



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

RELIO QUICK AUTO MALL
Season 6 @
QUEST MALL, KOLKATA
7th – 9th SEPTEMBER 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

153 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 137 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 @ QUEST MALL, KOLKATA: 7th – 9th September 18 – event synopsis

After the Grand Success of Auto Mall Season 5 in FEB 2018

Relio Quick Auto Mall Season 6 @ QUEST MALL was organized from **September 7 – 9, 2018.**

Top 6 leading automobile brands participated

VOLVO, AUDI, HONDA, SKODA, TVS, DUCATI

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

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

All the brands put together generated over **700+ Hot Enquiries**

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

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

QUEST
INDULGE



TOUCH. FEEL. TRY.
BUY.



QUEST MALL, KOLKATA
7 - 9 SEPTEMBER 18

V O L V O



HONDA



ŠKODA
SIMPLY CLEVER



TVS *Racing*

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

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

QUEST
INDULGE

SHOWCASING

TVS *Racing*

153rd

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

A VENTURE OF RelioQuick IP MANAGED BY Team Stratagem

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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INDULGE

SHOWCASING

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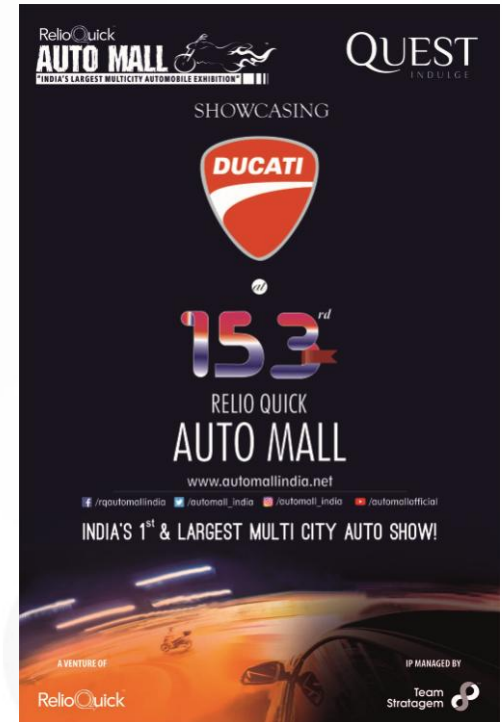
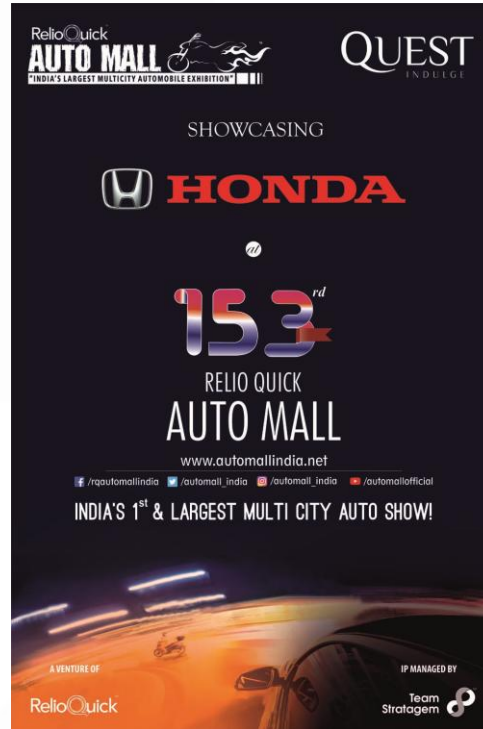
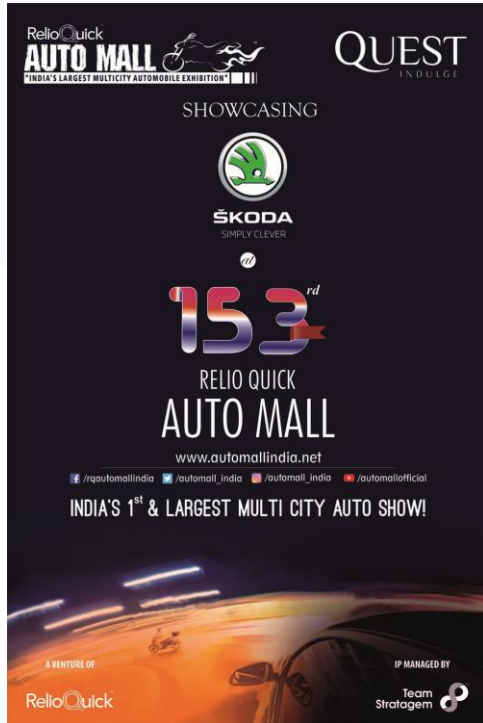
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INDIA'S 1st & LARGEST MULTI CITY AUTO SHOW!

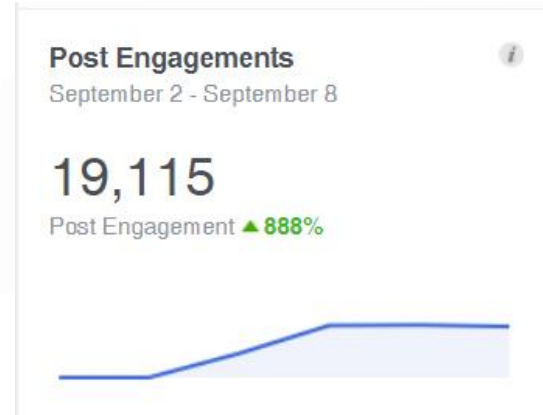
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Event Promotion – On Ground Branding



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 30 at 1:21 PM · 🌐

#Kolkata! Visit Auto Mall - India's 1st & Largest Multi City Auto Show at Quest Mall, from 7-9 September! #automall2018

Auto Mall at Quest Kolkata
 Quest Mall, Kolkata - Kolkata

★ Interested

You like Relio Quick Auto Mall

116	0	0	Boost Unavailable
People Reached	Engagements	Clicks	

Relio Quick Auto Mall is at Quest Mall, Kolkata.
 Published by Shrey Kapoor [?] · August 30 at 1:23 PM · Kolkata · 🌐

#Kolkata! Visit Auto Mall - India's 1st & Largest Multi City Auto Show at Quest Mall, from 7-9 September! #automall2018

7 - 9 Sep 18
 QUEST MALL KOLKATA

A VENTURE OF RelioQuick

IP MANAGED BY Team Stratagem

2,113	444	43	Boost Again
People Reached	Engagements	Clicks	

Recent Activity

Boosted on Aug 30
 Audience: India: Kolkata West Bengal, 20 - 55
 By Shrey Kapoor - Completed

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata.
 Published by Shrey Kapoor [?] · September 7 at 7:46 PM · Kolkata · 🌐

Hello #Kolkata! Visit Auto Mall at Quest Mall this weekend 7-9 Sep to experience premium car and bike models from brands like #Volvo #Audi #Ducati #TVSRacing #Skoda #Honda! #automall2018

10,002	835	1,205	Boost Again
People Reached	Engagements	Clicks	

Recent Activity

Boosted on Sep 07
 Audience: India: Kolkata West Bengal, 20 - 55
 By Shrey Kapoor - Completed

[View Results](#)

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor · September 6 at 7:24 PM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing the latest #Ducati models! Visit this weekend 7-9 Sept! #automall2018

RelioQuick AUTO MALL QUEST INDIA

7 - 9 SEPTEMBER 2018



3,821 People Reached 665 Engagements 80 Clicks [Boost Again](#)

Recent Activity

Boosted on Sep 06
Audience: India: Kolkata West Bengal, 20 - 55
By Shrey Kapoor · Completed

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor · September 6 at 7:25 PM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing the latest #Volvo models - #S90 #XC90! Visit this weekend 7-9 Sept! #automall2018

RelioQuick AUTO MALL QUEST INDIA

7 - 9 SEPTEMBER 2018



2,398 People Reached 608 Engagements 35 Clicks [Boost Again](#)

Recent Activity

Boosted on Sep 06
Audience: India: Kolkata West Bengal, 20 - 55
By Shrey Kapoor · Completed

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Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor · September 5 at 6:34 PM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing the latest #TVS #Apache models! Visit this weekend 7-9 Sept! #automall2018

RelioQuick AUTO MALL QUEST INDIA

7 - 9 SEPTEMBER 2018



3,654 People Reached 629 Engagements 51 Clicks [Boost Again](#)

Recent Activity

Boosted on Sep 05
Audience: India: Kolkata West Bengal, 20 - 55
By Shrey Kapoor · Completed

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Manish Gupta · September 7 at 11:56 AM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing the latest #Volvo models - #XC90! Visit this weekend 7-9 Sept! #automall2018

RelioQuick AUTO MALL QUEST INDIA

7 - 9 SEPTEMBER 2018



Relio Quick Auto Mall Event [Send Message](#)

428 People Reached 13 Engagements 5 Clicks [Boost Post](#)

Sachin Sharma, Pranjali Kale and 3 others 2 Shares

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

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · September 6 at 7:24 PM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing #Audi! Visit this weekend 7-9 Sept! #automal2018



2,831 People Reached 595 Engagements 30 Clicks [Boost Again](#)

Recent Activity

Boosted on Sep 06
 Audience: India, Kolkata West Bengal, 20 - 55
 By Shrey Kapoor · Completed

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · September 6 at 7:23 PM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing the latest #Skoda models - #Kodiaq #Superb! Visit this weekend 7-9 Sept! #automal2018



2,066 People Reached 642 Engagements 16 Clicks [Boost Again](#)

Recent Activity

Boosted on Sep 06
 Audience: India, Kolkata West Bengal, 20 - 55
 By Shrey Kapoor · Completed

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Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · September 6 at 7:22 PM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing the latest #Skoda models - #Kodiaq #Superb! Visit this weekend 7-9 Sept! #automal2018



1,707 People Reached 521 Engagements 19 Clicks [Boost Again](#)

Recent Activity

Boosted on Sep 06
 Audience: India, Kolkata West Bengal, 20 - 55
 By Shrey Kapoor · Completed

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Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · September 6 at 7:22 PM · Kolkata

Presenting #AutoMall Season 6 at Quest Mall #Kolkata! Showcasing the #Honda #City! Visit this weekend 7-9 Sept! #automal2018



1,791 People Reached 554 Engagements 9 Clicks [Boost Again](#)

Recent Activity

Boosted on Sep 06
 Audience: India, Kolkata West Bengal, 20 - 55
 By Shrey Kapoor · Completed

[View Results](#)



ŠKODA



7.09.18



8.09.18



9.09.18

V O L V O









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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



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

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

QUEST MALL, KOLKATA
7th 8th & 9th SEP 18

VENUE PARTNER
QUEST
INDULGE

THANK YOU