

2021 CREATIVE AGENCIES NEW BUSINESS

India / Apr 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	Meesho, Tally, Unilever's Sunsilk Project	42.7		42.7	19	
2	2	VMLY&R	PGI, Tata Q Project, Oberoi Realty, New Horizon, HSBC Project	24.3	Bel Cheese	24.3	44	
3	5	Wondrlab	Bajaj Auto Ltd Project, SPotify Projact, Zee5 International Project	18.1		18.1	31	
4	7	Ogilvy	Welspun, Zippo Project, Alliance Project	15.8		15.8	16	
5	3	IPG Team Dynamic	BMW	13.4		13.4	1	
6	4	The Womb	MPL , WheelsEMI	12.9		12.9	2	
7	6	Havas Worldwide	Google Project, Castrol Project, VIVO Mobile Project	11.5		11.5	16	
8	8	MullenLowe Group Lintas Group	Mfine, OKCredit, SIP Abacus, Waah Jobs, AkzoNobel Brands, UPSTOX	7.7		7.7	11	
9	9	McCann WorldGroup	TracFone Project, White Hat Jr. Project, Roche Project	6.9		6.9	11	
10	10	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Project	5.4	2	
11	14	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	5.3		5.3	10	
12	12	Publicis + Publicis Ambiance	Kalpataru Builders, Godrej Pro Clean, Ecolink Signify Project	5.2		5.2	4	
13	11	Wunderman Thompson	Metrodata Electronic Project, Macrotech Developers, Macrotech Developers Project	4.6		4.6	16	
14	21	Grey Group	Pepsico Foods Project, Y-Axis, Tata Mutual Fund Project, Aditya Birla Group Project	2.8		2.8	5	
15	15	BBDO	WhiteHat Education Technology, Bright Lifecare	2.7		2.7	4	
16	16	Span Communications	Directorate of Income Tax Social Media	2.0		2.0	1	
17	17	iCubesWire	Ambience Group	2.0		2.0	1	
18	18	Verve Media	Ventura Furniture	2.0		2.0	1	
19	13	Leo Burnett	Udemy Project, Luxor Project	4.0	Fortis Healthcare	2.0	14	
20	19	Chimp&z Inc	Vinod Cookware	1.3		1.3	1	
						2021 (Jan-Apr):	189.8	227
						2020 (Jan-Apr):	164.4	150
						YoY Comparison:	15.5%	51.3%

