



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

RELIO QUICK AUTO MALL@

City Centre, Dwarka, Delhi
26th – 28th 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

159 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 143 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

Relio Quick Auto Mall @ City Centre, Dwarka, Delhi: 26th – 28th Oct18 – Event Synopsis

Relio Quick Auto Mall at City Centre Dwarka was organized from Oct 26 – 28, 2018.

Top 6 leading automobile brands participated

FORD, SKODA, TATA MOTORS, ROYAL ENFIELD, TVS, KTM

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

Auto Mall @ City Centre, Dwarka showcased automobiles for all budgets.

All the brands put together generated over 300+ Hot Enquiries

Over 40K people visited City Centre, Dwarka, during Auto Mall event weekend.

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


CITY CENTRE
SECTOR-12, DWARKA



**TOUCH. FEEL. TRY
BUY!**

26-28 OCT

**City Centre, Dwarka
New Delhi**

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



TATA MOTORS
Connecting Aspirations



**ROYAL
ENFIELD**



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

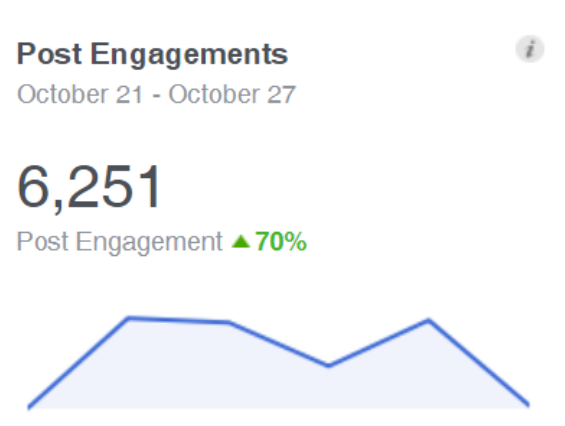
Event Promotion – On Ground Branding



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 18 at 12:29 PM

Presenting Auto Mall Season 1 at Dwarka City Centre, New Delhi! 26-28 Oct! Touch Feel Try and Buy the latest cars and bikes! #automall2018



FRI, OCT 26

Auto Mall - Dwarka City Centre
Dwarka City Centre · New Delhi

You like Relio Quick Auto Mall


198 People Reached 0 Engagements Boost Unavailable

Komal Bhatia, Parvesh Bhatt and 2 others

Event Page

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor · October 26 at 1:55 PM · New Delhi

#Ford #Skoda #TataMotors #RoyalEnfield #TVSRacing #KTM on display at Auto Mall, #Dwarka City Centre! Check out these latest models from 26th to 28th Oct! #automall2018



7,529 People Reached 1,435 Engagements Boost Again

Show Commencement

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor (?) · October 23 at 2:17 PM · New Delhi ·

The most enduring tale in motorcycling!
Showcasing #RoyalEnfield bikes at Auto Mall, City Centre, #Dwarka! 26-28 Oct #automall2018



RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION
CITY CENTRE SECTOR-13, DWARKA
26- 28 OCTOBER 2018
ROYAL ENFIELD

4,267 People Reached 700 Engagements [Boost Again](#)

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor (?) · October 24 at 2:21 PM · New Delhi ·

Ready to Race!
Showcasing the latest #bike models from #KTM at Auto Mall, City Centre, #Dwarka! 26-28 Oct #automall2018



RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION
CITY CENTRE SECTOR-13, DWARKA
26- 28 OCTOBER 2018
KTM

2,267 People Reached 502 Engagements [Boost Again](#)

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor (?) · October 25 at 6:26 PM · New Delhi ·

Ready to Race!
Showcasing the latest #bike models from #KTM at Auto Mall, City Centre, #Dwarka! 26-28 Oct #automall2018



RelioQuick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION
CITY CENTRE SECTOR-13, DWARKA
26- 28 OCTOBER 2018
KTM

2,584 People Reached 537 Engagements [Boost Again](#)

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor [?] · October 23 at 2:27 PM · New Delhi · 🌐

Racing DNA Unleashed!
Showcasing the latest models from #TVSRacing at Auto Mall, City Centre, #Dwarka! 26-28 Oct #autmall2018



2,967 People Reached **497** Engagements [Boost Again](#)

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor [?] · October 23 at 2:19 PM · New Delhi · 🌐

Showcasing the latest models from #TataMotors at Auto Mall, City Centre, #Dwarka! 26-28 Oct #autmall2018



1,695 People Reached **461** Engagements [Boost Again](#)

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor [?] · October 23 at 4:54 PM · New Delhi · 🌐

Showcasing the latest models from #Ford - #Freestyle #Aspire at Auto Mall, City Centre, #Dwarka! 26-28 Oct #autmall2018



2,036 People Reached **474** Engagements [Boost Again](#)

Show Posts – Auto Mall FB & Instagram Handles

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor [?] · October 23 at 4:55 PM · New Delhi · 🌐

Showcasing the latest models from #Ford - #Aspire #Freestyle at Auto Mall, City Centre, #Dwarka! 26-28 Oct #automall2018



The advertisement features a silver Ford Aspire car against a city skyline at night. The text includes 'RelioQuick AUTO MALL', 'INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION', 'CITY CENTRE SECTOR 12, DWARKA', and '26-28 OCTOBER 2018'. The Ford logo and 'Go Further' slogan are also present.

1,709 People Reached 471 Engagements [Boost Again](#)

Relio Quick Auto Mall is at Dwarka City Centre.
Published by Shrey Kapoor [?] · October 24 at 5:44 PM · New Delhi · 🌐

Showcasing #Skoda at Auto Mall, City Centre, #Dwarka! 26-28 Oct #automall2018



The advertisement features a silver Skoda sedan on a road with mountains in the background. The text includes 'RelioQuick AUTO MALL', 'INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION', 'CITY CENTRE SECTOR 12, DWARKA', and '26-28 OCTOBER 2018'. The Skoda logo and a green leaf icon are also present.

2,124 People Reached 476 Engagements [Boost Again](#)





26.10.18



27.10.18



28.10.18

ROYAL ENFIELD



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



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

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

**CITY CENTRE, DWARKA
NEW DELHI**

26th 27th & 28th OCT.

VENUE PARTNER



ŠKODA



ReltoQuick
AUTO MALL
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NEW DELHI

26th 27th & 28th OCT.

VENUE PARTNER





Go Further



26.10.18



27.10.18



28.10.18

ReltoQuick
AUTO MALL
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**CITY CENTRE, DWARKA
NEW DELHI**

26th 27th & 28th OCT.

VENUE PARTNER


CITY CENTRE
SECTOR 17, DWARKA

THANK YOU