



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

RELIO QUICK AUTO MALL@ GVK ONE Mall, Hyderabad 21st – 23rd 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

155 Shows

30+ Malls

1.6 Crore+ Visitors

1.5 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 139 such shows till date at 25+ Top Malls Pan India since 2014.



Participating Brands

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

8-12 Brands participate per Auto Mall Show depending on mall size and locations

*Team Stratagem is the authorized agency to manage and execute RQ Auto Mall IP

Relio Quick Auto Mall @ GVK Mall, Hyderabad : 21st – 23rd Sept18 – Event Synopsis

Relio Quick Auto Mall at GVK Mall was organized from Sept 21 – 23, 2018.

Top 8 leading automobile brands participated

MERCEDES,NEXA,HARLEY DAVIDSON, KTM, TVS, KROSS BIKES, KAWASAKI, VESPA

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

Auto Mall @ GVK Mall showcased automobiles for all budgets.

All the brands put together generated over **600+ Hot Enquiries**

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

TOUCH. FEEL. TRY.
BUY!

21st 22nd & 23rd SEPT

www.automallindia.net

[f /rqautomallindia](https://www.facebook.com/rqautomallindia) [i /automall_india](https://www.instagram.com/automall_india) [y /automalofficial](https://www.youtube.com/channel/UC...)

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

A VENTURE OF

RelioQuick

IP MANAGED BY

Team
Stratagem 



NEXA



TVS Racing

Kawasaki

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 Event Promotion – On Ground Branding

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTIITY AUTOMOBILE EXHIBITION

GVK one
Set your spirit free

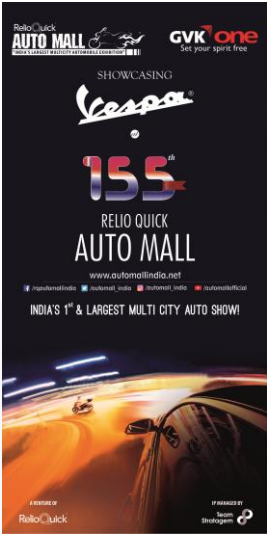
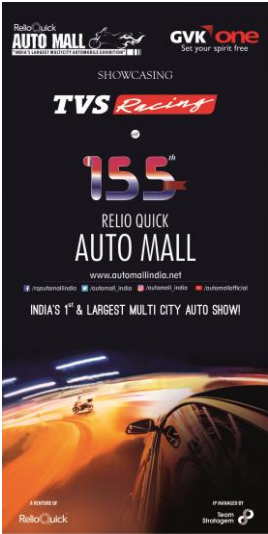
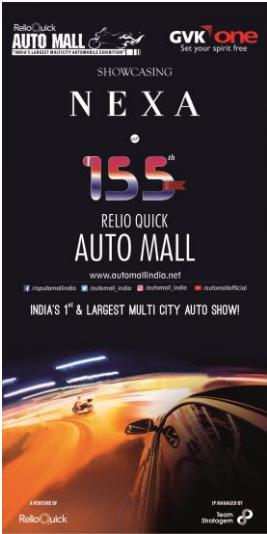
**TOUCH. FEEL. TRY.
BUY.**

**GVK ONE MALL
HYDERABAD
21 - 23 September 18**

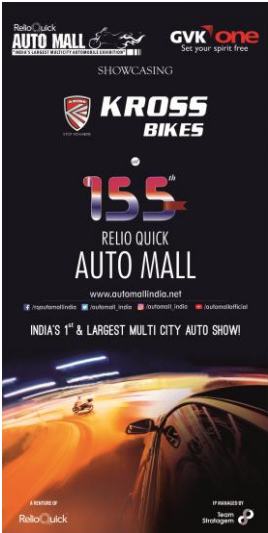
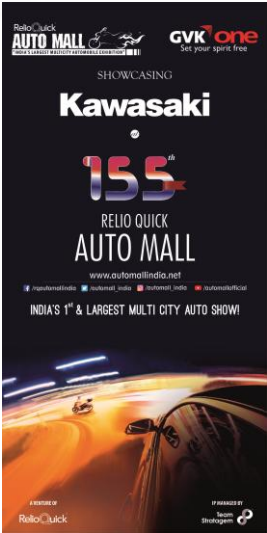
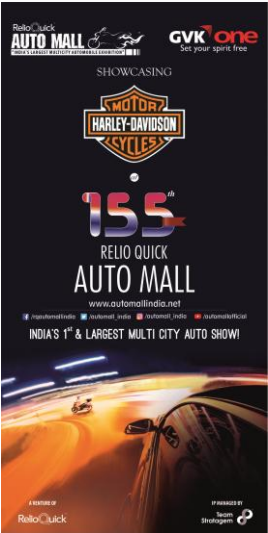
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RelioQuick Team Stratagem

Event Promotion – On Ground Branding



Event Promotion – On Ground Branding



Event Glimpses

Auto Mall FB Page Engagement

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



Show Posts – Auto Mall FB & Instagram Handles



Event Page



Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One Mall
 Published by Shrey Kapoor · 11 · September 17 at 6:03 PM · Hyderabad · 🌐

Stop nowhered!
 Check out the Kross Bike range at #AutoMall, GVK One, Hyderabad 21-23 Sep #autoa02018



21 - 23 SEPTEMBER 2018

1,398 People Reached · 471 Engagements · 9 Clicks · [Boost Again](#)

Booked on Sep 17, 2018 · Completed
 By Shrey Kapoor

People Reached	1.4K	Post Engagement	481
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[View Results](#)

👍👎🗨️ Relio Quick Auto Mall · Sudeep Roy Singh · Prasad Dutt and 101 others · 1 Share

Relio Quick Auto Mall is at GVK One Mall
 Published by Shrey Kapoor · 11 · September 17 at 6:10 PM · Hyderabad · 🌐

Racing DNA Unleashed!
 Explore the most downloaded motorcycles from #TVS #Apex at #AutoMall, GVK One, Hyderabad 21-23 Sep #autoa02018



21 - 23 SEPTEMBER 2018

2,863 People Reached · 533 Engagements · 41 Clicks · [Boost Again](#)

Booked on Sep 17, 2018 · Completed
 By Shrey Kapoor

People Reached	2.8K	Post Engagement	529
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[View Results](#)

👍👎🗨️ 522 · 2 Comments · 2 Shares

Relio Quick Auto Mall is at GVK One Mall
 Published by Shrey Kapoor · 11 · September 17 at 6:10 PM · Hyderabad · 🌐

Book your dream ride now!
 Check out the #HarleyDavidson display at #AutoMall, GVK One, Hyderabad 21-23 Sep #autoa02018



21 - 23 SEPTEMBER 2018

3,893 People Reached · 637 Engagements · 43 Clicks · [Boost Again](#)

Booked on Sep 17, 2018 · Completed
 By Shrey Kapoor

People Reached	3.4K	Post Engagement	622
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[View Results](#)

👍👎🗨️ Relio Quick Auto Mall · Vivek Malviya · Prasad Dutt and 621 others · 4 Shares

Relio Quick Auto Mall is at GVK One Mall
 Published by Shrey Kapoor · 11 · September 17 at 6:10 PM · Hyderabad · 🌐

Ready to Race?
 Check out the #KTM display at #AutoMall, GVK One, Hyderabad 21-23 Sep #autoa02018



21 - 23 SEPTEMBER 2018

2,489 People Reached · 588 Engagements · 33 Clicks · [Boost Again](#)

Booked on Sep 17, 2018 · Completed
 By Shrey Kapoor

People Reached	2.2K	Post Engagement	546
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[View Results](#)

👍👎🗨️ Relio Quick Auto Mall · Shrey Kapoor · Nam Prasad and 100 others · 1 Share

Brand Specific Posts – Auto Mall FB & Instagram Handles

Auto Mall **Auto Mall** is a GVK Group
 Promoted by **Auto Mall** | September 21 | 10:00 AM | [View Profile](#)

Ready to Ride?
 Check out the all-new display at Auto Mall, GVK Group, Hyderabad 501 202
 #AutoMall2018



21 - 23 SEPTEMBER 2018

4,276 People Reached 345 Engagement 10 Clicks [View Insights](#)

Posted on Sep 19, 2018
 By Auto Mall

People Reached	4,276	Post Engagement	345
Clicks	10	View Profile	10

GVK Group Hyderabad | Hyderabad | 501 202

Auto Mall **Auto Mall** is a GVK Group
 Promoted by **Auto Mall** | September 21 | 10:00 AM | [View Profile](#)

Experience Kawasaki!
 Check out the Kawasaki display at Auto Mall, GVK Group, Hyderabad 501 202
 #AutoMall2018



21 - 23 SEPTEMBER 2018

4,287 People Reached 321 Engagement 14 Clicks [View Insights](#)

Posted on Sep 22, 2018
 By Auto Mall

People Reached	4,287	Post Engagement	321
Clicks	14	View Profile	14

GVK Group Hyderabad | Hyderabad | 501 202

Auto Mall **Auto Mall** is a GVK Group
 Promoted by **Auto Mall** | September 21 | 10:00 AM | [View Profile](#)

Get up to Special Price!
 Check out the Honda display at Auto Mall, GVK Group, Hyderabad 501 202
 #AutoMall2018



21 - 23 SEPTEMBER 2018

2,209 People Reached 447 Engagement 19 Clicks [View Insights](#)

Posted on Sep 21, 2018
 By Auto Mall

People Reached	2,209	Post Engagement	447
Clicks	19	View Profile	19

GVK Group Hyderabad | Hyderabad | 501 202

Auto Mall **Auto Mall** is a GVK Group
 Promoted by **Auto Mall** | September 21 | 10:00 AM | [View Profile](#)

Take your shopping to the next level!
 Visit us for shopping at Auto Mall, GVK Group, Hyderabad and watch the Fashion Show! #AutoMall2018



2,206 People Reached **446** Engagement **21** Clicks [View Insights](#)

Posted on Sep 21, 2018
 By Auto Mall

People Reached	2,206	Post Engagement	446
Clicks	21	View Profile	21

GVK Group Hyderabad | Hyderabad | 501 202

Brand Specific Posts – Auto Mall FB & Instagram Handles

Auto Mall **GVK ONE**
21 - 23 SEPTEMBER 2018



2.75L
Price (excl. tax)
By Mileage

Price (excl. tax)	Down Payment	EMI
2.75L	1.00L	700

GVK ONE

Auto Mall **GVK ONE**
21 - 23 SEPTEMBER 2018



2.30L
Price (excl. tax)
By Mileage

Price (excl. tax)	Down Payment	EMI
2.30L	1.00L	500

GVK ONE

Auto Mall **GVK ONE**
21 - 23 SEPTEMBER 2018



2.50L
Price (excl. tax)
By Mileage

Price (excl. tax)	Down Payment	EMI
2.50L	1.00L	475

GVK ONE



NEXA





21.09.18



22.09.18



23.09.18



21.09.18



22.09.18



23.09.18

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AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

**TOUCH. FEEL. TRY.
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VENUE PARTNER

GVK one
Set your spirit free

Kawasaki



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21.09.18



22.09.18



23.09.18



21.09.18



22.09.18



23.09.18

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THANK YOU