



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
16th – 18th OCT18

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

158 Shows

30+ Malls

1.6 Crore+ Visitors

1.5 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 142 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 @ Worldmark, Aerocity, Delhi: 16th – 18th Oct18 – Event Synopsis

Relio Quick Auto Mall at Worldmark, Aerocity was organized from Oct 16 – 18, 2018.

Top 4 leading automobile brands participated

NEXA, TOYOTA, TATA MOTORS, TVS

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 40K people visited Worldmark, Aerocity, during Auto Mall event weekend.

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



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

16-18 OCT

***Worldmark, Aerocity
New Delhi***

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

N E X A

TATA MOTORS
Connecting Aspirations



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

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.

October 15 at 2:30 PM · 🌐

Auto Mall is here at Delhi's most premium & upcoming location - Worldmark, #Aerocity! 16-18 Oct! #automall2018



TUE, OCT 16

Auto Mall - Worldmark Aerocity

Worldmark, Aerocity - New Delhi

★ Interested

You like Relio Quick Auto Mall

202	1	Boost Unavailable
People Reached	Engagement	


👤 Hikem Kumar, Saurabh Kumar and 3 others

Event Page

Relio Quick Auto Mall is at Worldmark Aerocity.

Published by Shrey Kapoor · 🌐 · October 16 at 1:07 PM · New Delhi · 🌐

Presenting the 1st ever Auto Mall at Worldmark Delhi showcasing #Nexa S Cross, #Toyota Corolla Altis, Yaris, #Tata Tiago NRG, Tigor and #TVSRacing Apache series! 16-18 Oct! #automall2018



5,283	722	Boost Again
People Reached	Engagements	

Boosted on Oct 16, 2018 · Completed

By Shrey Kapoor

People Reached	4.1K	Post Engagement	575
----------------	------	-----------------	-----

[View Results](#)

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Worldmark Aerocity.
Published by Shrey Kapoor [?] · October 15 at 4:32 PM · New Delhi · 🌐

All Sense. All Sedan.
Experience a sedan like no other! Showcasing #Toyota #Yaris at Worldmark #Aerocity, #NewDelhi! 16-18 Oct! #automall2018




2,027 People Reached **302** Engagements [Boost Again](#)

Boosted on Oct 16, 2018 By Shrey Kapoor Completed

People Reached	1.9K	Post Engagement	286
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at Worldmark Aerocity.
Published by Shrey Kapoor [?] · October 15 at 4:34 PM · New Delhi · 🌐

Showcasing the latest #Tiago #NRG from #TataMotors at Worldmark #Aerocity, #NewDelhi! 16-18 Oct! #automall2018




1,704 People Reached **278** Engagements [Boost Again](#)

Boosted on Oct 16, 2018 By Shrey Kapoor Completed

People Reached	1.6K	Post Engagement	265
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at Worldmark Aerocity.
Published by Shrey Kapoor [?] · October 15 at 4:38 PM · New Delhi · 🌐

Create. Inspire.
Experience the all-new #SCross from #Nexa at Worldmark #Aerocity, #NewDelhi! 16-18 Oct! #automall2018




1,262 People Reached **252** Engagements [Boost Again](#)

Boosted on Oct 16, 2018 By Shrey Kapoor Completed

People Reached	1.1K	Post Engagement	232
----------------	-------------	-----------------	------------

[View Results](#)

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Worldmark AeroCity.
 Published by Shrey Kapoor (1) · October 15 at 4:57 PM · New Delhi ·

The Global Sedan is here!
 Showcasing #Toyota #Corolla #Altis at Worldmark #AeroCity, #NewDelhi!
 16-18 Oct! #automall2018

1,666 People Reached **312** Engagements [Boost Again](#)

Boosted on Oct 16, 2018
 By Shrey Kapoor Completed

People Reached	1.2K	Post Engagement	282
----------------	-------------	-----------------	------------

[View Results](#)

Relio Quick Auto Mall is at Worldmark AeroCity.
 Published by Shrey Kapoor (1) · October 15 at 4:36 PM · New Delhi ·

Showcasing premium models from TVS Racing #Apache at Worldmark #AeroCity, #NewDelhi! 16-18 Oct! #automall2018

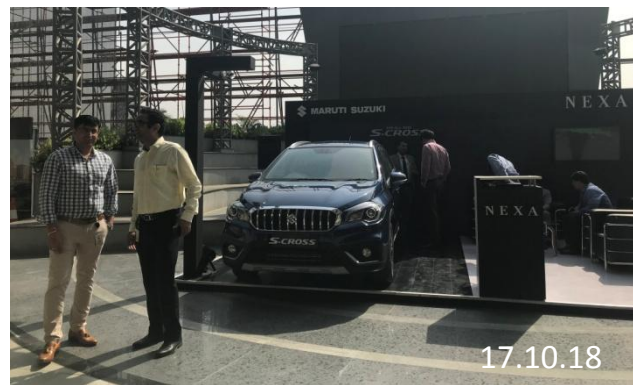
2,228 People Reached **323** Engagements [Boost Again](#)

Boosted on Oct 16, 2018
 By Shrey Kapoor Completed

People Reached	2.1K	Post Engagement	0
----------------	-------------	-----------------	----------

[View Results](#)

NEXA



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



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

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

WORLD MARK AEROCITY
NEW DELHI

16th 17th & 18th OCT.

VENUE PARTNER





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



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

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

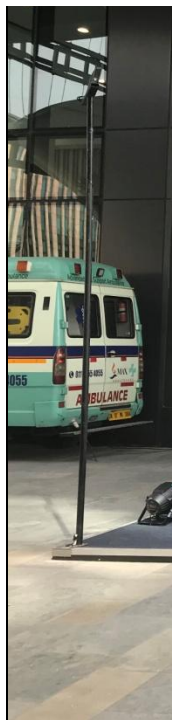
**WORLD MARK AEROCITY
 NEW DELHI**

16th 17th & 18th OCT.

VENUE PARTNER







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



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

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

**WORLD MARK AEROCITY
NEW DELHI**

16th 17th & 18th OCT.

VENUE PARTNER



THANK YOU