



**Relio Quick Auto Mall
@DLF CyberHub Gurgaon
14 – 16th February, 2017**

IPs managed:





49TH
AUTO MALL

#automall2017

Premium Auto Show

DLF CYBERHUB, GURGAON

14 - 16, FEBRUARY, 2017

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ŠKODA



Relio Quick Auto Mall @ DLF Cyber Hub, Gurgaon : 14 - 16 FEBRUARY' 2017 – Event Synopsis

After the grand success of Auto Mall Season I in Oct 16
Relio Quick 49th Auto Mall @ DLF Cyber Hub, Gurgaon was organized from February 14 – 16, 2017.

Top 8 leading automobile brands participated
AUDI, DATSUN, FORD, NISSAN, RENAULT, SKODA, JLR, DUCATI

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall @ DLF Cyber Hub, Gurgaon showcased automobiles for all budgets.

All the brands put together generated over **666 Hot Enquires, 1998 Enquires, 333 Hot Prospects and 7 Spot Bookings**

Over **1.75+ Lakh people visited** DLF Cyber Hub during Auto Mall event weekend.



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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 Twitter, Facebook created great visibility, awareness and engagement with the Event

On ground branding at the Mall was done 1 weeks prior to the event through Backdrops and Standees Screens to create awareness and visibility amongst the Mall visitors.



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Pre Event Promotion – On Ground Branding







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Pre Event Promotion – Digital Promotion on Facebook

The screenshot shows a Facebook event page for the '49th Premium AutoMall at DLF CyberHub, Gurgaon'. The event is scheduled for February 14-16, 2016. The cover image features a stylized, multi-colored car and motorcycle. The event is hosted by Team Stratagem and 2 others. The page includes a sidebar with navigation options like 'Upcoming', 'Calendar', and 'Discover'. The event details section shows the location as DLF CyberHub, Gurgaon, and the dates as February 14-16, 2016.

The screenshot shows a Facebook event page for the '49th Premium Auto Show at DLF CyberHub, Gurgaon'. The event is scheduled for February 14-16, 2016. The cover image features a stylized, multi-colored car and motorcycle. The event is hosted by Team Stratagem and 2 others. The page includes a sidebar with navigation options like 'Upcoming', 'Calendar', and 'Discover'. The event details section shows the location as DLF CyberHub, Gurgaon, and the dates as February 14-16, 2016. The 'About' section contains a 'Write Post' button and a 'Write something...' text box. The 'Details' section provides information about the event, including the location and dates. The 'Featuring' section lists the host, Team Stratagem. The 'EVENT TIPS' section includes a 'Create New Event' button. The 'GUESTS' section shows 26 interested, 6 went, and 1 invited. The 'INSIGHTS' section shows 1.3K Reached, 48 Viewed, and 32 Responded.



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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem [?] · February 13 at 12:28pm · 🌐

Showcasing Ford Aspire #EcoSport at DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

CyberHub

158 people reached

Boost Post

Like Comment Share

Shrestha VS, Prakhar Anand and 3 others

Relio Quick Auto Mall
Published by Stratagem [?] · February 11 at 2:20pm · 🌐

Showcasing Range Rover Discovery Sport at DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



RelioQuick AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

CyberHub

417 people reached


Boost Post

Like Comment Share

Shad Mallick, Firoz Ansan and 16 others

Relio Quick Auto Mall
Published by Stratagem [?] · February 13 at 5:25pm · 🌐

Showcasing Renault India #Kwid at #DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



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CyberHub

143 people reached

Boost Post

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Prakhar Anand, Amar Yadav and 2 others



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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem [?] · February 13 at 4:26pm ·

Showcasing ŠKODA #Superb at #DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



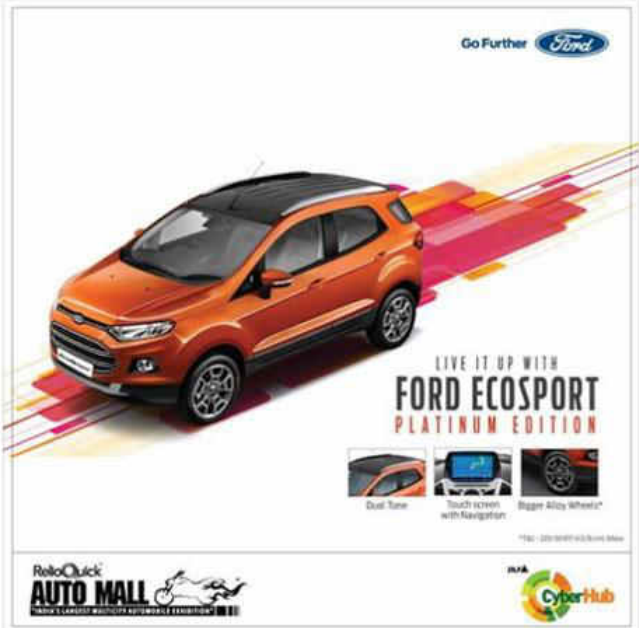
183 people reached

Like Comment Share

Amir Khan Niazi, Prakhari Anand and 3 others

Relio Quick Auto Mall
Published by Stratagem [?] · February 13 at 11:15am ·

Showcasing Ford India #EcoSport at DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017




122 people reached

Like Comment Share

Shyamal Saha

Relio Quick Auto Mall
Published by Stratagem [?] · February 11 at 9:48am ·

Showcasing #Audi #A4 diesel at DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



252 people reached

Like Comment Share

Sandeep Kapoor, संजीत सिंह राजपूत and 7 others



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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem (?) - February 11 at 1:55pm

Showcasing #Nissan #Micra at DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



97 people reached

Like Comment Share

Manish Kumar

Boost Post

Relio Quick Auto Mall
Published by Stratagem (?) - February 14 at 1:00pm

Showcasing ŠKODA #Rapid at #DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



130 people reached

Like Comment Share

Manish Kumar

Boost Post

Relio Quick Auto Mall
Published by Stratagem (?) - February 11 at 10:50am

Showcasing #Datsun #RedGo at DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



101 people reached

Like Comment Share

संजीत सिंह राजपुत and Ashish Tandulkar

Boost Post



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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
Published by Stratagem [?] · February 11 at 9:48am ·

Showcasing #Ducati #Multistrada at DLF CyberHub #Gurgaon from 14 - 16 Feb #AutoMall2017



MULTISTRADA
1200

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

CyberHub

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Sandeep Kapoor, संजीत सिंह राजपुत and 7 others

Relio Quick Auto Mall
Published by Stratagem [?] · February 11 at 11:20am ·

Showcasing #Jaguar #FPace at DLF CyberHub #Gurgaon from 14-16 Feb #AutoMall2017



JAGUAR LAND-ROVER

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CyberHub

230 people reached

Like Comment Share

Suraj Kule, Sandeep Kapoor and 2 others

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RelioQuickAutomall @automall_india · Feb 11
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DLFA CyberHub

RelioQuickAutomall @automall_india · Feb 13
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RelioQuickAutomall @automall_india · Feb 11
Showcasing Range Rover Discovery Sport at DLF CyberHub #Gurgaon from 14-16 Feb #Automall2017



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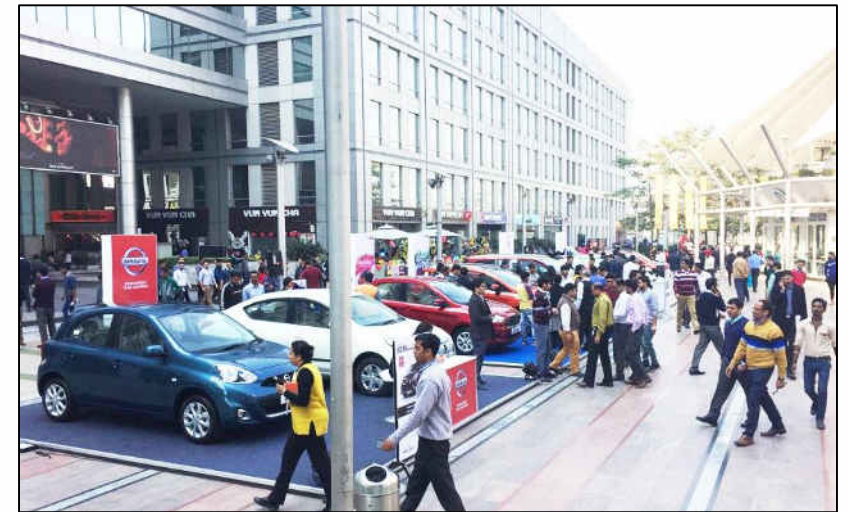
Event Glimpses



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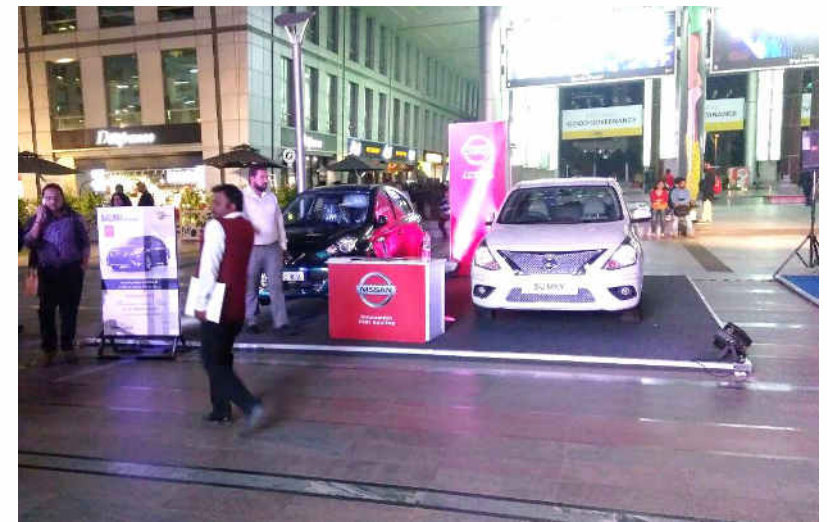
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AUTO MALL 
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" 

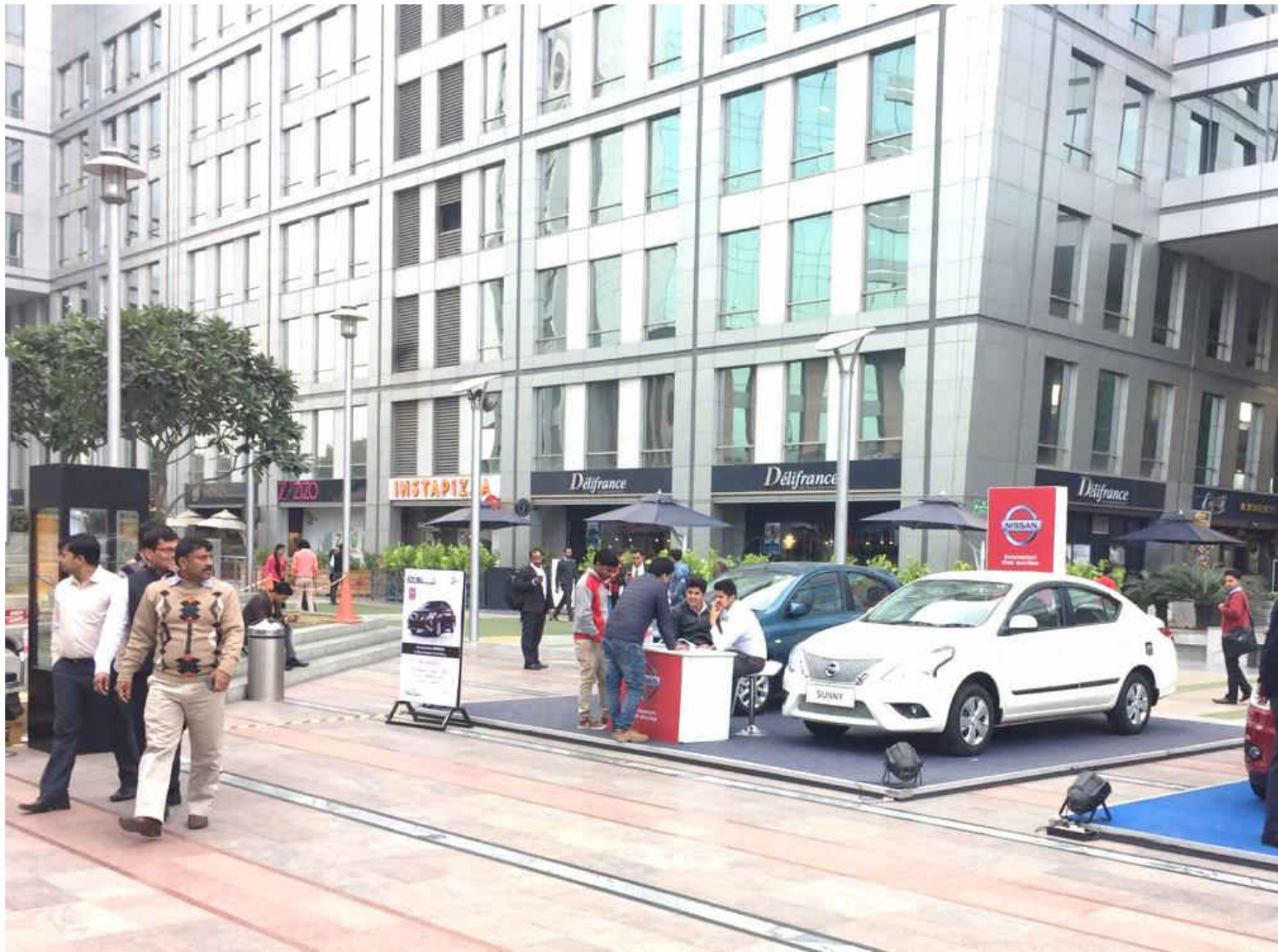


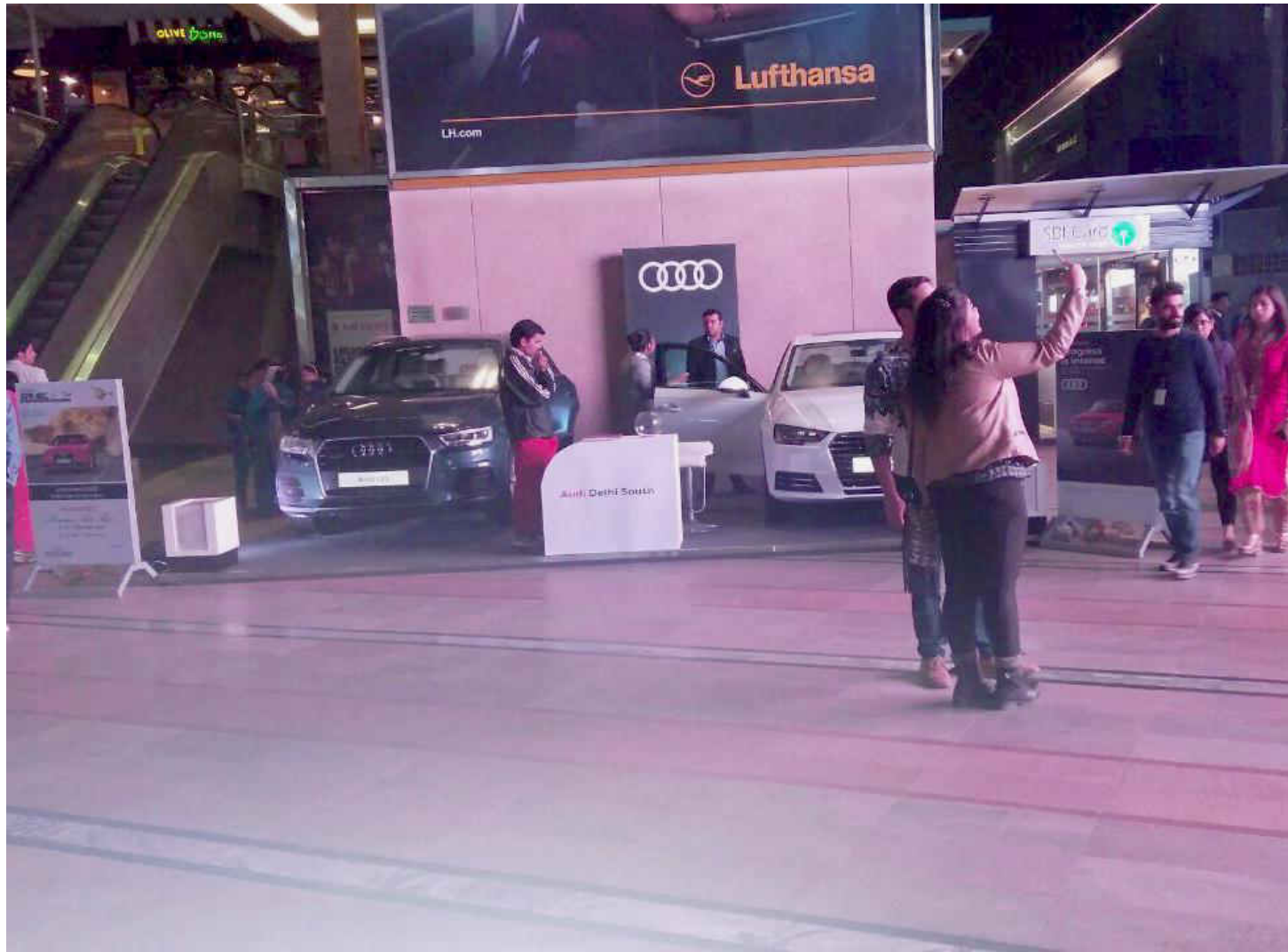
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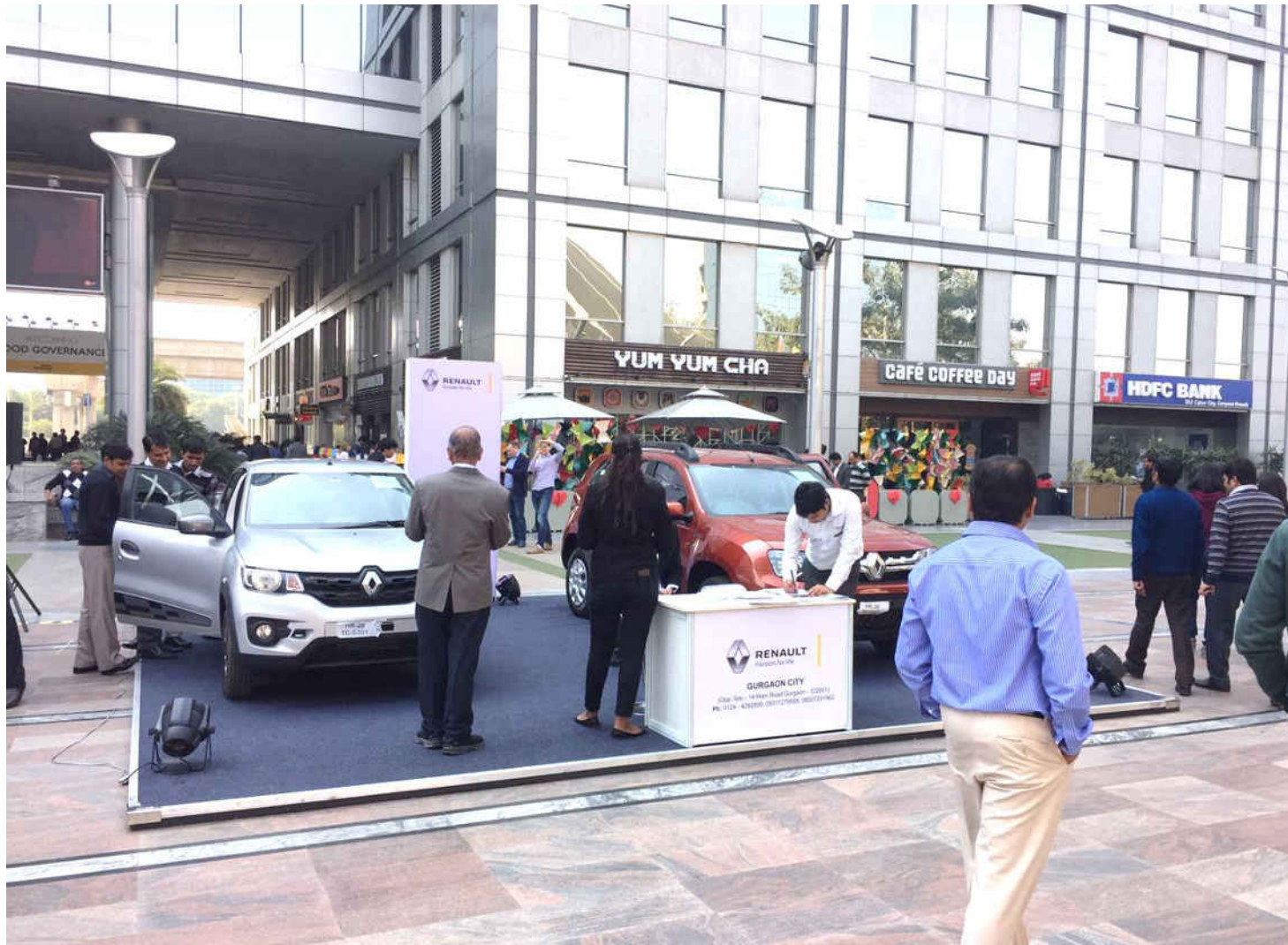
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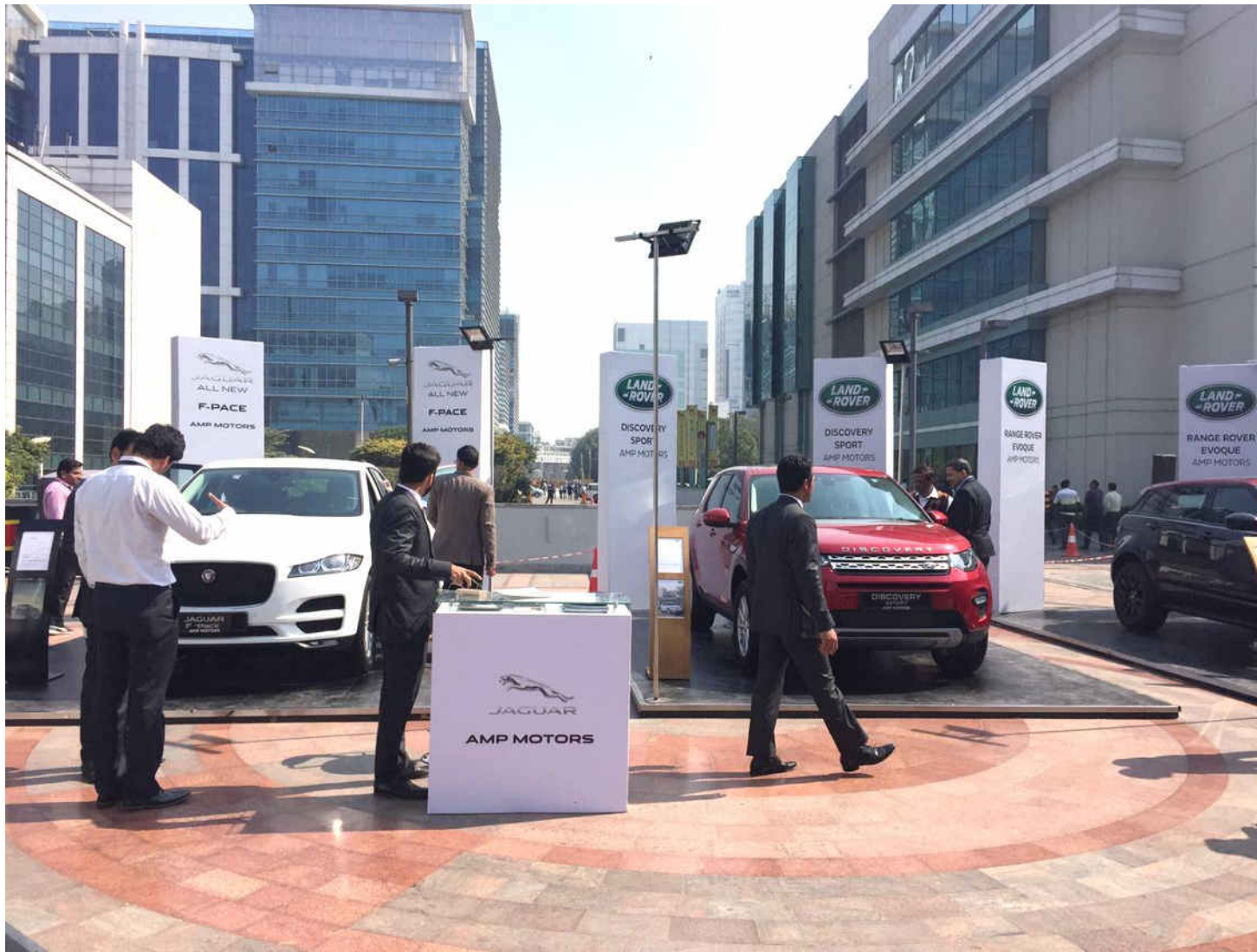




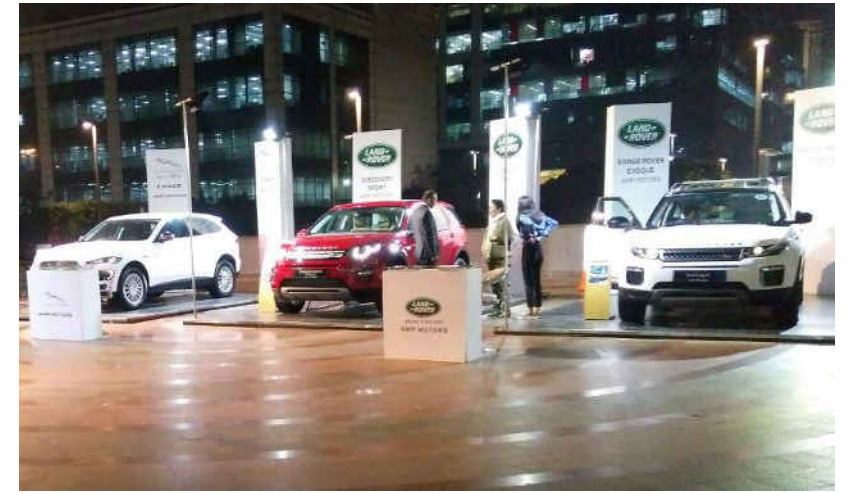
















THANK YOU



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