



*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 10 @  
FORUM SUJANA MALL, Hyderabad  
16th – 18th Nov18

# 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

160 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 144 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 @ FORUM SUJANA MALL, Hyderabad : 16th – 18th Nov18 – event synopsis

After the Grand Success of Auto Mall Season 9 in Aug' 2018

Relio Quick Auto Mall Season 10 @ Forum Sujana Mall, Hyderabad was organized from Nov 16 – 18, 2018.

**Top 7 leading automobile brands participated**

DATSUN, VOLVO, TRIUMPH, NEXA, 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 @ **Forum Sujana Mall**, showcased automobiles for all budgets.

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

Over **1+ Lakh** people visited Forum Sujana Mall, during Auto Mall event weekend.

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

**FORUM**  
SUJANA  
HOME . WORK . FORUM



**TOUCH. FEEL. TRY  
BUY!**

**16-18 NOV**

**FORUM SUJANA**

**HYDERABAD**

**INDIA'S 1<sup>st</sup> & LARGEST MULTI CITY AUTO SHOW!**



**N E X A V O L V O TVS *Racing***



**TRIUMPH **

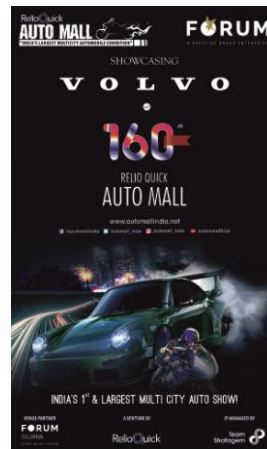
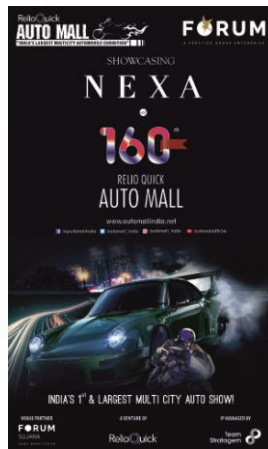
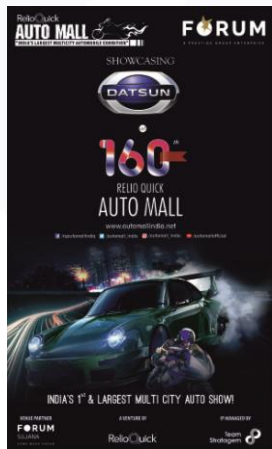
## Pre Event Promotion

---

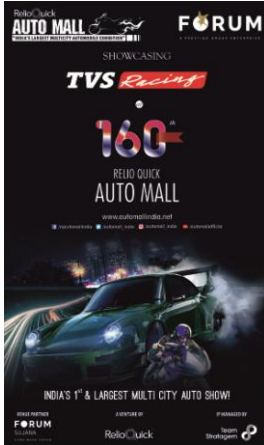
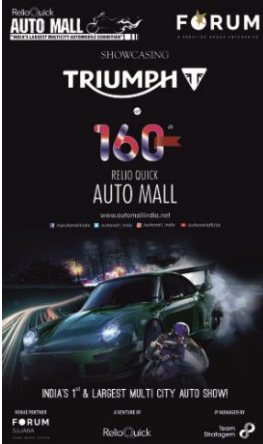
To generate visibility and awareness, Auto Mall event was promoted well in advance

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



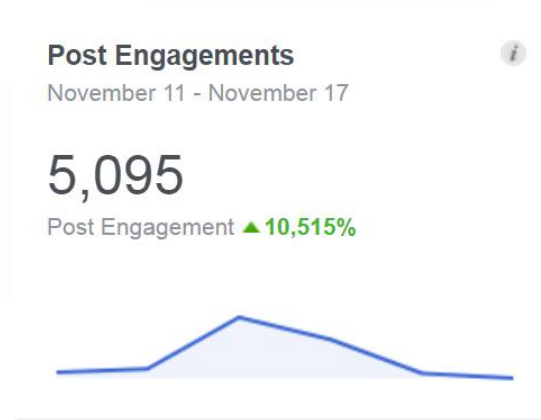
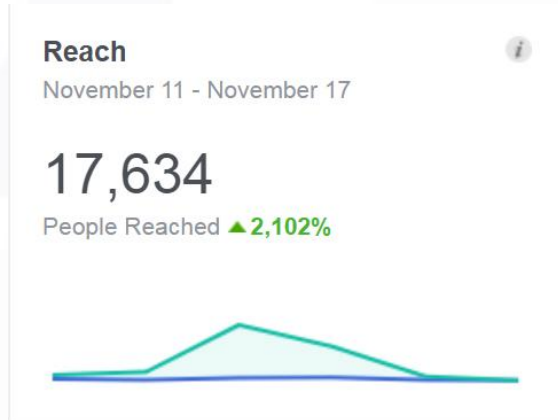
# Event Promotion – On Ground Branding





# 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. November 12 at 5:29 PM

Hello #Hyderabad! #AutoMall is back in town this weekend! Compare the latest #car and #bike models, book test drives and avail special offers! 16-18 November only at Forum Sujana #automall2018



**Auto Mall at Forum Sujana Hyderabad**  
The Forum Sujana Mall · Hyderabad

You like Relio Quick Auto Mall

131 People Reached 0 Engagements Boost Unavailable

Kishan Mohanty, Alluri Yatish and 4 others

Write a comment...

**Event Page**

**Relio Quick Auto Mall** is at The Forum Sujana Mall. Published by Shrey Kapoor [?] · 17 hrs · Hyderabad

Action packed full-house this weekend at Auto Mall, Forum Sujana Mall #Hyderabad! Thanks to all participating brands and visitors for the excellent response! #automall2018 #nexa #volvo #datsun #triumph #harleydavidson #tvsapache #ktm



3,397 People Reached 676 Engagements Boost Again

Boosted on Nov 18, 2018 By Shrey Kapoor Finishes today

People Reached	3.1K	Post Engagement	589
----------------	------	-----------------	-----

**Show Commencement**

# Show Posts – Auto Mall FB & Instagram Handles

Published by Shrey Kapoor (7) · November 14 at 3:27 PM · Hyderabad

Catch your favourite #HarleyDavidson models at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Also showcasing brands like #Nexa #Volvo #Triumph #KTM #TVSApache #Vespa #automall2018



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

**FORUM**  
A PRESTIGE GROUP ENTERPRISE

**FORUM SUJANA**  
16 - 18 NOV 2018

2,780 People Reached    409 Engagements    [Boost Again](#)

Relio Quick Auto Mall is at The Forum Sujana Mall.  
Published by Shrey Kapoor (7) · November 14 at 3:28 PM · Hyderabad

Catch your favourite #TVSApache models at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Also showcasing brands like #Nexa #Volvo #HarleyDavidson #Triumph #KTM #Vespa #automall2018



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

**FORUM**  
A PRESTIGE GROUP ENTERPRISE

**TVS Apache**

**FORUM SUJANA**  
16 - 18 NOV 2018

2,566 People Reached    397 Engagements    [Boost Again](#)

Relio Quick Auto Mall is at The Forum Sujana Mall.  
Published by Shrey Kapoor (7) · November 14 at 3:29 PM · Hyderabad

Catch your favourite #KTM models at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Also showcasing brands like #Nexa #Volvo #HarleyDavidson #Triumph #TVSApache #Vespa #automall2018



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

**FORUM**  
A PRESTIGE GROUP ENTERPRISE

**KTM**

**FORUM SUJANA**  
16 - 18 NOV 2018

2,460 People Reached    425 Engagements    [Boost Again](#)

Relio Quick Auto Mall is at The Forum Sujana Mall.  
Published by Shrey Kapoor (7) · November 14 at 3:56 PM · Hyderabad

Catch your favourite #KTM models at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Also showcasing brands like #Nexa #Volvo #HarleyDavidson #Triumph #TVSApache #Vespa #automall2018



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

**FORUM**  
A PRESTIGE GROUP ENTERPRISE

**KTM**

**FORUM SUJANA**  
16 - 18 NOV 2018

2,971 People Reached    447 Engagements    [Boost Again](#)

# Brand Specific Posts – Auto Mall FB & Instagram Handles

**Relio Quick Auto Mall** is at The Forum Sujana Mall.  
Published by Shrey Kapoor (1) · November 15 at 3:20 PM · Hyderabad

Catch your favourite #Triumph models at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Showcasing brands like #Nexa #Volvo #HarleyDavidson #Triumph #KTM #TVSApache #Vespa! #automall2018




**FORUM SUJANA**  
16 - 18 NOV 2018

3,618 People Reached	561 Engagements	<a href="#">Boost Again</a>
-------------------------	--------------------	-----------------------------

**Relio Quick Auto Mall** is at The Forum Sujana Mall.  
Published by Shrey Kapoor (1) · November 14 at 5:53 PM · Hyderabad

Catch your favourite #Nexa models at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Showcasing brands like #Nexa #Volvo #HarleyDavidson #Triumph #KTM #TVSApache #Vespa! #automall2018




**FORUM SUJANA**  
16 - 18 NOV 2018

1,977 People Reached	376 Engagements	<a href="#">Boost Again</a>
-------------------------	--------------------	-----------------------------

**Relio Quick Auto Mall** is at The Forum Sujana Mall.  
Published by Shrey Kapoor (1) · November 15 at 3:21 PM · Hyderabad

Check out the #Volvo #XC40 at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Showcasing brands like #Nexa #Volvo #HarleyDavidson #Triumph #KTM #TVSApache #Vespa! #automall2018




**FORUM SUJANA**  
16 - 18 NOV 2018

2,623 People Reached	503 Engagements	<a href="#">Boost Again</a>
-------------------------	--------------------	-----------------------------

**Relio Quick Auto Mall** is at The Forum Sujana Mall.  
Published by Shrey Kapoor (1) · November 15 at 3:21 PM · Hyderabad

Build stronger relationships with customers by privately replying to them in Messenger.

Check out the #Datsun #Go at the upcoming #AutoMall, Forum Sujana Mall from 16-18 November! Showcasing brands like #Nexa #Volvo #HarleyDavidson #Triumph #KTM #TVSApache #Vespa! #automall2018




**FORUM SUJANA**  
16 - 18 NOV 2018

1,953 People Reached	419 Engagements	<a href="#">Boost Again</a>
-------------------------	--------------------	-----------------------------

Boosted on Nov 15, 2018  
By Shrey Kapoor

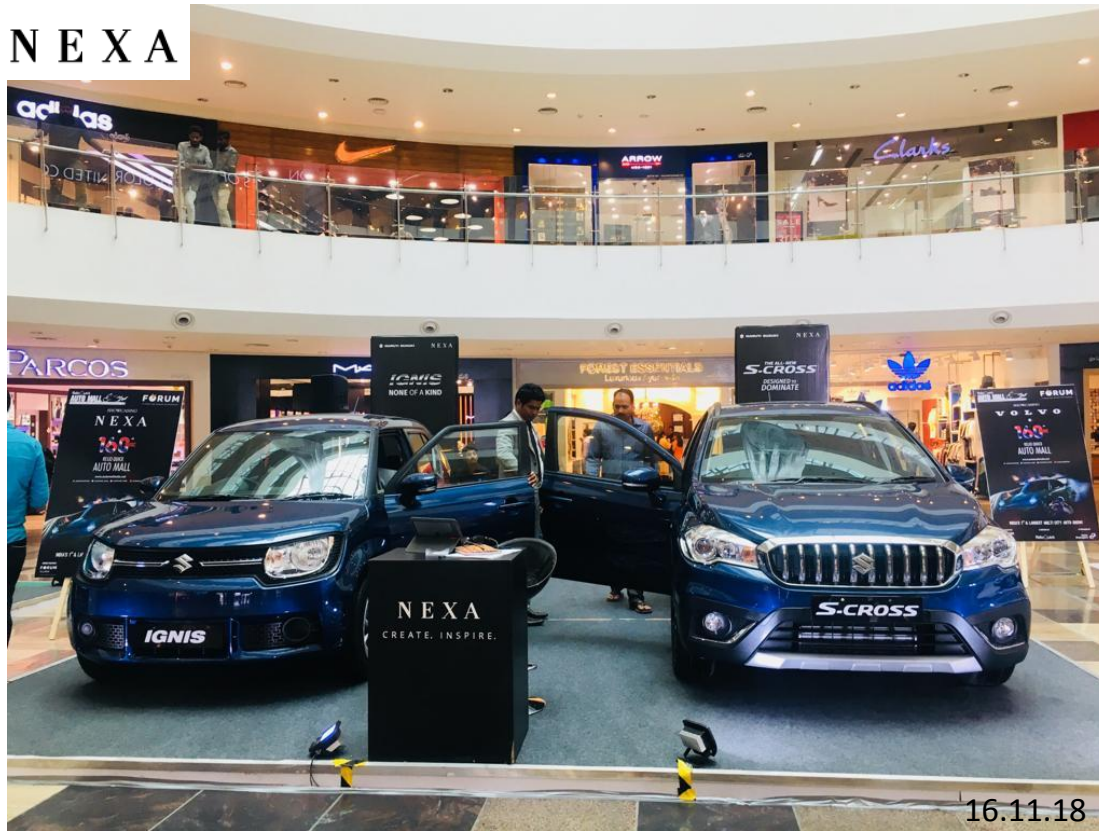
Completed	
People Reached	1.6K
Post Engagement	391



VOLVO



# NEXA



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



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

INDIA'S 1<sup>ST</sup> & LARGEST MULTI CITY AUTO SHOW!

**FORUM SUJANA**  
HYDERABAD

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> NOV

VENUE PARTNER

**FORUM**  
SUJANA

HOME.WORK.FORUM





16.11.18



17.11.18



18.11.18



16.11.18



17.11.18



18.11.18









TRIUMPH



16.11.18



17.11.18



18.11.18

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

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

INDIA'S 1<sup>ST</sup> & LARGEST MULTI CITY AUTO SHOW!

**FORUM SUJANA**  
 HYDERABAD

16<sup>th</sup> 17<sup>th</sup> & 18<sup>th</sup> NOV

VENUE PARTNER

**FORUM**  
 SUJANA

HOME.WORK.FORUM

**THANK YOU**