



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 8 @
ORION MALL – BRIGADE GATEWAY
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

152 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 136 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 @ ORION MALL – BRIGADE GATEWAY: 7th – 9th September 18 – event synopsis

After the Grand Success of Auto Mall Season 7 in APRIL 2018

Relio Quick Auto Mall Season 8 @ Orion Gateway Mall was organized from September 7 – 9, 2018.

Top 8 leading automobile brands participated

NEXA, HYUNDAI, BMW, TATA MOTORS, MINI COOPER, HARLEY DAVIDSON, KTM, TVS,

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

Auto Mall @ **Orion Gateway Mall**, showcased automobiles for all budgets.

All the brands put together generated over **750+ Hot Enquiries**

Over 1.25L people visited Orion Gateway Mall, during Auto Mall event weekend.

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



ORION

MALL AT BRIGADE GATEWAY



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



**ORION GATEWAY MALL
BANGALORE
7 - 9 SEPTEMBER 18**



N E X A

TATA MOTORS
Connecting Aspirations



TVS *Racing*

KTM

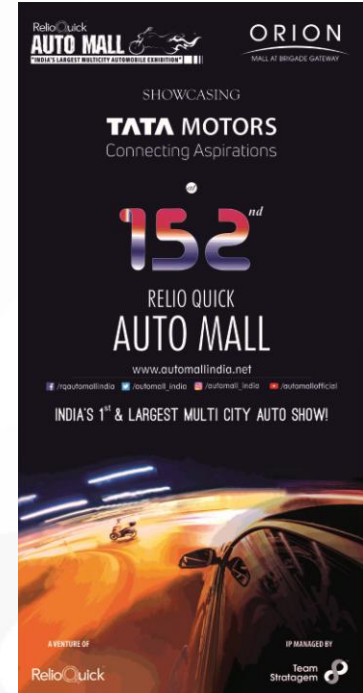
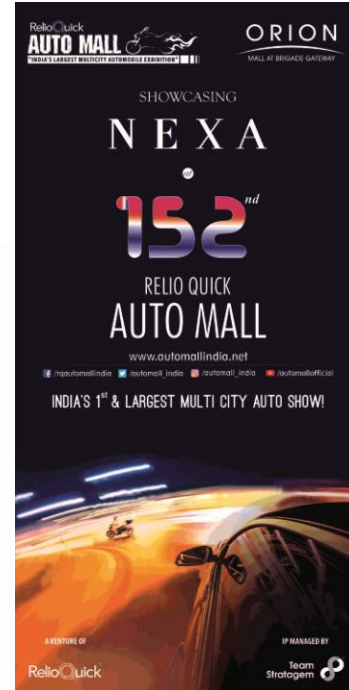
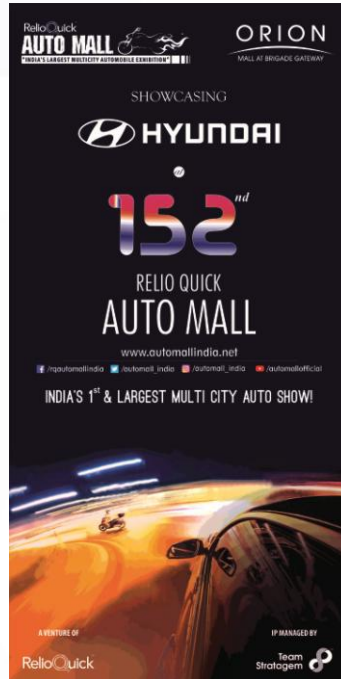


Pre Event Promotion

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

Relio Quick AUTO MALL
INDIA'S LARGEST MULTI-CITY AUTOMOBILE EXHIBITION

ORION
MALL AT BRIGADE GATEWAY

SHOWCASING

Authorized Partner
Navnit Motors

152nd
RELIO QUICK
AUTO MALL

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

A VENTURE OF RelioQuick

IP MANAGED BY Team Stratagem

Relio Quick AUTO MALL
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ORION
MALL AT BRIGADE GATEWAY

SHOWCASING

BISON HARLEY-DAVIDSON

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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 12:29 PM

#Bangalore! Visit Auto Mall - India's 1st & Largest Multi City Auto Show at Orion Mall Brigade Gateway, from 7-9 September! #automall2018

FRI, SEP 7
Auto Mall at Orion Bangalore
Orion Mall Brigade Gateway - Bangalore
You like Relio Quick Auto Mall

63 People Reached 0 Engagements 0 Clicks Boost Unavailable

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (P) · August 30 at 12:30 PM · Bangalore

#Bangalore! Visit Auto Mall - India's 1st & Largest Multi City Auto Show at Orion Mall Brigade Gateway, from 7-9 September! #automall2018

2,057 People Reached **511** Engagements **17** Clicks Boost Again

Recent Activity

Boosted on Aug 30
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (P) · September 7 at 7:37 PM · Bangalore

The Show is On! Visit Auto Mall at Orion Gateway Mall #Bengaluru this weekend 7-9 Sep, to Touch Feel Try and Buy the latest cars and bikes from #BMW #Mini #Hyundai #Nexa #Tata #HarleyDavidson #KTM #TVS #automall2018

6,107 People Reached **1,041** Engagements **566** Clicks Boost Again

Recent Activity

Boosted on Sep 07

Show Commencement

Team Stratagem

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:12 PM · Bangalore · 🌐

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #TVS #Apache models! Visit this weekend 7-9 Sep! #automall2018

2,090 People Reached 471 Engagements 16 Clicks [Boost Again](#)

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:16 PM · Bangalore · 🌐

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #KTM models! Visit this weekend 7-9 Sep! #automall2018

2,347 People Reached 554 Engagements 19 Clicks [Boost Again](#)

Recent Activity

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:18 PM · Bangalore · 🌐

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #HarleyDavidson models! Visit this weekend 7-9 Sep! #automall2018

2,276 People Reached 535 Engagements 25 Clicks [Boost Again](#)

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:13 PM · Bangalore · 🌐

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Hyundai models! #Verna #Creta! Visit this weekend 7-9 Sep! #automall2018

1,835 People Reached 508 Engagements 21 Clicks [Boost Again](#)

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:14 PM · Bangalore

#Bengaluru! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Hyundai models #Verna #Creta 1 Visit this weekend 7-9 Sept! #automal2018




1,828 People Reached 488 Engagements 8 Clicks [Boost Again](#)

Recent Activity

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:15 PM · Bangalore

#Bengaluru! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Nexa models #Ciaz #Ignis #Baleno! Visit this weekend 7-9 Sept! #automal2018




1,569 People Reached 533 Engagements 11 Clicks [Boost Again](#)

Recent Activity

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:15 PM · Bangalore

#Bengaluru! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Nexa models #Ciaz #Ignis #Baleno! Visit this weekend 7-9 Sept! #automal2018




1,264 People Reached 456 Engagements 19 Clicks [Boost Again](#)

Recent Activity

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (7) · September 5 at 6:16 PM · Bangalore

#Bengaluru! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Nexa models #Ciaz #Ignis #Baleno! Visit this weekend 7-9 Sept! #automal2018




1,276 People Reached 463 Engagements 12 Clicks [Boost Again](#)

Recent Activity

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (1) · September 5 at 6:17 PM · Bangalore

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Tata models #Nexon #Tigo! Visit this weekend 7-9 Sept! #automall2018



7 - 9 SEPTEMBER 2018

TATA MOTORS
Connecting Aspirations



1,514 People Reached 460 Engagements 8 Clicks [Boost Again](#)

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (1) · September 5 at 6:17 PM · Bangalore

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Mini! Visit this weekend 7-9 Sept! #automall2018



7 - 9 SEPTEMBER 2018



1,728 People Reached 561 Engagements 15 Clicks [Boost Again](#)

Recent Activity

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (1) · September 5 at 6:19 PM · Bangalore

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #BMW 3 Series Gran Turismo! Visit this weekend 7-9 Sept! #automall2018



7 - 9 SEPTEMBER 2018



2,480 People Reached 618 Engagements 27 Clicks [Boost Again](#)

Recent Activity

Relio Quick Auto Mall is at Orion Mall.
Published by Shrey Kapoor (1) · September 5 at 6:31 PM · Bangalore

#Bengaluru!! #AutoMall is back in town this time at Orion Mall @ Brigade Gateway! Showcasing the latest #Tata models #Nexon #Tigo! Visit this weekend 7-9 Sept! #automall2018



7 - 9 SEPTEMBER 2018

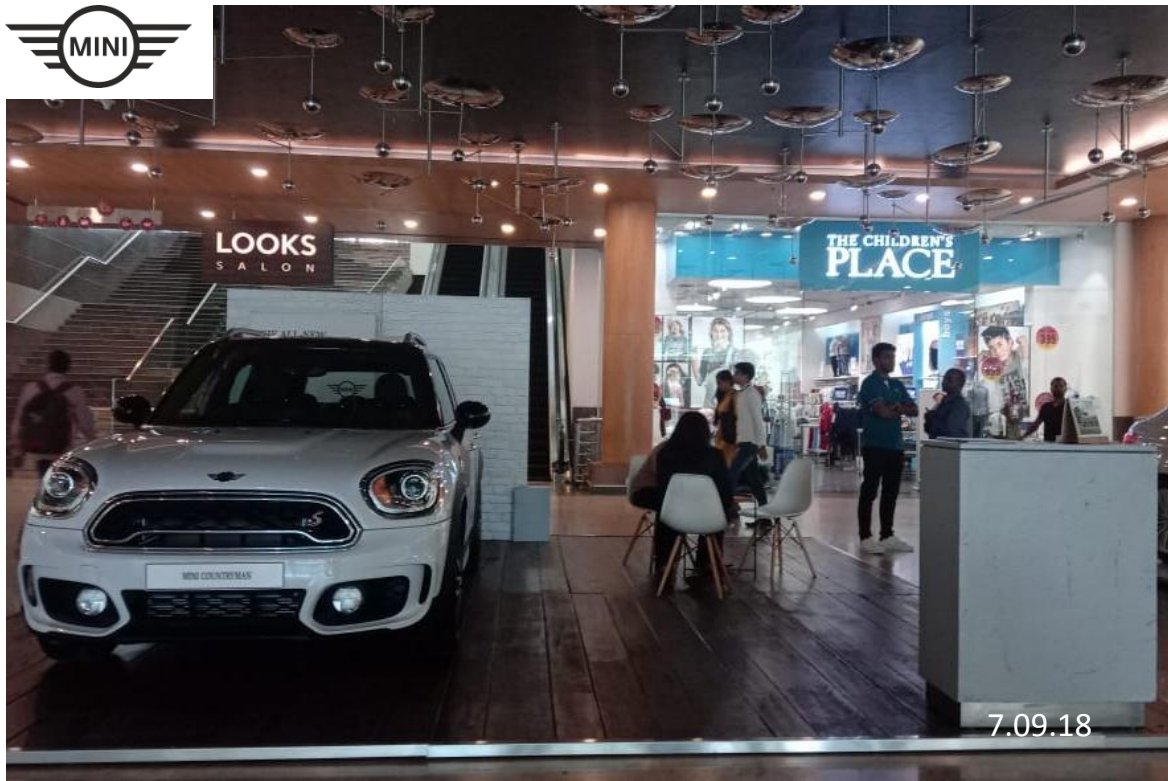
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1,282 People Reached 418 Engagements 3 Clicks [Boost Again](#)

NEXA





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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

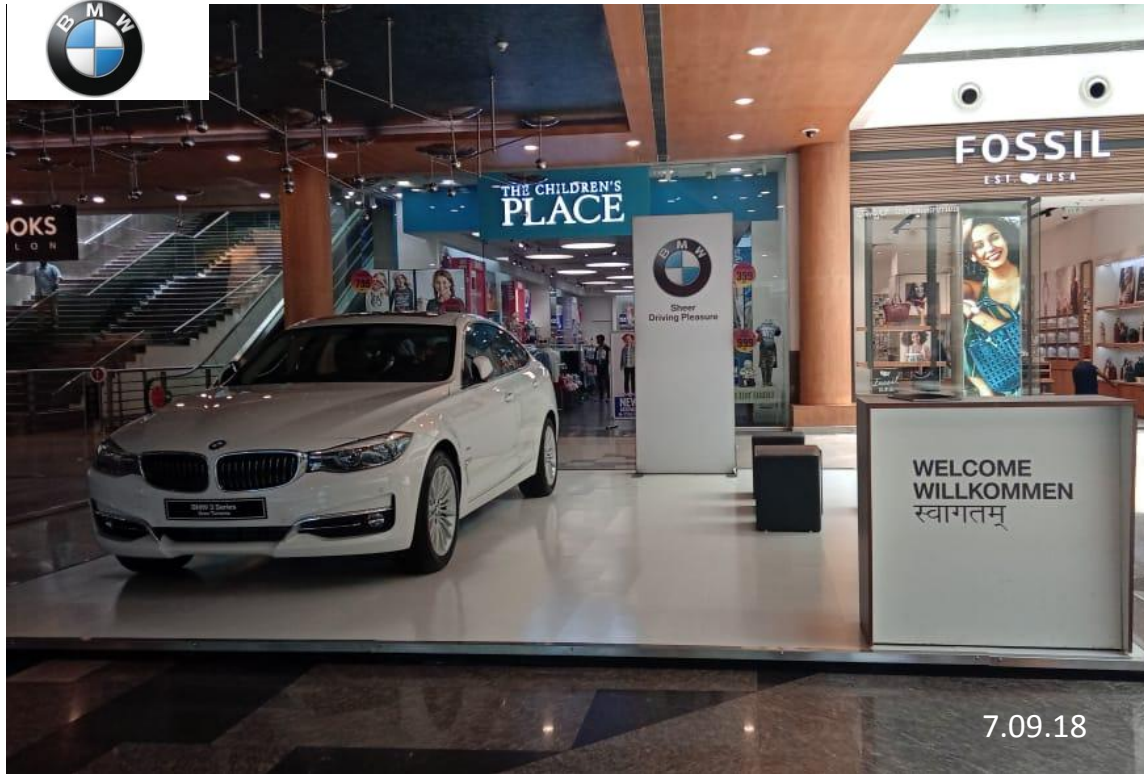
**TOUCH. FEEL. TRY.
BUY!**

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

ORION GATEWAY MALL
BANGALORE

7th 8th & 9th SEP 18

VENUE PARTNER
ORION
MALL AT BRIGADE GATEWAY



7.09.18



8.09.18



9.09.18



TATA MOTORS
Connecting Aspirations

GAP
KIDS

FOREVER 21



7.09.18



8.09.18



9.09.18

RelioQuick
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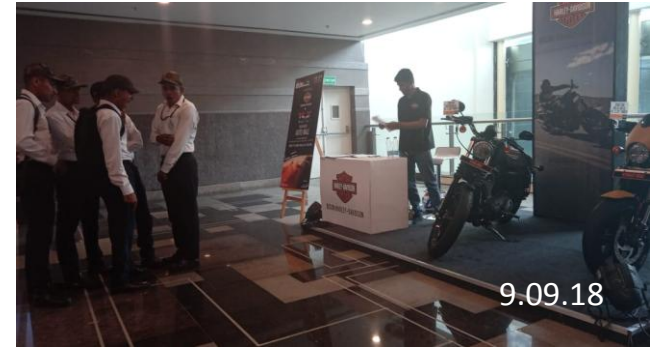
VENUE PARTNER
ORION
MALL AT BRIGADE GATEWAY



7.09.18



8.09.18



9.09.18



7.09.18



8.09.18



9.09.18

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 BANGALORE**

7th 8th & 9th SEP 18

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THANK YOU