

## 2019 CREATIVE AGENCIES NEW BUSINESS

India / July 2019

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	Mudra DDB	McDonald's, Project X Project, Tonic Water Project	102.9		102.9	35
2	2	MullenLowe Group Lintas Group	ZEE5 Partners, USV, Tata Motors' Altroz, HONOR, Ruosh, Medlife.com	39.5		39.5	12
3	3	Wunderman Thompson	ZEE5, One Plus, Tata Metallica Project	38.6		38.6	46
4	4	Ogilvy	Uber India Project, Star Group - Hotstar VIP, Home Credit, ITC Intense Sticks Project	27.7		27.7	21
5	5	Leo Burnett	Cartier Project, Lots Wholesale Solutions Project, Del Monte Project	27.4	Coke - Thumsup	25.3	31
6	6	Dentsu	Britannia Timepass	16.7		16.7	7
7	7	McCann WorldGroup	Star Cement Project, M4Marry Project, NIIT Project	16.5		16.5	21
8	8	Publicis + Publicis Ambiance	Ebro India, Nestle NesTea, Truebil.com Project, ICICI Retail Banking Project	14.2		14.2	16
9	9	VMLY&R	Big Bazaar, SUD Life, Saffola Oils	12.9		12.9	7
10	10	Isobar	Financial Service Brand	10.7		10.7	8
11	11	L&K Saatchi & Saatchi	Prayagh Nutri, Casio, VFS Global, Studds Project	7.9		7.6	10
12	12	Havas Worldwide	Citroën	5.4		5.4	2
13	23	WATConsult	Schneider Electric, Tata Group's Croma digital	5.4		5.4	2
14	13	BBH	Audi	6.7	PlayStation	4.7	1
15	14	Indigo	Reliance Fresh, Valvoline, Amazon, You Tube, ANI Technologies	4.2		4.2	12
16=	15=	Gozoop	IPL Franchise Kolkata Knight Riders (KKR), amanté digital	4.0		4.0	2
16=	15=	Publicis Capital	ZEE5 Partners	4.0		4.0	2
18	17	Digitas	WeWork Project, Kohler Project, Jetwing Project, Nestle Health Sciences, Puma	3.7		3.7	10
19=	18=	BBDO	BUMBLE	3.4		3.4	1
19=	18=	Famous Innovations	Monster	3.4		3.4	1
						390.4	276

## 2019 MEDIA AGENCIES NEW BUSINESS

India / July 2019

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	Mindshare	CODISSIA, Ministry of Tourism, Toppr Technologies, Iffco-Tokio Health Insuranc	100.6		100.6	48
2	6	denstu X	Oplus Mobitech, Honda Cars India, Subway System(Social), Oppo Mobiles	66.7		66.7	15
3	9	MediaCom	ShareChat, Merck, GOQii	30.6	Mobile Premier League	29.7	10
4	2	Lodestar Universal	Mattel,Saregama, Zomato, ABT Associates, HPCL	26.8	Zivame	25.8	5
5	4	Wavemaker	Odisha Tourism, Saint-Gobain, Muthoot Fin Corp, Mfine, Cure.Fit, ITC	17.9		17.3	11
6	3	Zenith	Honor Project, Hero Electronix, Walmart Best Price Project	17.2	Iffco-Tokio Health Insurance	14.5	4
7	5	Madison Media	Marico, Marico Media	13.7		13.7	1
8	8	Havas Media	Tinder, British Council, Toto, Bajaj Alliance General Insurance,	12.4		12.4	11
9	7	Starcom	Medlife, Mobile Premier League, RealMe Mobiles, Adda 52, Zivame	10.7	National Geographic	10.0	6
10	11	PHD	Singapore Airlines	1.2		1.2	1
11	13	OMD MudraMax	Cardekho, Clearscore, 91SpringBoard	4.1	Lovely Professional University	(0.8)	4
12	10	Lintas Media Group	RSH Global, Bal Raksha Bharat (Save The Children)	2.5		-2.2	2
13	12	Carat	Maunufacturing Company	5.5	Mosons Extractions	-5.5	3
14	14	Motivator		0.0	Honor	-11.5	0
						271.8	121

### 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.