



2021 CREATIVE AGENCIES NEW BUSINESS

India / Jan 2021

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	6	VMLY&R	IDFC , HUL Project , IOCL (India Oil) Project	18.6	Bel Cheese	18.5	18	
2	-	IPG Team Dynamic	BMW	13.4		13.4	1	
3	8	The Womb	MPL , WheelsEMI	12.9		12.9	2	
4	67	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Project	5.4	2	
5	3	Havas Worldwide	SAS Project , Dabur Honey, Suzuki Motorcycle	3.2		3.2	46	
6	68	Publicis + Publicis Ambiance	Capital Foods	2.2		2.2	1	
7	11	Leo Burnett	Udemy Project	2.1	Fortis Healthcare	2.0	6	
8	15	MullenLowe Group Lintas Group	OLX Auto,Turespaña , Prestige Group	1.9		1.9	4	
9	2	McCann WorldGroup	Birla Carbon Retainer	0.5		0.5	1	
10	16	BBDO	Finance Client	0.4		0.4	2	
11	40	BBH	Hotstar Project , GoodWorker Project	0.1		0.1	2	
12	47	Grey Group	Y-Axis	0.0		0.0	1	
						2021 Jan:	58.1	86
						2020 Jan:	43.9	37
						YoY Comparison:	32.4%	132.4%



2021 MEDIA AGENCIES NEW BUSINESS

India / Jan 2021

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	5	Wavemaker	Zybus Cadila Pharmaceutical, Perfetti Van Melle (Offline & Content), Zybus Heinz (Complan)	17.4		17.4	9
2	6	Zenith	Urban Company	0.7		0.7	1

2021 Jan:	18.1	10
2020 Jan:	12.1	7
YoY Comparison:	49.4%	42.9%

2021 Creative & Media (Jan)	76.1	96
2020 Creative & Media (Jan)	56.0	44
YoY Comparison:	36.1%	118.2%

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 or visit 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.