

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Mar 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	J Walter Thompson	Dravida Munnetra Kazhagam Project, Mahindra - U215, Dr Paul's Multispeciality Clinic	332.13		332.13	54
2	2	Mullen Lowe Lintas Group	Viacom18, Pernod Ricard, Vivo, Bajaj Auto - Avenger	224.93		224.93	9
3	3	Rediffusion Y&R	Eveready Appliances, Amplifon, CII - MIDC Project, Pepsico Project	190.46		190.46	7
4	4	Publicis + Publicis Ambiance	Stovekraft, Nilgai Foods (Coco Fly), Glenwoods Project	145.53		145.53	25
5	7	Leo Burnett	IndiaCast, Tata Capital, Star TV, J G Hosiery (Amul Macho)	86.83		86.83	10
6	5	McCann WorldGroup	Fanta, Lupin, Lybrate Project, Burger King	79.21	VIP	65.48	22
7	6	Soho Square	Faber, Vasmol	61.77		61.77	3
8	11	Cheil	Coca-Cola India Project, Logitech (Influencer Marketing)	48.39		48.39	7
9	9	Mudra DDB	TTK Prestige, V-Guard Industries Project, J&J Digital	39.47	L&T Realty	34.32	18
10	8	iContract	Garnier (Digital)	27.45		27.45	1
11	13	Ogilvy	Max BUPA India Project	30.20	J G Hosiery (Amul Macho)	18.40	5
12	12	L&K Saatchi & Saatchi	DS Group Project, Tata Housing Project, Anmol Group Project	15.33		15.33	3
13-	10	Whyness	VIP	13.73		13.73	1
13-	14=	Madison	Asian Paints	13.73		13.73	1
13-	14=	BBH	Snapdeal	13.73		13.73	1
16	14=	TBWA		2.40		2.40	1
17-	14=	M&C Saatchi		0.00		0.00	0
17-	14=	Grey Group		0.00		0.00	0
17-	14=	RK Swamy BBDO		0.00		0.00	0
17-	14=	Percept		0.00		0.00	0
17-	14=	Bates 141		0.00		0.00	0
17-	14=	SapientNitro		0.00		0.00	0
17-	14=	FCB		0.00		0.00	0
24	24	Dentsu	FMCG Client	13.73	Cremica	-13.73	1
						1,280.9	169

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Mar 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.