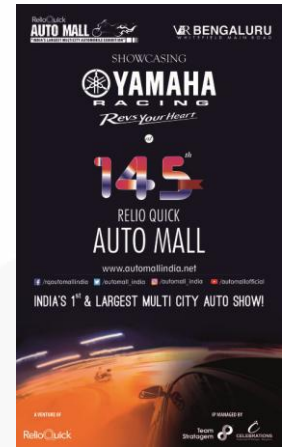
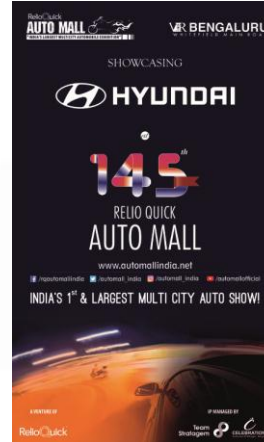
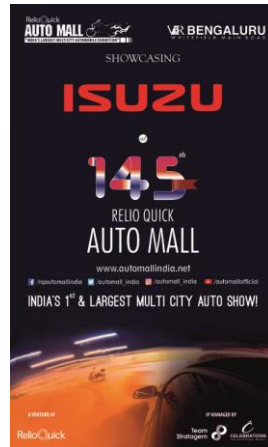
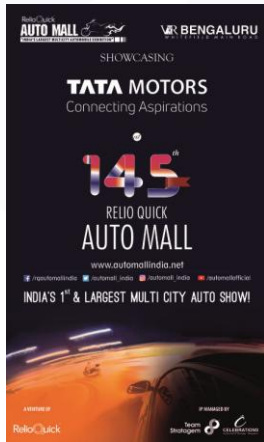
To generate visibility and awareness, Auto Mall event was promoted well in advance

A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

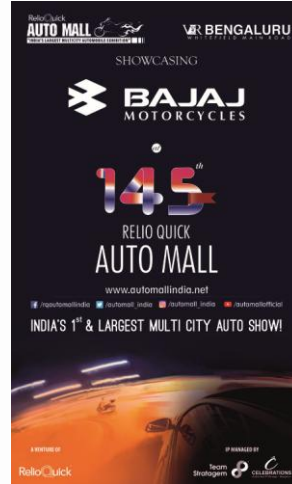
Event Promotion – On Ground Branding



Event Promotion – On Ground Branding



Event Promotion – On Ground Branding

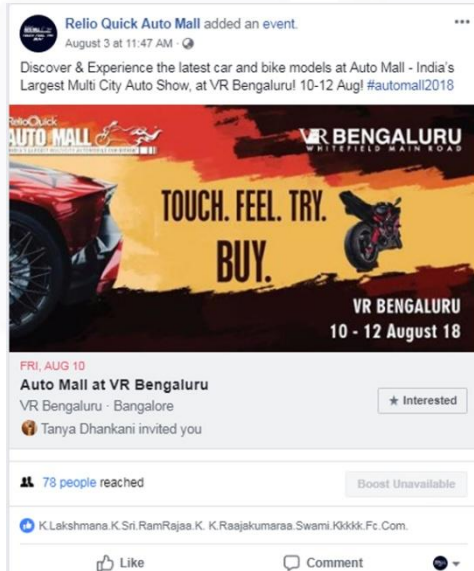


Auto Mall FB Page Engagement

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




Show Posts – Auto Mall FB & Instagram Handles



Relio Quick Auto Mall added an event.
August 3 at 11:47 AM

Discover & Experience the latest car and bike models at Auto Mall - India's Largest Multi City Auto Show, at VR Bengaluru! 10-12 Aug! #automall2018



FRI, AUG 10
Auto Mall at VR Bengaluru
VR Bengaluru - Bangalore

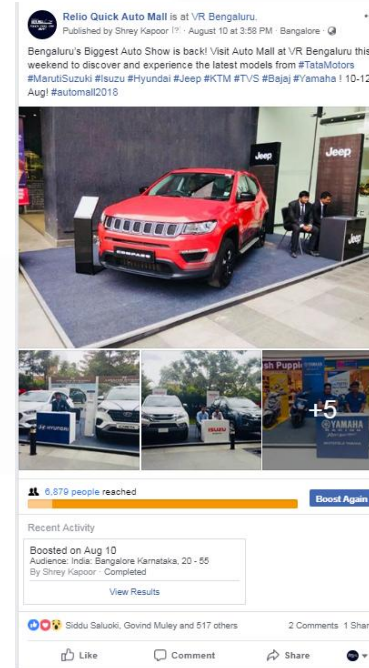
Tanya Dhankani invited you

78 people reached

K.Lakshmana.K.Sri.RamRajaa.K. K.Raajakumaraa.Swami.Kk444.Fc.Com.



Like Comment

Event Page



Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 10 at 3:58 PM · Bangalore

Bengaluru's Biggest Auto Show is back! Visit Auto Mall at VR Bengaluru this weekend to discover and experience the latest models from #TataMotors #MerutiSuzuki #suzu #Hyundai #Jeep #KTM #TVS #Bajaj #Yamaha ! 10-12 Aug! #automall2018



6,879 people reached

Boost Again

Recent Activity

Boosted on Aug 10
Audience: India: Bangalore Karnataka, 20 - 65
By Shrey Kapoor - Completed

View Results

Siddu Saluoki, Govind Muley and 517 others · 2 Comments · 1 Share

Like Comment Share

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor [?] · August 9 at 8:40 PM · Bangalore

Experience the latest #Yamaha models, this weekend at Auto Mall in association with VR Bengaluru! 10-12 Aug! #automall2018

10-12 AUG 2018 / VR BENGALURU
WHITEFIELD MAIN ROAD

YAMAHA

REV. RACE. REPEAT.
@19.3PS

R15
155CC · 19.3PS

155 CC · 19.3 PS · VVR · ASSIST · SLIPPER CLUTCH · FULL LED METER

1,684 people reached

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Boosted on Aug 09
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

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Audience: India: H
By Shrey Kapoor · Completed

View Results

Balaji Swami, Aruna HP and 1K others · 3 Comments · 2 Shares

Like Comment Share

Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor [?] · August 9 at 8:39 PM · Bangalore

Experience the latest #Hyundai models, #Verna #Creta this weekend at Auto Mall in association with VR Bengaluru! 10-12 Aug! #automall2018

Relio Quick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

10-12 AUG 2018 / VR BENGALURU
WHITEFIELD MAIN ROAD

HYUNDAI

CRETA

1,823 people reached

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

View Results

Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor [?] · August 9 at 8:39 PM · Bangalore

Experience the latest #Hyundai models, #Verna #Creta this weekend at Auto Mall in association with VR Bengaluru! 10-12 Aug! #automall2018

Relio Quick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

10-12 AUG 2018 / VR BENGALURU
WHITEFIELD MAIN ROAD

HYUNDAI

VERNA

2,823 people reached

Boost Again

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

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Rishi K, Ramesh N and 629 others · 1 Comment

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 9 at 8:38 PM · Bangalore

Experience the latest #Hyundai models. #Iarna #Creta this weekend at Auto Mall in association with VR Bengaluru 10-12 Aug! #automal2018



RelioQuick AUTO MALL
INDIA'S LARGEST MOTORCYCLE AND CAR SHOW

10 - 12 AUG 2018 / VR BENGALURU
MULTIPLY YOUR BUSINESS

HYUNDAI

2,623 people reached

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Boosted on Aug 09
Audience: India, Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

1 Comment

Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 9 at 8:38 PM · Bangalore

Experience the latest #Bajaj models this weekend at Auto Mall in association with VR Bengaluru 10-12 Aug! #automal2018



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INDIA'S LARGEST MOTORCYCLE AND CAR SHOW

10 - 12 AUG 2018 / VR BENGALURU
MULTIPLY YOUR BUSINESS

BAJAJ MOTORCYCLES

3,834 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience: India, Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

Tejash Bagalkoti, Sandesh Kps Santhi and 500 others

1 Like · Comment · Share

Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 9 at 7:45 PM · Bangalore

Experience the latest #KTM models this weekend at Auto Mall in association with VR Bengaluru 10-12 Aug! #automal2018



RelioQuick AUTO MALL
INDIA'S LARGEST MOTORCYCLE AND CAR SHOW

10 - 12 AUG 2018 / VR BENGALURU
MULTIPLY YOUR BUSINESS

KTM

4,391 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience: India, Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

Lovely Raj, Shiv Shree and 632 others

4 Comments · 2 Shares

Relio Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 9 at 3:58 PM · Bangalore

Experience the latest #MarutiSuzuki models. #Swift #Creta this weekend at Auto Mall in association with VR Bengaluru 10-12 Aug! #automal2018



RelioQuick AUTO MALL
INDIA'S LARGEST MOTORCYCLE AND CAR SHOW

10 - 12 AUG 2018 / VR BENGALURU
MULTIPLY YOUR BUSINESS

Maruti Suzuki
Big of Life!

2,507 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience: India, Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

Shruti H Pujari, Mahesh KJ Gowda and 552 others

Brand Specific Posts – Auto Mall FB & Instagram Handles

Rello Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 8 at 5:58 PM · Bengaluru

Experience the latest #MarutiSuzuki models, #Suzuki #Zore this weekend at Auto Mall in association with VR Bengaluru 10-12 Aug! #Automa2018



10 - 12 AUG 2018 / VR BENGALURU
MARUTI SUZUKI
Way of Life!

2,555 people reached

Boost Again

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Boosted on Aug 09
Audience: Male, Bengaluru Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

Abhishek Patra, Saseenu, Ashish Kumar, Chandana and 469 others · 2 Comments

Rello Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 8 at 9:05 PM · Bengaluru

Experience the latest #TVS #Apache models, this weekend at Auto Mall in association with VR Bengaluru! 10-12 Aug! #Automa2018



10 - 12 AUG 2018 / VR BENGALURU
TVS
Apache

4,443 people reached

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Boosted on Aug 08
Audience: India, Bengaluru Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

Anil Kumar, PáláMam, Anaz Alam and 475 others · 1 Comment · 3 Shares

Rello Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 8 at 9:05 PM · Bengaluru

Experience the latest #Jeep models this weekend at Auto Mall in association with VR Bengaluru! 10-12 Aug! #Automa2018



10 - 12 AUG 2018 / VR BENGALURU
Jeep

5,540 people reached

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Audience: Male, Bengaluru Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

Rello Quick Auto Mall is at VR Bengaluru.
Published by Shrey Kapoor · August 8 at 9:04 PM · Bengaluru

Experience the latest #Isuzu models this weekend at Auto Mall in association with VR Bengaluru 10-12 Aug! #Automa2018



10 - 12 AUG 2018 / VR BENGALURU
ISUZU

3,376 people reached

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

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Hannurhata Hour, Raju Rajgare and 491 others · 2 Shares

Like Comment Share

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at VR Bengaluru
Published by Shrey Kapoor · August 8 at 9:03 PM · Bangalore

Experience the latest #TataMotors models, #Nixon #Tigor this weekend at Auto Mall in association with VR Bengaluru! 10-12 Aug! #automal2018



2,584 people reached [Boost Again](#)

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Boosted on Aug 08
Audience: India, Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

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Manju Manju, Nuneesh Yadav Nuneesh and 370 others · 1 Comment

Like Comment Share

Relio Quick Auto Mall is at VR Bengaluru
Published by Shrey Kapoor · August 8 at 9:03 PM · Bangalore

Experience the latest #TataMotors models, #Nixon #Tigor this weekend at Auto Mall in association with VR Bengaluru! 10-12 Aug! #automal2018



2,627 people reached [Boost Again](#)

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Sabanna Banerjee, Govitha Govith and 356 others · 1 Comment · 3 Shares

Like Comment Share

Jeep



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

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

VR, BANGALORE
10th 11th & 12th AUG

VENUE PARTNER

VR BENGALURU
WHITEFIELD MAIN ROAD

MARUTI SUZUKI
Way of Life!



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VR, BANGALORE
10th 11th & 12th AUG

VENUE PARTNER
VR BENGALURU
WHITEFIELD MAIN ROAD



TATA MOTORS
Connecting Aspirations



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BUY!**

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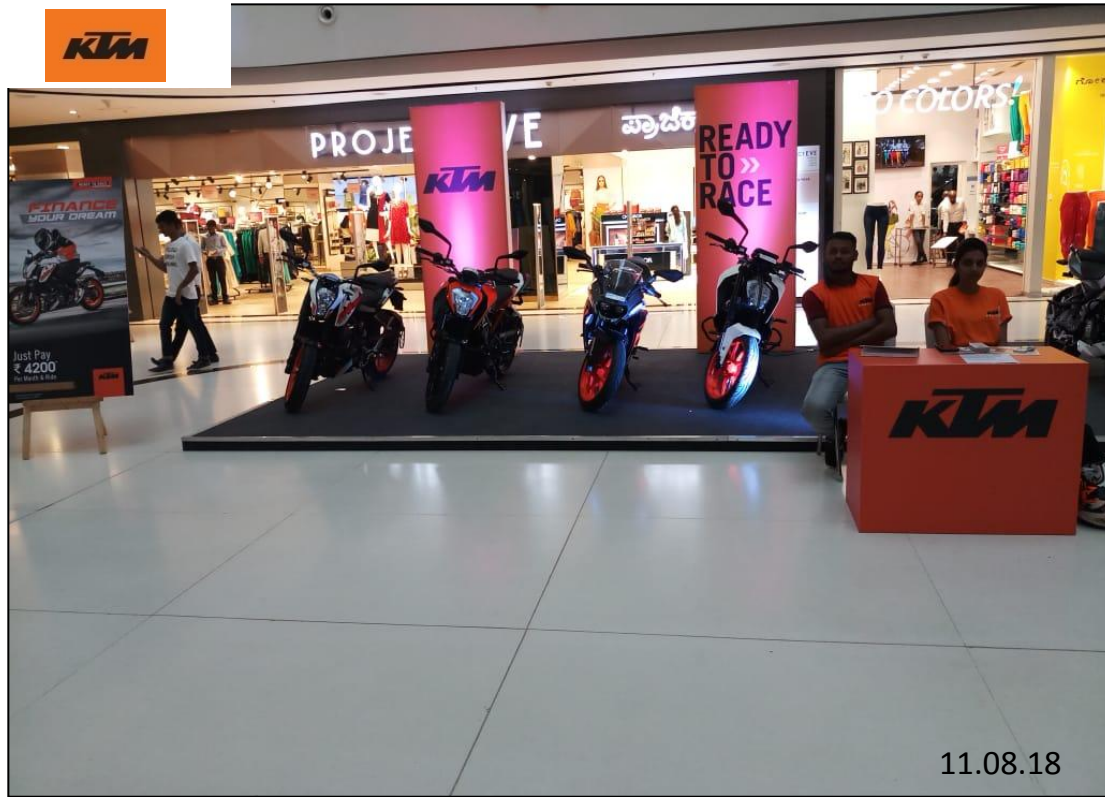
VR, BANGALORE
10th 11th & 12th AUG

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WHITEFIELD MAIN ROAD









11.08.18



11.08.18



12.08.18

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10.08.18



11.08.18



12.08.18

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 10th 11th & 12th AUG

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THANK YOU