



2021 CREATIVE AGENCIES NEW BUSINESS

India / Sep 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	PGI, Exxon Mobil B2B, Lodha Social & Website Project	81.4		81.4	36	
2	2	Havas Worldwide	Amazon Seller Services Private Ltd Project, D2C Insurance Broking Pvt. Ltd (Renewbuy) Project	74.5		74.5	39	
3	3	Wunderman Thompson	RBL Bank Limited Project, Duracell Project, Tata Pipes Project	58.1		58.1	55	
4	4	Ogilvy	Greenpanel, Modicare, Furlenco, Dalmia Cement, Safeexpress	33.1		33.1	27	
5	5	VMLY&R	ORL Project, Henkel Project, ITC Project, Indira IVF Project	28.8	Bel Cheese	28.8	59	
6	6	Wondrlab	WOW, White Oak Project, Dole Asia Holdings	28.1		28.1	68	
7	7	The Womb	CAMPUS, BE MINIMALIST	19.2		19.2	6	
8	8	IPG Team Dynamic	BMW	13.4		13.4	1	
9	9	McCann WorldGroup	IndusInd Bank, Bosch	12.8		12.8	21	
10	10	MullenLowe Group Lintas Group	LifeCell, Amante, Zee 5 Project, Mfine, OKCredit	8.8		8.8	15	
11	11	BBDO	Reliance - Milk Basket, Sequoia Capital Project	8.4		8.4	11	
12	-	Kinnect	TVS Project, VIP Bags, Natyv Soul	7.6		7.6	6	
13	12	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	7.3		7.3	11	
14	13	Leo Burnett	GOQII, Udemy Project, Luxor Project	8.3	Fortis Healthcare	6.2	30	
15	14	Publicis + Publicis Ambiance	Lenkart Project, Kalpataru Builders, Godrej Pro Clean, Ecolink Signify Project	5.6		5.6	5	
16	15	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Pro	5.4	2	
17	16	Tonic Worldwide	Pure Nutrition Digital	3.4		3.4	1	
18	17	IdeateLabs	Planet Marathi	3.4		3.4	1	
19	18	Shreyansh Innovations	Turtle	3.4		3.4	1	
20	19	Atom	Setu	3.4		3.4	1	
						2021 (Jan-Sep):	448.3	466
						2020 (Jan-Sep):	280.5	353
						YoY Comparison:	59.8%	32.0%

2021 MEDIA AGENCIES NEW BUSINESS

India / Sep 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	Matrimony.com, Paragon Footwear, Bill & Melinda Gates Foundation	67.3	Ambuja Cement	65.1	22
2	2	Havas Media	Campus Shoes, Domino's Pizza, Swiggy Instamart, Realme	38.6		38.6	18
3	4	Initiative	Urban Company, Cred, RSPL, One Plus	31.0	Hamdard(Offline)	28.6	6
4	3	MediaCom	Bayer, Henkel Adhesives, Aqualite, Ozone, Bayer Consumer Health	25.4		25.4	14
5	5	Zenith	Enrich Hair & Skin Solutions, Carsome, DTwelve Spaces, Urban Company, MamaEarth	10.9		10.9	11
6	6	Lodestar Universal	Brillon	8.6		8.6	1
7	7	OMD MudraMax	AU Bank, Repose Mattresses, Confira	10.7	Bira91	8.2	10
8	8	m/SIX	Noise, Parag Milk Foods, Dindigul Thalappakatti	8.0		8.0	13
9	10	dentsu X	Finance Client	5.8		5.8	8
10	9	Spark Foundry	FMCG Client	3.4		3.4	1
11	11	Kinnect	Maple Digital	1.7		1.7	1
12	12	PivotRoots	Snapdeal Digital	1.7		1.7	1
13	14	Carat	Novocura Tech Health Services	1.7		1.7	6
14	13	Starcom	FreshtoHome, Junglee Entertainment, Boat	3.8	Realme	1.0	3
15	15	iProspect	FMCG Client	0.4		0.4	3
16	16	Essence		0.0	MamaEarth	-5.5	0
17	17	PHD	Lead School, Bel Group Laughing Cow	1.9	Brillon	-6.5	2

2021 (Jan-Sep):	197.2	120
2020 (Jan-Sep):	114.8	101
YoY Comparison:	71.8%	18.8%

2021 Creative & Media (Jan-Sep)	645.5	586
2020 Creative & Media (Jan-Sep)	395.3	454
YoY Comparison:	63.3%	29.1%

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.