



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 5 @

GVK ONE Mall, Hyderabad

14th – 16th 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

164 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 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 : 14th – 16th December 18 – Event Synopsis

Relio Quick Auto Mall at GVK Mall was organized from Sept 14 – 16, 2018.

Top 8 leading automobile brands participated

MARUTI SUZUKI, HYUNDAI, DRIVEN, MOTOROYALE, HARLEY DAVIDSON, KTM, TVS, HERO

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!

AUTO MALL
SEASON
5

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

DECEMBER
14 **15** **16**
FRI SAT SUN



Pre Event Promotion

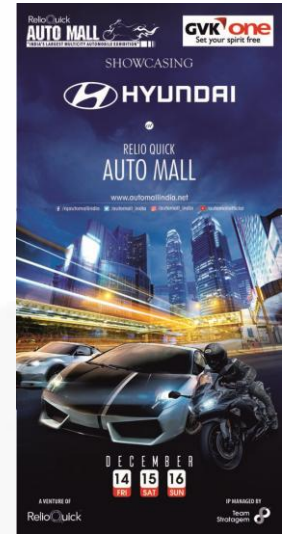
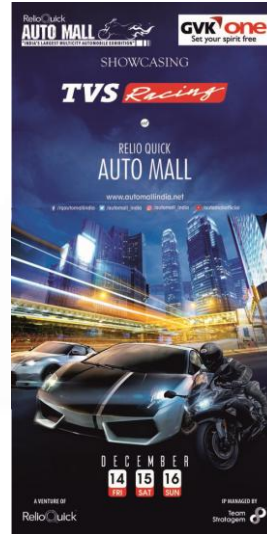
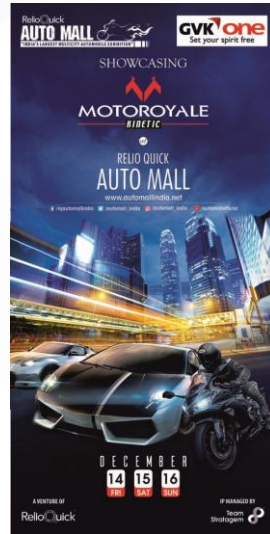
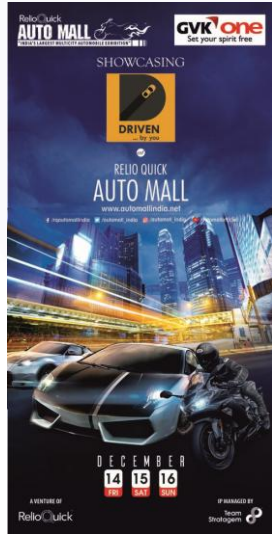
To generate visibility and awareness, Auto Mall event was promoted well in advance

A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

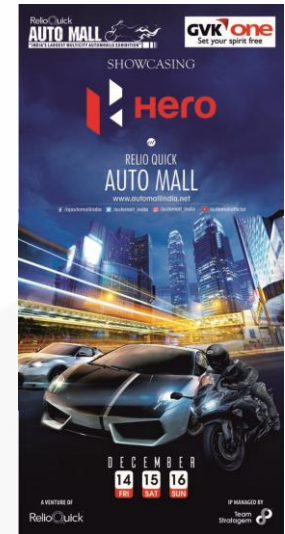
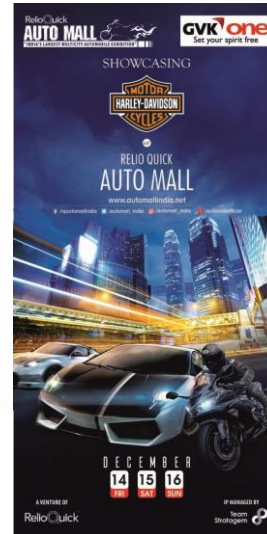
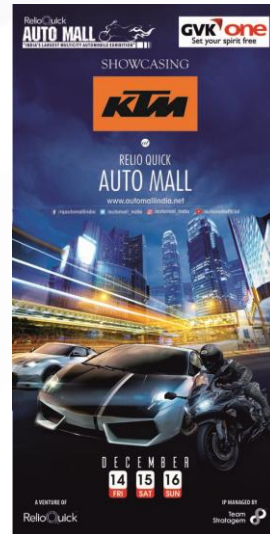
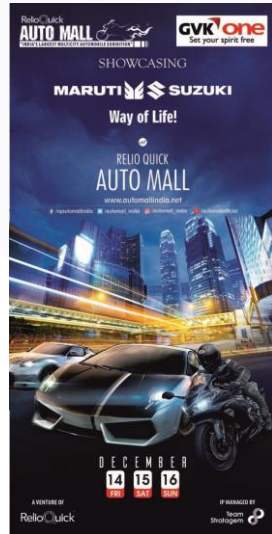
Pre Event Promotion – On Ground Branding



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

Relio Quick Auto Mall added an event.

#Hyderabad! This weekend get ready for Auto Mall back in action at GVK One Mall! Visit to avail the attractive year-end #December #Offers on the latest #cars and #bikes! #automall2018



HAPPENING NOW
Auto Mall at GVK One Hyderabad
GVK One Banjara Hills - Hyderabad

★ Interested


You like Relio Quick Auto Mall

139 People Reached 0 Engagements [Boost Event](#)

Event Page

Relio Quick Auto Mall is at GVK One Banjara Hills.

Visit #MarutiSuzuki Display at Auto Mall, GVK One #Hyderabad this weekend to avail the best year-end offers on all models! Buy your favourite #Maruti car before the upcoming price hike! 14-16 Dec! #automall2018



3,612 People Reached 581 Engagements [Boost Again](#)

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One Banjara Hills. ...

#HarleyDavidson Street Rod now at the lowest ever price! Visit Banjara Harley display at Auto Mall, GVK One Mall #Hyderabad to check out the latest bikes on display and avail the offer! 14-16 Dec! #automall2018

3,854 People Reached 558 Engagements [Boost Again](#)

Relio Quick Auto Mall is at GVK One Banjara Hills. ...

Get Ready to Race! Visit the #KTM display at Auto Mall, GVK One Mall #Hyderabad this weekend to experience the latest models and avail special offers! 14-16 Dec #automall2018

3,488 People Reached 522 Engagements [Boost Again](#)

automall_india GVK One Banjara Hills ...

Liked by shreykapoor3 and 34 others


automall_india Test Ride and Hire your dream cars and bikes on Driven.in! Driven is showcasing the amazing #Lamborghini #Gallardo at Auto Mall, GVK One Mall this weekend! #Automall2018 #Hyderabad

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One Banjara Hills.
Published by Shrey Kapoor (👤) · 22 hrs · Hyderabad (📍)

Showcasing the #TVSApache series bikes - RR310, RTR160 and RTR200 at Auto Mall, GVK One #Hyderabad this weekend! Visit to avail special offers! #RacingDNAUnleashed! #automall2018



2,623 People Reached **455** Engagements [Boost Again](#)

Boosted on Dec 14, 2018 By Shrey Kapoor Finishes today

People Reached	2.5K	Post Engagement	432
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at GVK One Banjara Hills.
Published by Shrey Kapoor (👤) · 22 hrs · Hyderabad (📍)

Check out the top-selling models by #Hyundai - #Elitei20 #Grandi10 on display at Auto Mall, GVK One, #Hyderabad this weekend! Avail the special year-end offers on all models! 14-16 Dec! #automall2018




3,660 People Reached **533** Engagements [Boost Again](#)

Boosted on Dec 14, 2018 By Shrey Kapoor Finishes today

Relio Quick Auto Mall is at GVK One Banjara Hills.
Published by Shrey Kapoor (👤) · 22 hrs · Hyderabad (📍)

#Hero is showcasing the latest #Destini125 scooter and #Xtreme200R at Auto Mall, GVK One, #Hyderabad this weekend! Visit to check out the models and avail special offers! #automall2018



2,252 People Reached **454** Engagements [Boost Again](#)

Boosted on Dec 14, 2018 By Shrey Kapoor Finishes today

People Reached	2.1K	Post Engagement	437
----------------	-------------	-----------------	------------



[View Results](#)

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One Banjara Hills.
Published by Shrey Kapoor [?] · 22 hrs · Hyderabad · 🌐

Experience the thrill of #Lamborghini #Gallardo and #Kawasaki #ZX14R at the Driven Display, Auto Mall, GVK One #Hyderabad this weekend! Test Ride and Hire your dream #cars and #bikes on Driven.In! #automall2018

3,827
People Reached

659
Engagements

[Boost Again](#)

Relio Quick Auto Mall is at Gvk One Mall.
Published by Shrey Kapoor [?] · Yesterday at 12:39 PM · Hyderabad · 🌐

Hello #Hyderabad! Auto Mall - The Hottest Auto Show is back in town at GVK One Mall, with a super-exciting line-up of #cars and #bikes on display! Experience the thrill of #Lamborghini Gallardo, #Kawasaki ZX14R by #Driven, Superbikes from #MotoRoyale - #Hysung, #FBMondial #SWM, latest models from #MarutiSuzuki #Hyundai #HarleyDavidson #KTM #TVSRacing #Herol Avail special year-end offers! 14-16 Dec! #automall2018





9,815
People Reached

1,636
Engagements

[Boost Again](#)

Relio Quick Auto Mall is at GVK One Banjara Hills.
Published by Shrey Kapoor [?] · 22 hrs · Hyderabad · 🌐

Check out the exciting range of #superbikes at the #Motoroyale Display at Auto Mall, GVK One, #Hyderabad this weekend! Experience SWM Super Dual T, FB mondial HPS 300, Hysung Aquila Pro 650 and Hysung 250! 14-16 Dec! #automall2018

5,177
People Reached

912
Engagements

[Boost Again](#)

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK One, Hyderabad.
Published by Shrey Kapoor (7) · December 12 at 12:16 PM · Hyderabad

Racing DNA Unleashed!
#TVS #Apache is showcasing the #RR series only at #AutoMall, GVK One #Hyderabad! 14-16 December! Visit to avail the Special December Offer! #automall2018

2,863 People Reached 431 Engagements [Boost Again](#)

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
Published by Shrey Kapoor (7) · December 12 at 12:19 PM · Hyderabad

#MarutiSuzuki is showcasing the New #Swift at #AutoMall, GVK One #Hyderabad! 14-16 December! Visit to avail the Special December Offer! #automall2018

1,742 People Reached 367 Engagements [Boost Again](#)

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
Published by Shrey Kapoor (7) · December 12 at 12:20 PM · Hyderabad

#MarutiSuzuki is showcasing the New #Dzire at #AutoMall, GVK One #Hyderabad! 14-16 December! Visit to avail the Special December Offer! #automall2018

1,784 People Reached 395 Engagements [Boost Again](#)

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
Published by Shrey Kapoor (7) · December 12 at 1:34 PM · Hyderabad

#FindYourFreedom!
#HarleyDavidson Motorcycles is showcasing the latest models at #AutoMall, GVK One #Hyderabad! 14-16 December! Visit to avail the Special December Offer! #automall2018

3,117 People Reached 539 Engagements [Boost Again](#)

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
 Published by Shrey Kapoor (7) · December 12 at 4:20 PM · Hyderabad

Get #ReadyToRace!
 #KTM is showcasing its latest models at #AutoMall, GVK One #Hyderabad!
 14-16 December! Visit to avail the Special December Offers! #automall2018

2,573 People Reached **520** Engagements [Boost Again](#)

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
 Published by Shrey Kapoor (7) · December 13 at 6:04 PM · Hyderabad

#Hyundai is showcasing top selling models like the #Grandi10 and #Elitei20 at #AutoMall, GVK One #Hyderabad! 14-16 December! Visit to avail the Special December Offers! #automall2018

1,806 People Reached **343** Engagements [Boost Again](#)

Boosted on Dec 13, 2018
 By Shrey Kapoor Completed

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
 Published by Shrey Kapoor (7) · December 13 at 6:04 PM · Hyderabad

#Hyundai is showcasing top selling models like the #Grandi10 and #Elitei20 at #AutoMall, GVK One #Hyderabad! 14-16 December! Visit to avail the Special December Offers! #automall2018

1,487 People Reached **325** Engagements [Boost Again](#)

Boosted on Dec 13, 2018
 By Shrey Kapoor Completed

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
 Published by Shrey Kapoor (7) · December 13 at 6:06 PM · Hyderabad

#HeroMotoCorp is showcasing its latest models at #AutoMall, GVK One #Hyderabad! 14-16 December! Visit to avail the Special December Offers! #automall2018

1,679 People Reached **322** Engagements [Boost Again](#)

Boosted on Dec 13, 2018
 By Shrey Kapoor Completed

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at GVK Mall , Hyderabad
 Published by Shrey Kapoor (P) · December 13 at 7:35 PM · Hyderabad · 🌐

Motoroyale Hyderabad is showcasing an exciting range of #superbikes at Auto Mall, GVK One Mall this weekend 14-16 Dec! Be there to witness the amazing models from brands like #Hyosung #FBMondial #MVAgusta and more! #automall2018

2,716 People Reached **395** Engagements [Boost Again](#)

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
 Published by Shrey Kapoor (P) · December 13 at 7:46 PM · Hyderabad · 🌐

Motoroyale Hyderabad is showcasing an exciting range of #superbikes at Auto Mall, GVK One Mall this weekend 14-16 Dec! Be there to witness the amazing models from brands like #Hyosung #FBMondial #MVAgusta and more! #automall2018

3,304 People Reached **494** Engagements [Boost Again](#)

Boosted on Dec 13, 2018 By Shrey Kapoor Completed

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
 Published by Shrey Kapoor (P) · December 13 at 7:50 PM · Hyderabad · 🌐

Test Ride and Hire your dream cars and bikes on Driven.in! Driven is showcasing the amazing #Kawasaki ZX14R at Auto Mall, GVK One Mall this weekend 14-16 Dec! Be there! #automall2018

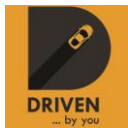
3,103 People Reached **458** Engagements [Boost Again](#)

Boosted on Dec 13, 2018 By Shrey Kapoor Completed

Relio Quick Auto Mall is at GVK Mall , Hyderabad.
 Published by Shrey Kapoor (P) · December 13 at 7:51 PM · Hyderabad · 🌐

Test Ride and Hire your dream cars and bikes on Driven.in! Driven is showcasing the amazing #Lamborghini #Gallardo at Auto Mall, GVK One Mall this weekend 14-16 Dec! Be there! #automall2018

2,504 People Reached **422** Engagements [Boost Again](#)





14.12.18



15.12.18



16.12.18





14.12.18



15.12.18



16.12.18





14.12.18



15.12.18



16.12.18



THANK YOU