



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 7 @
QUEST MALL, KOLKATA
7th – 9th DECEMBER 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

163 Shows

30+ Malls

1.75 Crore+ Visitors

1.6 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 147 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 @ QUEST MALL, KOLKATA: 7th – 9th December 18 – event synopsis

After the Grand Success of Auto Mall Season 6 in Sep 2018

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

Top 7 leading automobile brands participated

VOLVO, HONDA CARS, SKODA, MAHINDRA, TATA MOTORS, TOYOTA, TVS,

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.

TOUCH. FEEL. TRY
BUY!

AUTO MALL
SEASON
7

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

7 8 9
D E C E M B E R



ŠKODA



HONDA

Mahindra
Rise.

TATA MOTORS
Connecting Aspirations

V O L V O **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


Pre Event Promotion – On Ground Branding



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall added an event.
December 4 at 7:56 PM · 📍

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the latest #cars and #bikes on display! #automall2018



FRI, DEC 7
Auto Mall at Quest Mall Kolkata
Quest Mall, Kolkata · Kolkata ★ Interested

👤 You like Relio Quick Auto Mall

252 People Reached	0 Engagements	Boost Unavailable
------------------------------	-------------------------	-------------------

👍 Saurjya Pratim Mitra, Mridul Prajapati and 31 others 2 Comments

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor [?] · December 6 at 3:54 PM · Kolkata · 📍

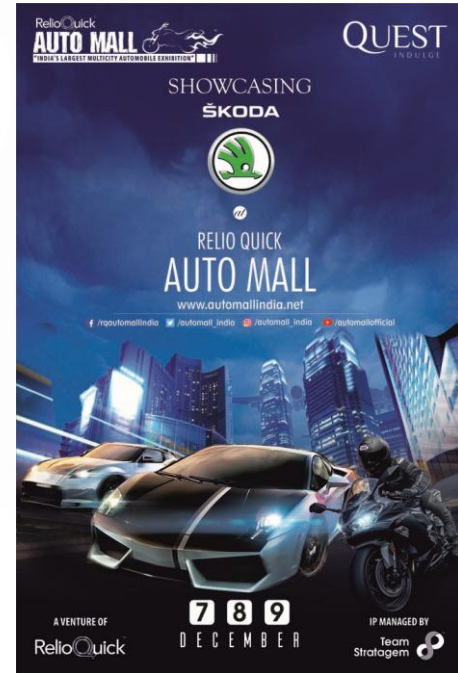
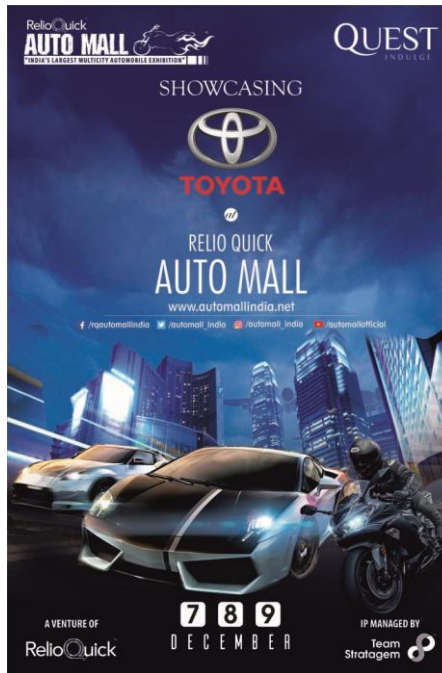
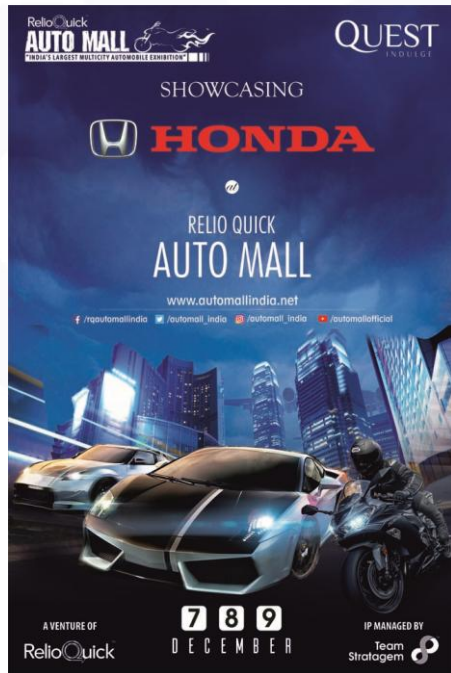
Hello #Kolkata! Visit #AutoMall this weekend at the No. 1 Premium Retail destination of Kolkata - #Quest Mall! Showcasing models like #Volvo XC40 #Mahindra New Alturas G4 #Skoda Kodiaq and Octavia #Honda New CRV #Toyota Fortuner and Yaris #Tata Nexon and #TVSRacing Apache series! 7-9 Dec - 11 am - 9 pm! #automall2018



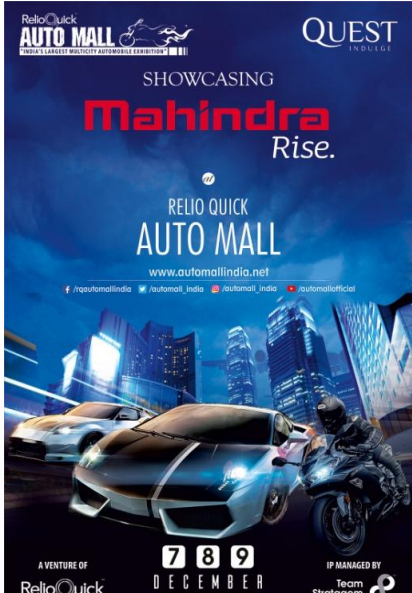
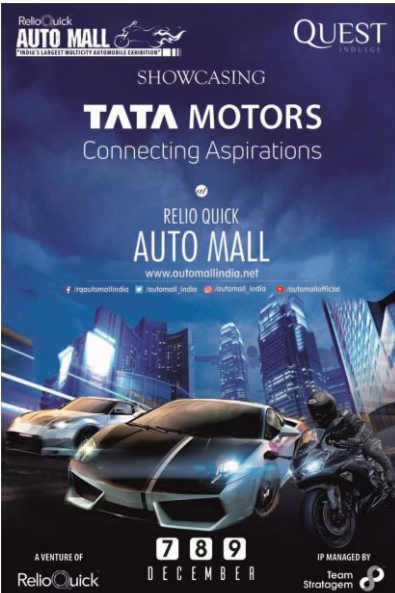
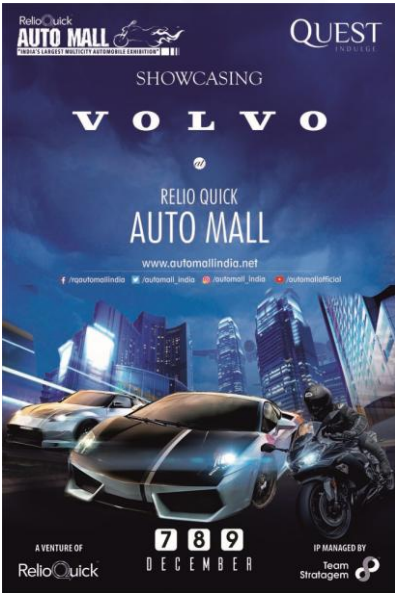
2,434
People Reached

193
Engagements Boost Again

Event Promotion – On Ground Branding



Event Promotion – On Ground Branding



**TOUCH. FEEL. TRY
BUY!**

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

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



Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (7) · December 7 at 3:27 PM · Kolkata

Presenting Relio Quick Auto Mall Season 7 at Kolkata's most #premium retail destination - #Quest! Showcasing premium models from brands like #Volvo #Mahindra #Toyota #TataMotors #Honda #Skoda and #TVSRacing! Visit this weekend 7-9 #December #automall2018 SPL VOLVO Kolkata Topseil Toyota Global Skoda SHUBH TVS Eastern Honda




12,381 People Reached **2,245** Engagements [Boost Again](#)

Boosted on Dec 07, 2018 By Shrey Kapoor Completed

People	11.4K	Post Engagement	2.0K
--------	--------------	-----------------	-------------

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (7) · December 7 at 7:59 PM · Kolkata

Day 1 Glimpses: Relio Quick Auto Mall Season 7 at Kolkata's most #premium retail destination - #Quest! Showcasing premium models from brands like #Volvo #Mahindra #Toyota #TataMotors #Honda #Skoda and #TVSRacing! Visit this weekend 7-9 #December #automall2018 SPL VOLVO Kolkata Topseil Toyota Global Skoda SHUBH TVS Eastern Honda




5,448 People Reached **991** Engagements [Boost Again](#)

Boosted on Dec 07, 2018 By Shrey Kapoor Completed

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · December 4 at 7:59 PM · Kolkata

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the #Volvo #XC40 by #SPLVolvo 1 #automal2018 SPL_VOLVO Kolkata

3,907 People Reached 682 Engagements [Boost Again](#)

Boosted on Dec 04, 2018 By Shrey Kapoor Completed

People Reached	2.8K	Post Engagement	597
----------------	------	-----------------	-----

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · December 4 at 8:01 PM · Kolkata

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the all new #Honda #CRV by Eastern Honda! #automal2018

2,528 People Reached 596 Engagements [Boost Again](#)

Boosted on Dec 04, 2018 By Shrey Kapoor Completed

People Reached	2.2K	Post Engagement	537
----------------	------	-----------------	-----

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · December 5 at 2:50 PM · Kolkata

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the latest #luxury models from #Skoda - #Kodiaq #Superb! #automal2018

2,279 People Reached 573 Engagements [Boost Again](#)

Boosted on Dec 05, 2018 By Shrey Kapoor Completed

People Reached	1.9K	Post Engagement	527
----------------	------	-----------------	-----

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata
 Published by Shrey Kapoor (1) · December 6 at 2:14 PM · Kolkata

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the latest #luxury models from #Skoda - #Kodiaq #Octavia! #automal2018

3,054 People Reached 812 Engagements [Boost Again](#)

Boosted on Dec 06, 2018 By Shrey Kapoor Completed

People Reached	2.6K	Post Engagement	561
----------------	------	-----------------	-----

[View Results](#)

Brand Specific Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor (T) · December 5 at 5:48 PM · Kolkata

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the leading #SUV from #Toyota - #Fortuner! #automall2018 #TopsetToyota

2,252 People Reached **549** Engagements [Boost Again](#)

Boosted on Dec 05, 2018 By Shrey Kapoor Completed

People Reached	1.8K	Post Engagement	512
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor (T) · December 5 at 5:51 PM · Kolkata

#Kolkata! Experience #Royalty(Redefined) Discover the latest #AurusG4 #SUV by #Mahindra! It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec! #automall2018

2,481 People Reached **545** Engagements [Boost Again](#)

Boosted on Dec 05, 2018 By Shrey Kapoor Completed

People Reached	2.1K	Post Engagement	511
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor (T) · December 6 at 10:55 AM · Kolkata

#Kolkata! Discover the #Nexon by #TataMotor! It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec! #automall2018

2,616 People Reached **605** Engagements [Boost Again](#)

Boosted on Dec 06, 2018 By Shrey Kapoor Completed

People Reached	2.3K	Post Engagement	663
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor (T) · December 6 at 2:13 PM · Kolkata

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the latest #sedan from #Toyota - #Yaris! #automall2018 #TopsetToyota

3,081 People Reached **608** Engagements [Boost Again](#)

Boosted on Dec 05, 2018 By Shrey Kapoor Completed

People Reached	2.5K	Post Engagement	565
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at Quest Mall, Kolkata.
Published by Shrey Kapoor (T) · December 5 at 12:57 PM · Kolkata

#Kolkata It's Auto Mall time again at the most premium destination of the city - Quest! Visit 7-9 Dec to experience the latest #Racing #Bikes from #TVS - #Apache! #automall2018

6,006 People Reached **999** Engagements [Boost Again](#)

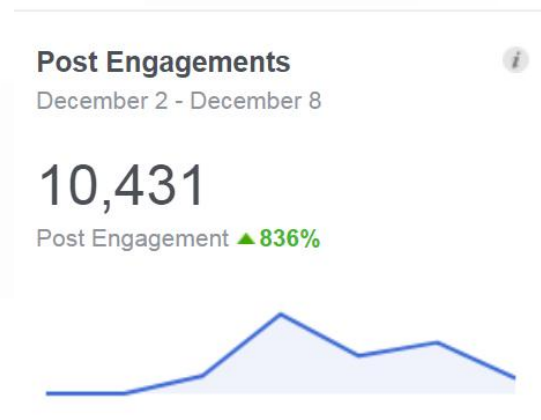
Boosted on Dec 05, 2018 By Shrey Kapoor Completed

People Reached	4.9K	Post Engagement	896
----------------	-------------	-----------------	------------

[View Results](#)

Auto Mall FB Page Engagement

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



ŠKODA



7.12.18



8.12.18



Dec 9, 2018 20:13:05
33 Syed Amir Ali Avenue
Ballygunge
Kolkata
West Bengal

9.12.18

ŠKODA



V O L V O





Dec 7, 2018 6:11:10 PM
 33 Syed Amir Ali Avenue
 Ballygunge
 Kolkata
 West Bengal



Mahindra
Rise.



RelioQuick
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 DEC 18

VENUE PARTNER
QUEST
INDULGE

TATA MOTORS
Connecting Aspirations



Dec 8, 2018 4:59:55 PM
33 Syed Amir Ali Avenue
Ballygunge
Kolkata
West Bengal



RelioQuick
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 DEC 18

VENUE PARTNER
QUEST
INDULGE



TOYOTA



Dec 7, 2018 5:21:41 PM
33 Syed Amir Ali Avenue
Ballygunge
Kolkata
West Bengal

7.12.18



8.12.18



9.12.18



TOYOTA



7.12.18



8.12.18



9.12.18



Ultimate Track Weapon
Arrived.
Apache RTR 310
PHONE ONLY (NO TEST RIDING)
SHUBH TVS
4, Andul Road, Howrah-711109
Call: 7604071616, 7604071611

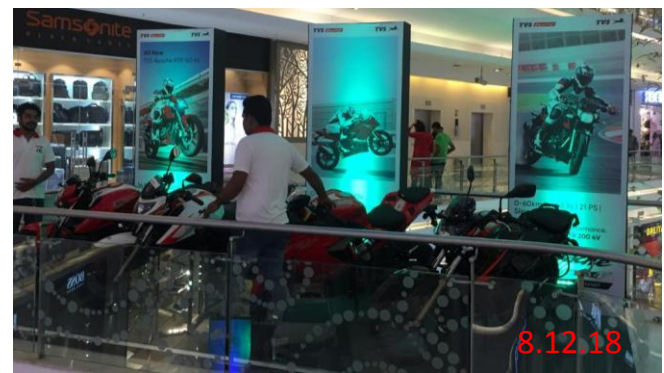


TVS
Racing

Dec 7, 2018 5:26:26 PM
33 Syed Amir Ali Avenue
Ballygunge
Kolkata
West Bengal



7.12.18



8.12.18



9.12.18



**TOUCH. FEEL. TRY
BUY!**

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

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



THANK YOU