



## 2021 CREATIVE AGENCIES NEW BUSINESS

India / Oct 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	2	Havas Worldwide	AKARA CAPITAL ADVISORS PVT LTD, ERUDITUS, LIONSGATE	87.9		87.9	44	
2	1	DDB Mudra Group	Rajasthan Royals, Xiaomi Project, Viatrix (Mylan) Project	87.5		87.5	39	
3	3	Wunderman Thompson	Vedanta Project, Mega Lifesciences Public Co Ltd Project	58.6		58.6	57	
4	12	Kinnect	Amazon Group, TVS, Triller	36.4		36.4	36	
5	4	Ogilvy	Greenpanel, Modicare, Furlenco, Dalmia Cement, Safeexpress	33.1		33.1	27	
6	6	Wondrlab	Sunshine Teanouse Pvt Ltd (Chaayos), TimesPrime, Tata AIG Project	31.4		31.4	81	
7	5	VMLY&R	ORL Project, Henkel Project, ITC Project, Indira IVF Project	28.8	Bel Cheese	28.8	59	
8	7	The Womb	CAMPUS, BE MINIMALIST	19.2		19.2	6	
9	8	IPG Team Dynamic	BMW	13.4		13.4	1	
10	9	McCann WorldGroup	IndusInd Bank, Bosch	12.8		12.8	21	
11	10	MullenLowe Group Lintas Group	LifeCell, Amante, Zee 5 Project, Mfine, OKCredit	8.8		8.8	15	
12	11	BBDO	Reliance - Milk Basket, Sequoia Capital Project	8.4		8.4	11	
13	13	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	7.3		7.3	11	
14	14	Leo Burnett	GOQII, Udemy Project, Luxor Project	8.3	Fortis Healthcare	6.3	34	
15	15	Publicis + Publicis Ambiance	Firefox Project, Coke Project	6.1		6.1	7	
16	16	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Pro	5.4	2	
17	36	BBH	Yes Bank Project, CaratLane, Hotstar Project , GoodWorker Project	3.8		3.8	6	
18	28	M&C Saatchi Group		3.7		3.7	8	
19	17	Tonic Worldwide	Pure Nutrition Digital	3.4		3.4	1	
20	18	IdeateLabs	Planet Marathi	3.4		3.4	1	
						2021 (Jan-Oct):	505.7	533
						2020 (Jan-Oct):	296.5	379
						YoY Comparison:	70.6%	40.6%

## 2021 MEDIA AGENCIES NEW BUSINESS

India / Oct 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	-	Mindshare	NBC Bearing, Lovely Professional University, Fuji Films	231.9		231.9	20	
2	1	Wavemaker	Tata Consumer Products Ltd, Extramarks	88.3	Ambuja Cement	86.0	26	
3	2	Havas Media	Just Dial, StashFin, Revlon	46.4		46.4	21	
4	3	Initiative	Bombinate Technologies (Koo Media), Toyota	33.0	Hamdard(Offline)	30.6	8	
5	4	MediaCom	Tendercuts, Bayer, Henkel	26.8		26.8	15	
6	5	Zenith	Bayer Consumer Health, Enrich Hair & Skin Solutions, Carsome, DTwelve Spaces, Urban Company, MamaEarth	11.1		11.1	12	
7	6	Lodestar Universal	Brillon	8.6		8.6	1	
8	7	OMD MudraMax	Apollo Pharmacy Limited, AU Bank, Repose Mattresses, Confira	10.9	Bira91	8.5	11	
9	8	m/SIX	Noise, Parag Milk Foods, Dindigul Thalappakatti	8.0		8.0	13	
10	9	dentsu X	Finance Client	5.8		5.8	8	
11	-	Media Kinnect		4.2		4.2	5	
12	10	Spark Foundry	FMCG Client	3.4		3.4	1	
13	11	Kinnect	Maple Digital	1.7		1.7	1	
14	12	PivotRoots	Snapdeal Digital	1.7		1.7	1	
15	13	Carat	Novocura Tech Health Services	1.7		1.7	6	
16	14	Starcom	FreshtoHome, Jungle Entertainment, Boat	3.8	Realme	1.0	3	
17	15	iProspect	FMCG Client	0.4		0.4	3	
18	16	Essence		0.0	MamaEarth	-5.5	0	
19	17	PHD	Lead School, Bel Group Laughing Cow	1.9	Brillon	-6.5	2	
						2021 (Jan-Oct):	466.0	157
						2020 (Jan-Oct):	132.8	125
						YoY Comparison:	250.8%	25.6%
						2021 Creative & Media (Jan-Oct)	971.7	690
						2020 Creative & Media (Jan-Oct)	429.3	504
						YoY Comparison:	126.4%	36.9%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.