



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

RELIO QUICK AUTO MALL@ PACIFIC MALL, GHAZIABAD 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

146 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 130 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 @ PACIFIC MALL, GHAZIABAD: 10th – 12th AUG18 – Event Synopsis

Relio Quick Auto Mall at PACIFIC MALL was organized from July 10 – 12, 2018.

Top 5 leading automobile brands participated

FORD, NEXA, ROYAL ENFIELD, KTM, TVS

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

Auto Mall @ PACIFIC MALL showcased automobiles for all budgets.

All the brands put together generated over **400+ Hot Enquiries**

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

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



Pacific.



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



**PACIFIC MALL
GHAZIABAD
10 - 12 August 18**

N E X A



TVS *Racing*



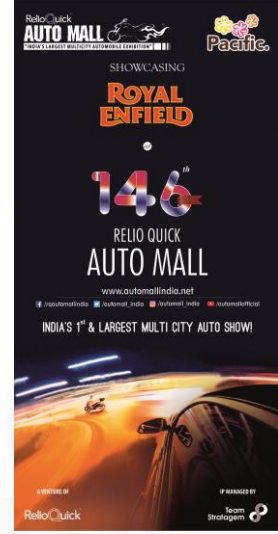
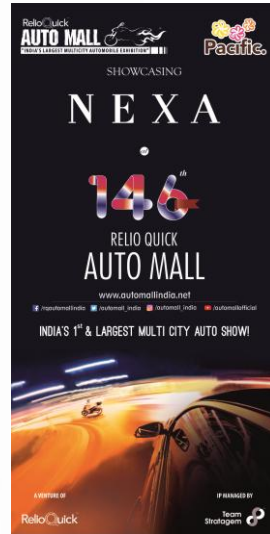
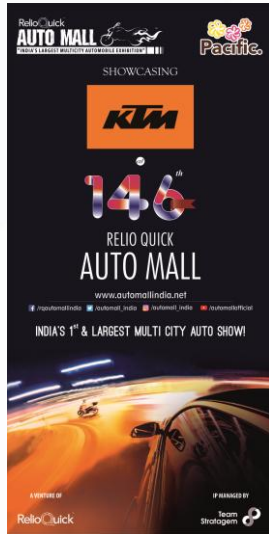
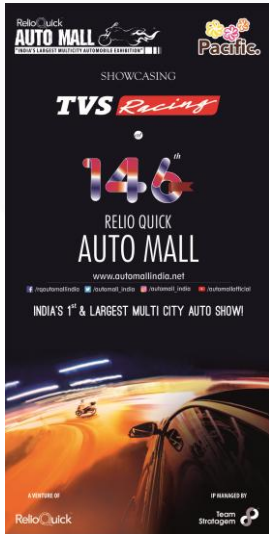
**ROYAL
ENFIELD**

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



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 11:12 AM · 🌐

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



FRI, AUG 10
Auto Mall at Pacific Mall Kaushambi
Pacific Mall, Kaushambi, Ghaziabad - Ghaziabad

★ Interested

You like Relio Quick Auto Mall

180 people reached


Boost Unavailable

Suresh Raina, Himanshu Kumar Raghuvanshi and 3 others

Event Page

Relio Quick Auto Mall is at Pacific Mall, Kaushambi, Ghaziabad. · 🌐
Published by Shrey Kapoor · August 10 at 1:43 PM · Ghaziabad · 🌐

Hello #Ghaziabad! Visit Auto Mall at Pacific Mall this weekend to discover and experience the latest models from #Nexa #Ford #KTM #TVS #RoyalEnfield! 10-12 Aug! #automall2018



8,543 people reached

Boost Again

Recent Activity

Boosted on Aug 10
Audience: India: Ghaziabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Pankaj Matthew, Satpal Kumar and 616 others


0 Comments 5 Shares

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghaziabad. Published by Shrey Kapoor · August 11 at 4:52 PM · Ghaziabad

Check out the #KTM Bikes display at Auto Mall. #Pacific Mall #Ghaziabad 10-12 Aug! #ReadyToRace #Automall2018



2,950 people reached

Boost Again

Recent Activity

Boosted on Aug 11
Audience: India · Ghaziabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed
View Results

3 Shares

Like Comment Share

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghaziabad. Published by Shrey Kapoor · August 10 at 11:47 PM · Ghaziabad

Experience #RoyalEnfield models this weekend at Auto Mall in association with Pacific Mall Kaushambi! 10-12 Aug! #Automall2018



10 - 12 AUG 2018

ROYAL ENFIELD

Relio Quick Auto Mall
Event

5,152 people reached

Boost Again

Recent Activity

Boosted on Aug 10
Audience: India · Ghaziabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed
View Results

3 Shares

Like Comment Share

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghaziabad. Published by Shrey Kapoor · August 9 at 4:32 PM · Ghaziabad

Experience the #Nexa #Baleno this weekend at Auto Mall in association with Pacific Mall Kaushambi! 10-12 Aug! #Automall2018



10 - 12 AUG 2018

NEXA

Relio Quick Auto Mall
Event

1,794 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience: India · Ghaziabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed
View Results

1 Comment

Like Comment Share

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghazabad
Published by Shrey Kapoor · August 9 at 4:05 PM · Ghazabad

Experience the latest #Ford models, #Forsville #EcoSport this weekend at Auto Mall in association with Pacific Mall Kaushambi! 10-12 Aug! #automal2018



10 - 12 AUG 2018



2,107 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience India · Ghazabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Laksh Sharma, Adhya Sharma Nuttz and 440 others · 1 Share

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghazabad
Published by Shrey Kapoor · August 9 at 4:05 PM · Ghazabad

Experience the latest #Ford models, #Forsville #EcoSport this weekend at Auto Mall in association with Pacific Mall Kaushambi! 10-12 Aug! #automal2018



10 - 12 AUG 2018



1,990 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience India · Ghazabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Gourav Sharma, Salman Khan and 440 others · 3 Shares

Like Comment Share

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghazabad
Published by Shrey Kapoor · August 9 at 4:02 PM · Ghazabad

Experience the latest #TVS #Apache models this weekend at Auto Mall in association with Pacific Mall Kaushambi! 10-12 Aug! #automal2018



10 - 12 AUG 2018



2,896 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience India · Ghazabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Rajen Roy, Anshu Datta and 465 others · 3 Comments · 1 Share

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghazabad
Published by Shrey Kapoor · August 9 at 4:01 PM · Ghazabad

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



10 - 12 AUG 2018



2,997 people reached

Boost Again

Recent Activity

Boosted on Aug 09
Audience India · Ghazabad Uttar Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Ajay Raj, Sachin Sachin Kashyap and 440 others · 1 Comment · 2 Shares



Go Further



10.08.18



11.08.18



12.08.18

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



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

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

**PACIFIC MALL,
GHAZIABAD**

10th 11th & 12th AUG

VENUE PARTNER



NEXA



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



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

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

**PACIFIC MALL,
GHAZIABAD**
10th 11th & 12th AUG

VENUE PARTNER


Pacific.



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



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

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

**PACIFIC MALL,
 GHAZIABAD**

10th 11th & 12th AUG

VENUE PARTNER

Pacific.



KTM



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



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

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

**PACIFIC MALL,
GHAZIABAD**

10th 11th & 12th AUG

VENUE PARTNER

Pacific.



10.08.18



11.08.18



12.08.18

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

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

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

**PACIFIC MALL,
GHAZIABAD**
10th 11th & 12th AUG

VENUE PARTNER
Pacific.

THANK YOU