



2021 CREATIVE AGENCIES NEW BUSINESS

India / May 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	J&J Consumer Project, Indifoss, Adani Wilmar	47.2		47.2	22	
2	2	VMLY&R	Intel Project, ITC Project, PGI, Tata Q Project, Oberoi Realty, New Horizon, HSBC Project	24.3		24.3	46	
3	7	Havas Worldwide	Cadila Healthcare Project, Gillette India Digital, Dabur Dant Rakshak	21.6		21.6	21	
4	3	Wondrlab	Spotify Project, Reliance Retail - Ajo Project, Bajaj Auto Ltd Project	18.4		18.4	35	
5	4	Ogilvy	Welspun, Zippo Project, Alliance Project	17.8		17.8	17	
6	5	IPG Team Dynamic	BMW	13.4		13.4	1	
7	6	The Womb	MPL , WheelsEMI	12.9		12.9	4	
8	13	Wunderman Thompson	Dell (Production), Innoviti Payment Solutions, Biofi	10.7		10.7	31	
9	8	MullenLowe Group Lintas Group	Mfine, OKCredit, SIP Abacus, Waah Jobs, AkzoNobel Brands, UPSTOX	7.7		7.7	11	
10	9	McCann WorldGroup	TracFone Project, White Hat Jr. Project, Roche Project, GM Modular	7.5		7.5	13	
11	11	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	7.3		7.3	11	
12	10	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Project	5.4	2	
13	12	Publicis + Publicis Ambiance	Kalpataru Builders, Godrej Pro Clean, Ecolink Signify Project	5.2		5.2	4	
14	-	Tonic Worldwide	Pure Nutrition Digital	3.4		3.4	1	
15	14	Grey Group	Pepsico Foods Project, Y-Axis, Tata Mutual Fund Project, Aditya Birla Group Project	2.8		2.8	5	
16	15	BBDO	Bright Lifecare, WhiteHat Education Technology	2.7		2.7	4	
17	-	Marcom Avenue	Instax	2.7		2.7	1	
18	-	Art-E Mediatech	Flipkart Seller Hub Digital	2.7		2.7	1	
19	-	White Rivers Media	DIZO Digital	2.7		2.7	1	
20	19	Leo Burnett	Udemy Project, Luxor Project, MPL Project, Visa	4.2	Fortis Healthcare	2.1	17	
						2021 (Jan-May):	229.3	279
						2020 (Jan-May):	185.4	179
						YoY Comparison:	23.7%	55.9%



2021 MEDIA AGENCIES NEW BUSINESS

India / May 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	Wavemaker	L'Oréal, Luminous Power Technologies, Paragon	56.5		56.5	16
2	5	Initiative	Cred	18.2	Hamdard(Offline)	15.8	3
3	2	Havas Media	Oziva, i2Cure	15.0		15.0	7
4	3	MediaCom	Ozone, Bayer Consumer Health, Sony, Saridon	13.8		13.8	5
5	4	Zenith	Carsome, DTwelve Spaces, Urban Company, MamaEarth	7.5		7.5	5
6	8	Starcom	FreshtoHome, Junglee Entertainment, Boat	3.8		3.8	3
7	7	dentsu X	Finance Client	3.0		3.0	6
8	6	OMD MudraMax	Country Delight, Cuemath, Pladis	3.4		2.4	3
9	11	PHD	Lead School, Bel Group Laughing Cow	1.9		1.9	2
10	9	m/SIX	Noise	1.0		1.0	1
11	10	Carat	Novocura Tech Health Services	0.5		0.5	1

2021 (Jan-May):	113.0	52
2020 (Jan-May):	53.6	43
YoY Comparison:	111.0%	20.9%

2021 Creative & Media (Jan-May)	342.3	331
2020 Creative & Media (Jan-May)	239.0	222
YoY Comparison:	43.2%	49.1%

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.