



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, DEHRADUN 17th – 19th 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

147 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 131 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, DEHRADUN: 17th – 19th AUG18 – Event Synopsis

Relio Quick Auto Mall at PACIFIC MALL was organized from Aug 17 – 19, 2018.

Top 9 leading automobile brands participated

JEEP, MINI, BMW MOTORRAD, ROYAL ENFIELD, INDIAN, KAWASAKI, TVS, KROSS BIKES, TRIUMPH
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.



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

**PACIFIC MALL,
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PACIFIC MALL
DEHRADUN
17 - 18 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

Pre Promotion – On Ground Branding



Event Promotion – On Ground Branding

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SHOWCASING

MINI BMW Indian MOTORCYCLE

TVS Racing ROYAL ENFIELD TRIUMPH

Jeep Kawasaki KROSS BIKES

147th
RELIO QUICK
AUTO MALL
www.automallindia.net

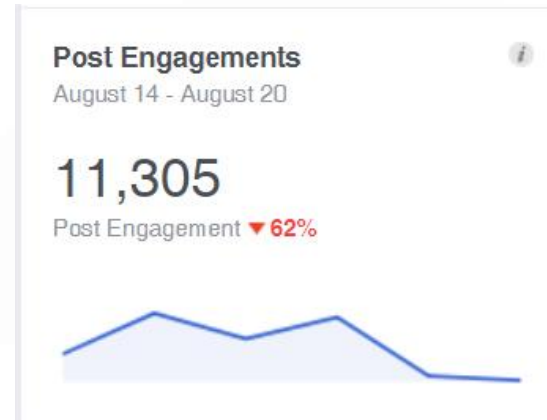
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A VENTURE OF Relio Quick IP MANAGED BY Team Stratagem

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 16 at 1:46 PM · 🌐

Discover & Experience the latest car and bike models at Auto Mall - India's Largest Multi City Auto Show, at Pacific Mall #Dehradun! 17-19 Aug! #automal2018



FRI, AUG 17

Auto Mall at Pacific Dehradun
Pacific Mall - The Spirit of Dehradun - Dehra Dun

★ Interested

You like Relio Quick Auto Mall

Boost Unavailable

Māyā Sīgh, Naveen Kashyap and 10 others 1 Comment

Comment

View 1 comment

Write a comment...

Event Page

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun.
Published by Shrey Kapoor (7) · August 18 at 12:40 PM · Dehra Dun · 🌐

Visit #AutoMall at Pacific Mall #Dehradun this weekend 17-19 Aug to check out top premium car and bike brands on display! #Mini #Jeep #BMW #Motorrad #Indian #Kawasaki #TVSRacing #Triumph #RoyalEnfield #Kross! #automal2018



3,854 people reached

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Audience: India: Dehra Dun Uttarakhand, 20 - 55
By Shrey Kapoor... Completed

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun. ***
 Published by Shrey Kapoor · 17 · August 16 at 6:56 PM · Dehra Dun · 🌐

Showcasing #Triumph!
 Experience a wide range of premium #bikes and #cars at Auto Mall, Pacific #Dehradun this weekend 17-19 Aug! #automall2018



17 - 19 AUG 2018



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Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun. ***
 Published by Shrey Kapoor · 17 · August 16 at 6:59 PM · Dehra Dun · 🌐

Showcasing #KrossBikes!
 Experience a wide range of premium #bikes and #cars at Auto Mall, Pacific #Dehradun this weekend 17-19 Aug! #automall2018



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Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun. ***
 Published by Shrey Kapoor · 17 · August 16 at 7:00 PM · Dehra Dun · 🌐

Showcasing #TVS!
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Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun. ...
 Published by Shrey Kapoor · 17 · August 16 at 7:00 PM · Dehra Dun · 🌐

Showcasing #BMW Motorrad!
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Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun. ...
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Showcasing #RoyalEnfield!
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Showcasing #Jeep!
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Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun. ...
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Showcasing #Indian!
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Relio Quick Auto Mall is at Pacific Mall - The Spirit of Dehradun. ...
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Showcasing #Kawasaki!
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Showcasing #Mini!
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👍 Quick Auto Mall, Cherry Rider, Rahul Bharti and 294 others

Jeep



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BMW MOTORRAD



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Indian
MOTORCYCLE



17.08.18



18.08.18



19.08.18

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Kawasaki



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ROYAL ENFIELD



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THANK YOU