



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

Relio Quick Auto Mall @
TRENDSET MALL, VIJAYAWADA
17 – 19 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

148 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 132 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 @ TRENDSET Mall, Vijayawada: 17th – 19th Aug18 – Event Synopsis

After the grand success of Relio Quick Auto Mall Season 1 in March 18 Relio Quick Auto Mall Season 2 @ Trendset Mall , Vijayawada was organized from Aug 17 – 19, 2018.

**Top 5 leading automobile brands participated
NISSAN, SKODA, HONDA, TVS, KTM**

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

All the brands put together generated over 300+ Hot Enquiries

Over 35k+ people visited Trendset Mall , during Auto Mall event weekend.

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



Trendset
MALL
CREATING LIFE STYLES



TOUCH. FEEL. TRY.
BUY.



TRENDSET MALL
VIJAYAWADA
17 - 19 August 18



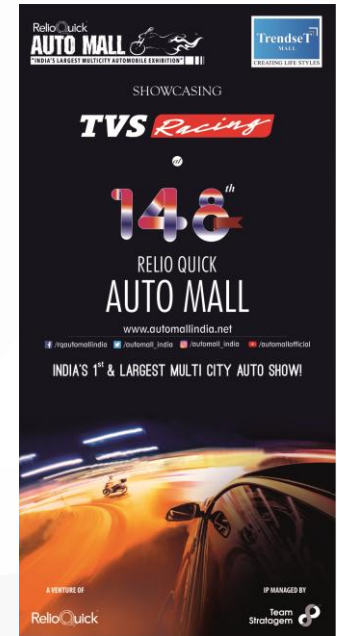
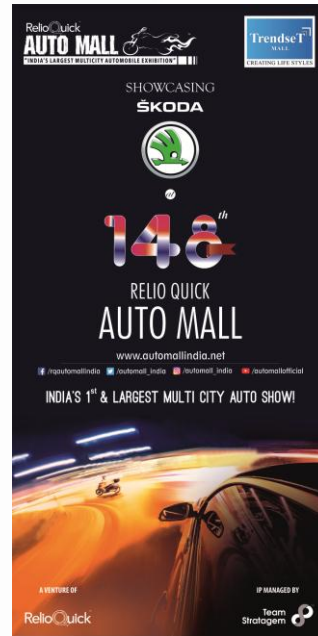
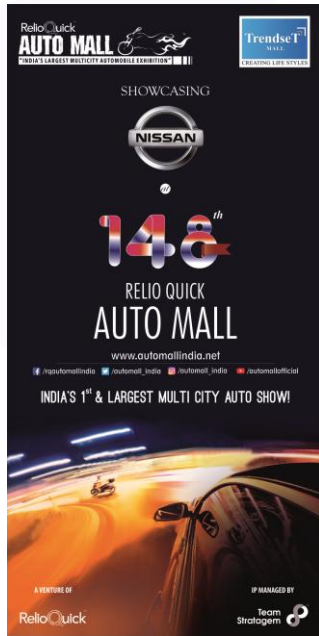
Pre Event Promotion

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

On-ground branding at the Mall was done 1 week prior to the event through Backdrops and standees Screens to create awareness and visibility amongst the Mall visitors.

Event Promotion – On Ground Branding



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

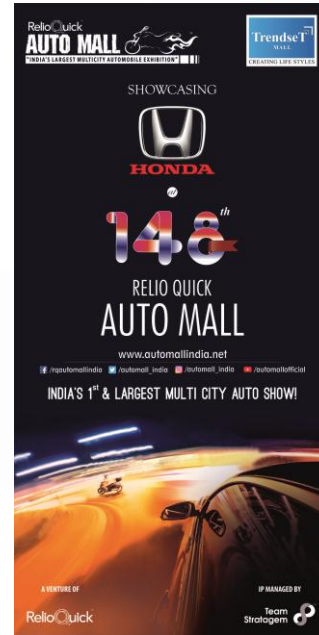
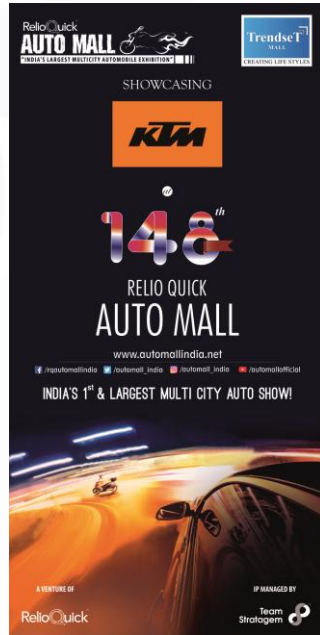
INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

**TRENDSET MALL
VIJAYAWADA**
17th 18th & 19th AUG

VENUE PARTNER



Event Promotion – On Ground Branding



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Auto Mall FB Page Engagement

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



Post Engagements

August 12 - August 18

11,615

Post Engagement ▼60%



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (7) · August 14 at 8:45 PM · Vijayawada

Auto Mall - Back in #Vijaywada! Visit and Experience various #cars and #bikes this weekend at #Trendset Mall! 17-19 Aug! #automall2018

2,282 people reached

Boosted on Aug 14
Audience: India: Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed

Susheel Chaudhry, Sārādā Pūhri Sāi Kōmrāpāi and 323 others

Show Announcement

Relio Quick Auto Mall added an event.
22 hrs

Discover & Experience the latest car and bike models at Auto Mall - India's Largest Multi City Auto Show, at Trendset Mall #Vijaywada! 17-19 Aug! #automall2018

HAPPENING NOW
Auto Mall at Trendset Mall Vijayawada
Trendset mall Vijayawada - Vijayawada

You like Relio Quick Auto Mall

Sandeep Kapoor and Nusetty Nagarjuna Rao

Event Page

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (7) · August 18 at 12:33 PM · Vijayawada

Presenting Auto Mall Season 2 at Trendset Mall #Vijaywada! Showcasing #Nissan #Datsun #Skoda #Honda #KTM #TVS! 17-19 Aug! #automall2018

2,723 people reached

Boosted on Aug 18
Audience: India: Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed

Nani Veera, Atul Surpan and 312 others

Show Commencement

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (T) · August 16 at 7:04 PM · Vijayawada

Showing #KTM at Auto Mall, Trendset Mall #Vijaywada this weekend 17-19 Aug #automal2018



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Trendset Mall
RETAILERS LIVE SYSTEM

17 - 19 AUG 2018

1,742 people reached

Boost Again

Recent Activity

Boosted on Aug 16
Audience: India: Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (T) · August 16 at 7:06 PM · Vijayawada

Showing #KTM at Auto Mall, Trendset Mall #Vijaywada this weekend 17-19 Aug #automal2018



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Trendset Mall
RETAILERS LIVE SYSTEM

17 - 19 AUG 2018

1,897 people reached

Boost Again

Recent Activity

Boosted on Aug 16
Audience: India: Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (T) · August 16 at 7:05 PM · Vijayawada

Showing the new #Honda #Amaze at Auto Mall, Trendset Mall #Vijaywada this weekend 17-19 Aug #automal2018



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Trendset Mall
RETAILERS LIVE SYSTEM

17 - 19 AUG 2018

149 people reached

Boost Again

Recent Activity

Boosted on Aug 16
Audience: India: Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed

View Results

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (T) · August 16 at 7:06 PM · Vijayawada

Showing #Skoda #Rapid at Auto Mall, Trendset Mall #Vijaywada this weekend 17-19 Aug #automal2018



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

Trendset Mall
RETAILERS LIVE SYSTEM

17 - 19 AUG 2018

1,575 people reached

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Recent Activity

Boosted on Aug 16
Audience: India: Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed

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Relio Quick Auto Mall, Anva Allu, Siva Karanthe and 140 others

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (1) · August 16 at 7:07 PM · Vijayawada

Showcasing #Datsun at Auto Mall, Trendset Mall #Vijayawada this weekend 17-19 Aug #automal2018



RelioQuick AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"
Trendset Mall
17 - 19 AUG 2018
Datsun
GO

1,321 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 16
Audience: India, Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed
[View Results](#)

Relio Quick Auto Mall, Nirithi Kapoor, Venkatesh Tammina and 25 others

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (1) · August 16 at 7:05 PM · Vijayawada

Showcasing #Nissan Micra at Auto Mall, Trendset Mall #Vijayawada this weekend 17-19 Aug #automal2018



RelioQuick AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"
Trendset Mall
17 - 19 AUG 2018
Nissan
MICRA

1,528 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 16
Audience: India, Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed
[View Results](#)

134 1 Comment 1 Share

Relio Quick Auto Mall is at Trendset mall Vijayawada.
Published by Shrey Kapoor (1) · August 16 at 7:07 PM · Vijayawada

Showcasing #Skoda #Kodiq at Auto Mall, Trendset Mall #Vijayawada this weekend 17-19 Aug #automal2018



RelioQuick AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"
Trendset Mall
17 - 19 AUG 2018
Skoda
KODIAQ

857 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 16
Audience: India, Vijayawada Andhra Pradesh, 20 - 55
By Shrey Kapoor · Completed
[View Results](#)

Auto Mall, Shaik Asif, Oh Neo E'nal and 68 others 1 Share

Event Glimpses

ŠKODA



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HONDA



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THANK YOU