



## 2021 CREATIVE AGENCIES NEW BUSINESS

India / Mar 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	1	DDB Mudra Group	Project X Project, Bhima Jewellers, IT Major	36.7		36.7	16	
2	2	VMLY&R	Oberoi Realty, New Horizon, HSBC Project	23.1	Bel Cheese	23.1	41	
3	3	IPG Team Dynamic	BMW	13.4		13.4	1	
4	4	The Womb	MPL , WheelsEMI	12.9		12.9	2	
5	5	Wondrlab	GROHE, American Standard, Veedol Project	11.6		11.6	22	
6	16	Ogilvy	JSW Group Project, Finolex Cables Project, National Payment Council of India	10.8		10.8	11	
7	7	Havas Worldwide	ITC BingoAwlencan Innovations India, Dabur Tea, Visual Wizard Academy	7.5		7.5	16	
8	6	MullenLowe Group Lintas Group	Waah Jobs, AkzoNobel Brands, UPSTOX	7.2		7.2	8	
9	12	McCann WorldGroup	TracFone Project, White Hat Jr. Project, Roche Project	6.9		6.9	11	
10	8	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Project	5.4	2	
11	10	Wunderman Thompson	Metrodata Electronic Project, Macrotech Developers, Macrotech Developers Project	4.6		4.6	16	
12	11	Publicis + Publicis Ambiance	Godrej Pro Clean, Ecolink Signify Project	4.3		4.3	3	
13	9	Leo Burnett	Udemy Project	4.0	Fortis Healthcare	4.0	13	
14	71	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	5.3		3.7	10	
15	14	BBDO	WhiteHat Education Technology, Bright Lifecare	2.7		2.7	4	
16	-	Span Communications	Directorate of Income Tax Social Media	2.0		2.0	1	
17	-	iCubesWire	Ambience Group	2.0		2.0	1	
18	-	Verve Media	Ventura Furniture	2.0		2.0	1	
19	41	Chimp&z Inc	Vinod Cookware	1.3		1.3	1	
20	-	Digital Refresh Networks	Kisan Konnect	1.3		1.3	1	
						2021 (Jan-Mar):	164.2	197
						2020 (Jan-Mar):	85.0	83
						YoY Comparison:	93.1%	137.3%

