

## 2020 CREATIVE AGENCIES NEW BUSINESS

India / Mar 2020

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	McCann WorldGroup	Life Insurance Corporation Project, TV9 Bharatvarsh Project, Bytedance (Tiktok) Project	20.6		20.6	9
2	1	Mudra DDB	Star / Novidigital Project, Bumble Project, Mylan	18.4		18.4	8
3	3	Havas Worldwide	SAS Project, VIVO Project, Skoda Project	15.4		15.4	18
4	4	VMLY&R	DELL, Intel, Colgate, Jindal Steel Project	12.8		12.8	8
5	5	Wunderman Thompson	Panasonic	9.0	Hershey	5.6	9
6	-	Dentsu	IT Client	7.4		5.5	4
7	6	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo	3.5		3.5	3
8	7	MullenLowe Group Lintas Group	Hershey	3.4		3.4	1
9	9	Leo Burnett	Amazon- Prime Foods, The Rummy Federation Project, Intra City (Rail Yatri) Project	2.3		2.3	4
10	18	BBDO	HP Project, Yes Bank, Idea Projects	1.4		1.4	3
11	8	Isobar	Max Bupa Digital, Diageo Brands	1.2		1.2	2
12	11	Publicis + Publicis Ambiance	Emami Navratna	0.3		0.3	1
13	12	Famous Innovations	Supr Daily	0.3		0.3	1
14	13	Zero Gravity Communications	Red Hunt Digital	0.3		0.3	1
15	14	Team Pumpkin	Tata Steel Digital	0.3		0.3	1
16	15	Blink Digital	Spartan Poker Social	0.3		0.3	1
17	16	AutumnGREY	Dabur Brands, Pepsi Co Brands	0.3		0.3	2
18	17	Digitas	Infinix Project, Phone Pe, Cholleyil	0.2		0.2	4
						85.0	83

## 2020 MEDIA AGENCIES NEW BUSINESS

India / Mar 2020

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	Havas Media	Kia, ACC Cement, Smule, Vikram Solar	12.3	Emirates Airlines	11.3	4
2	5	dentsu X	Benetton Digital	7.9		7.9	6
3	2	PHD	Diageo	3.7		3.7	2
4	6	Lodestar Universal	Emirates Airlines	3.4		3.4	3
5	3	Mindshare	IT Client	3.1		3.1	1
6	4	MediaCom	Citroën, Hasbro	2.5		2.5	2
7	10	Starcom	Cholayil	1.7		1.7	1
8	7	Madison Media	Dr. Fixit	0.3		0.3	1
9	8	iProspect	VFS Global	0.3		0.3	1
10	9	OMD MudraMax		0.0	Cholayil	-2.4	0
11	11	Wavemaker		0.0	Vikram Solar	-2.6	0
12	12	Carat		0.3	Diageo	-3.0	1
						26.2	22

### 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.