

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Feb 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)	No.of Wins
1	2	J Walter Thompson	Sony Six & Sony ESPN, Garnier, Lupin	295.54		295.54	50
2	8=	Mullen Lowe Lintas Group	Pernod Ricard, Vivo, Bajaj Auto - Avenger	190.61		190.61	8
3	1	Rediffusion Y&R	Eveready Appliances, Amplifon, CII - MIDC Project, Pepsico Project	190.46		190.46	7
4	3	Publicis + Publicis Ambiance	Intex - Gujarat Lions, Toshiba India, DSP BlackRock Project	134.55		134.55	21
5	23	McCann WorldGroup	Fanta, Lupin, Lybrate Project, Burger King	79.21	VIP	65.48	22
6	4	Soho Square	Faber, Vasmol	41.18		41.18	2
7	8=	Leo Burnett	IndiaCast, Tata Capital, Star Sports Project	38.08		38.08	7
8	-	iContract	Garnier (Digital)	27.45		27.45	1
9	22	Mudra DDB	CHAI, Huawei Project, Ericsson Project	25.74	L&T Realty	20.59	12
10	5	Whyness	VIP	13.73		13.73	1
11	6	Cheil	Coca-Cola India Project	12.35		12.35	3
12	8=	L&K Saatchi & Saatchi	DS Group Project, Tata Housing Project	10.86		10.86	2
13	7	Ogilvy	Max BUPA India Project	9.61		9.61	4
14-	8=	M&C Saatchi		0.00		0.00	0
14-	8=	Grey Group		0.00		0.00	0
14-	8=	RK Swamy BBDO		0.00		0.00	0
14-	8=	Percept		0.00		0.00	0
14-	8=	Bates 141		0.00		0.00	0
14-	8=	SapientNitro		0.00		0.00	0
14-	8=	TBWA		0.00		0.00	0
14-	8=	Madison		0.00		0.00	0
14-	8=	BBH		0.00		0.00	0
14-	8=	FCB		0.00		0.00	0
24	24	Dentsu	FMCG Client	13.73	Creteca	-13.73	1
						1,036.8	141

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Feb 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)	No. of Wins
1	1	Lintas Media Group	Reckitt Benckiser	171.6		171.59	1
2	2	Havas Media	Resurgent Rajasthan, PropTiger, Spice Mobility, Brick Eagle Group	148.4		148.39	11
3	3	Maxus	OLX	120.1		120.11	1
4	4	Mindshare	Jaguar Land Rover, Linc Pen and Plastics, Apollo Speciality Hospitals	103.0		102.95	7
5	5	OMD	Telenor, Met Life, Kamdhenu Paints, Fineti	69.7	Spice Mobility	51.82	6
6	6=	Dentsu Media	Electronic Client	14.4		14.43	3
7	-	Alliance	Vivo	13.7		13.73	1
8	14	Madison Media	Angel Broking	13.7	Amplifon	4.80	1
9	6=	Carat	Xebec Venture Partners	1.9		1.94	7
10-	6=	Starcom		0.0		0.00	0
10-	6=	MediaCom		0.0		0.00	0
10-	6=	PHD		0.0		0.00	0
10-	6=	Vizeum		0.0		0.00	0
10-	6=	TME		0.0		0.00	0
15	15	MEC	Konark Rajhans Estates	4.5	MetLife	-5.83	1
16	16	Lodestar Universal		0.0	Sony Pictures	-34.32	0
17	17	Zenith	UrbanClap	17.2	OLX	-102.95	1
						486.7	40

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.