



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

# RELIO QUICK AUTO MALL@

Worldmark, Aerocity, Delhi  
17th – 19th DEC18

# 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

165 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 149 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 @ Worldmark, Aerocity, Delhi: 17th – 19th Dec 18 – Event Synopsis

**Relio Quick Auto Mall at Worldmark, Aerocity was organized from Dec 17 – 19, 2018.**

**Top 2 leading automobile brands participated**

**NEXA, TATA MOTORS**

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

Auto Mall @ Worldmark, Aerocity showcased automobiles for all budgets.

**All the brands put together generated over 300+ Hot Enquiries**

**Over 25K people visited Worldmark, Aerocity, during Auto Mall event weekend.**

**TOUCH. FEEL. TRY  
BUY!**

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

D E C E M B E R

**17**  
MON

**18**  
TUE

**19**  
WED

**TATA MOTORS**  
Connecting Aspirations

**N E X A**

# Event Promotion – On Ground Branding

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

WORLDMARK  
THE NEW GLOBAL AGENTS

SHOWCASING  
**TATA MOTORS**  
Connecting Aspirations

165<sup>th</sup>  
RELIO QUICK  
**AUTO MALL**  
[www.automallindia.net](http://www.automallindia.net)

f /automallindia | /automall\_india | /automall\_india | automallofficial

A VENTURE OF  
RelioQuick

DECEMBER  
17 MON 18 TUE 19 WED  
TIME 10:30AM TO 7:30PM

IP MANAGED BY  
Team Stratagem

## Event Glimpses

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# Auto Mall FB Page Engagement

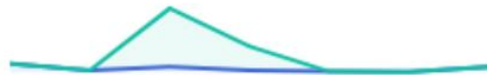
## High Facebook Page *Targeted Reach & Engagement* around show dates

### 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** is at Aerocity.

Experience the #SCross and the New #Ciaz at #Nexa display by Relio Quick Auto Mall at #Worldmark #Aerocity! Visit and avail special #December #Offers! #automall2018



**2,408**  
People Reached

**262**  
Engagements

[Boost Again](#)

Boosted on Dec 17, 2018  
By Shrey Kapoor

Completed

**Relio Quick Auto Mall** is at Aerocity.

Experience the #Tigor and the New #Tiago #NRG at #TataMotors display by Relio Quick Auto Mall at #Worldmark #Aerocity! Visit and avail special #December #Offers! 17-19 Dec! #automall2018



**2,470**  
People Reached

**235**  
Engagements

[Boost Again](#)

# Show Posts – Auto Mall FB & Instagram Handles

**Relio Quick Auto Mall** is at Aerocity. ...

The #SCross! Created to Inspire Adventure!  
Visit the #Nexa display by Auto Mall, next week 17-19 Dec at Delhi's most premium corporate hub - #Worldmark #Aerocity! Avail special year-end #offerst! #automall2018



**494** People Reached      **24** Engagements      [Boost Again](#)

**Relio Quick Auto Mall** is at Aerocity. ...

Presenting the new #Ciaz!  
Visit the #Nexa display by Auto Mall, next week 17-19 Dec at Delhi's most premium corporate hub - #Worldmark #Aerocity! Avail special year-end #offerst! #automall2018



**2,052** People Reached      **176** Engagements      [Boost Again](#)

# Show Posts – Auto Mall FB & Instagram Handles

Introducing the all new #Tigor! The sedan for the stars!  
Visit the #TataMotors display by Auto Mall, next week 17-19 Dec at Delhi's most premium corporate hub - #Worldmark #Aerocity! Avail special year-end offers! #automall2018



2,046 People Reached      112 Engagements      [Boost Again](#)

Relio Quick Auto Mall is at Aerocity.      ...

Young, Premium, Fun  
The all new #Tiago!  
Visit the #TataMotors display by Auto Mall, next week 17-19 Dec at Delhi's most premium corporate hub - #Worldmark #Aerocity! Avail special year-end offers! #automall2018



2,219 People Reached      115 Engagements      [Boost Again](#)

# NEXA



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

**TOUCH. FEEL. TRY.  
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**WORLDMARK AEROCITY**  
NEW DELHI

**17<sup>th</sup> 18<sup>th</sup> & 19<sup>th</sup> DEC.**

**VENUE PARTNER**



**TATA MOTORS**  
Connecting Aspirations



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**THANK YOU**