

Team  
Stratagem



## RelioQuick AutoMall

Relio Quick Auto Mall is one of the most innovative and widely accepted concepts in the automobile marketing space. Introduced in 2002, the idea was to get all car and bike manufacturers on a single platform, to give the customers an exciting array of options to touch-feel-try and experience their favourite brands.

The concept was well received by the industry and was relaunched in 2008 where for the next 4 years, Mega Auto Shows were organised at major cities in India, seeing participation from all top auto brands, tie-ups with media groups like The Times of India and Hindustan Times,



and lakhs of tickets sold per show. The automobile exhibitions were coupled with exciting offerings like Style Biking, Live Design Studios,

Inter College Competitions and Premium Lounges to create an action packed weekend for automobile enthusiasts and interested buyers.

In 2013, the model was changed to incorporate more number of touch points and reach deeper with more number of shows per year. The breakthrough concept of Auto Mall shows @ Malls was launched. Since then there has been no looking back. We have organised 46 Auto Shows at top



shopping malls across the country and have garnered repeat participation for all our shows showing immense trust that our clients have on us. The concept has been replicated by few other competitors which has again validated the idea and established us as the thought leaders in the automobile marketing space in the country.

To have a strong digital presence and interact with customers directly, we also manage a comprehensive car and bike portal [www.automallindia.net](http://www.automallindia.net) and maintain active social media pages with thousands of followers, who read our posts and participate in our online activities regularly.