



*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 2 @  
SHIPRA MALL, GHAZIABAD  
21st – 23rd 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



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# Relio Quick Auto Mall

166 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 150 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 @ SHIPRA MALL, GHAZIABAD : 21st – 23rd Dec 18 – Event Synopsis

**Relio Quick Auto Mall at SHIPRA MALL was organized from Dec 21 – 23, 2018.**

**Top 2 leading automobile brands participated**

NEXA, TVS

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

Auto Mall @ SHIPRA Mall showcased automobiles for all budgets.

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

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

RelioQuick™

**AUTO MALL**



"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

**S H P R A M A L L**

**TOUCH. FEEL. TRY  
BUY!**

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

D E C E M B E R

**21**  
FRI

**22**  
SAT

**23**  
SUN



**TVS** *Racing*

**N E X A**



# Event Promotion – On Ground Branding



## Event Glimpses

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# Auto Mall FB Page Engagement

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

### Post Reach

December 18 - December 24

4,891

People Reached ▼ 92%



### Post Engagements

December 18 - December 24

1,307

Post Engagement ▼ 92%





# Show Posts – Auto Mall FB & Instagram Handles

 **Relio Quick Auto Mall** added an event. ⋮  
December 18 at 5:18 PM · 🌐

Spend your Christmas Weekend at Shipra Mall Indirapuram and explore the latest #cars and #bikes on display at Relio Quick Auto Mall! 21-23 Dec! Avail the best year-end #offers! #automall2018



**FRI, DEC 21**  
**Christmas Special! Auto Mall at Shipra Mall Indirapuram** ★ Interested

 You like Relio Quick Auto Mall

**158** People Reached      **0** Engagements      Boost Unavailable


 Naresh Rawat, Suraj Singh and 9 others

Event Page

# Show Posts – Auto Mall FB & Instagram Handles

**Relio Quick Auto Mall** is at Shipra Mall, Indirapuram, Ghaziabad.  
Published by Shrey Kapoor [?] · December 20 at 6:29 PM · Delhi · 🌐

Presenting the new #Ciaz!  
This #Christmas Weekend, Experience #Nexa at Auto Mall, Shipra Mall #Indirapuram! 21-23 Dec! Avail special year-end #offers on all Nexa models! #automall2018



**1,671** People Reached      **385** Engagements      [Boost Again](#)

Boosted on Dec 20, 2018      Completed

**Relio Quick Auto Mall** is at Shipra Mall, Indirapuram, Ghaziabad.  
Published by Shrey Kapoor [?] · December 20 at 6:32 PM · Delhi · 🌐

#SCross! Designed to inspire adventure!  
This #Christmas Weekend, Experience #Nexa at Auto Mall, Shipra Mall #Indirapuram! 21-23 Dec! Avail special year-end #offers on all Nexa models! #automall2018



**1,505** People Reached      **359** Engagements      [Boost Again](#)

**Relio Quick Auto Mall** is at Shipra Mall, Indirapuram, Ghaziabad.  
Published by Shrey Kapoor [?] · December 20 at 6:30 PM · Delhi · 🌐

Set your pulse #racing with the latest models from #TVSRacing! This #Christmas Weekend, Experience #TVSApache at Auto Mall, Shipra Mall #Indirapuram! 21-23 Dec! Avail special year-end #offers on all models! #automall2018



**2,170** People Reached      **407** Engagements      [Boost Again](#)

# NEXA







21 Dec 2018



22 Dec 2018



23 Dec 2018

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

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

**SHIPRA MALL  
 GHAZIABAD**

**21<sup>st</sup> 22<sup>nd</sup> & 23<sup>rd</sup> DEC**

**VENUE PARTNER**

**SHIPRA MALL**

**THANK YOU**