



2021 CREATIVE AGENCIES NEW BUSINESS

India / Nov 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	DDB Mudra Group	GMR Sports, Meesho, Rajasthan Royals	97.5		97.5	44	
2	1	Havas Worldwide	AKARA CAPITAL ADVISORS PVT LTD, ERUDITUS, LIONSGATE	87.9		87.9	44	
3	3	Wunderman Thompson	Vedanta Project, Mega Lifesciences Public Co Ltd Project	58.6		58.6	57	
4	4	Kinnect	Zoya Diamonds, Amazon ART '22, Amazon Group, TVS, Triller	37.6		37.6	38	
5	5	Ogilvy	Nestlé, Greenpanel, Modicare, Furlenco, Dalmia Cement, Safeexpress	33.3		33.3	28	
6	6	Wondrlab	Sunshine Teahouse Pvt Ltd (Chaayos), TimesPrime, Tata AIG Project	31.4		31.4	81	
7	7	VMLY&R	ORL Project, Henkel Project, ITC Project, Indira IVF Project	28.8	Bel Cheese	28.8	59	
8	8	The Womb	CAMPUS, BE MINIMALIST	19.2		19.2	6	
9	11	MullenLowe Group Lintas Group	Bayer - Saridon And Supradyn, Lagos Free Zone, Cleartrip	16.7		16.7	20	
10	10	McCann WorldGroup	IndusInd Bank, Bosch, Green Cell Mobility	13.7		13.7	22	
11	9	IPG Team Dynamic	BMW	13.4		13.4	1	
12	12	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	35	
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	18	M&C Saatchi Group	Audible Project	4.9		4.9	9	
18	17	BBH	Keva, Mahindra Racing, Yes Bank Project, CaratLane, Hotstar Project	3.9		3.9	8	
19	19	Tonic Worldwide	Pure Nutrition Digital	3.4		3.4	1	
20	20	IdeateLabs	Planet Marathi	3.4		3.4	1	
						2021 (Jan-Nov):	526.7	557
						2020 (Jan-Nov):	308.6	397
						YoY Comparison:	70.7%	40.3%

2021 MEDIA AGENCIES NEW BUSINESS

India / Nov 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	Mindshare	Zest Money, NBC Bearing, Lovely Professional University, Fuji Films	233.8		233.5	23
2	2	Wavemaker	Ace Turtle Pvt Ltd (Performance & Branding), Tata Consumer Products Ltd, RenewBuy, PureVeda (Aurea Biolabs), ICICI Securities	88.7	Ambuja Cement	86.5	27
3	3	Havas Media	Project, Just Dial, StashFin, Revlon	48.9		48.9	26
4	5	MediaCom	The Coca-Cola Company, Exide Battery Digital, Tendercuts, Bayer, Henkel Adhesives	30.8		30.8	17
5	4	Initiative	Bombinate Technologies (Koo Media), Toyota	33.0	Hamdard(Offline)	30.6	8
6	6	Zenith	Smallcase Performance Media (Programmatic), Enrich Hair & Skin Solutions, Carsome	13.0		13.0	15
7	8	OMD MudraMax	Beiersdorf, United Biscuits, Apollo Pharmacy Limited, AU Bank	12.5	Bira91	10.0	13
8	7	Lodestar Universal	Dyson, Brillion	8.9		8.9	2
9	9	m/SIX	Noise, Parag Milk Foods, Dindigul Thalappakatti	8.0		8.0	13
10	10	dentsu X	Finance Client	5.8		5.8	8
11	11	Media Kinnect		4.2		4.2	5
12	12	Spark Foundry	FMCG Client	3.4		3.4	1
13	13	Kinnect	Maple Digital	1.7		1.7	1
14	14	PivotRoots	Snapdeal Digital	1.7		1.7	1
15	15	Carat	Novocura Tech Health Services	1.7		1.7	6
16	16	Starcom	FreshtoHome, Junglee Entertainment, Boat	3.8	Realme	1.0	3
17	17	iProspect	FMCG Client	0.4		0.4	3
18	18	Essence		0.0	MamaEarth	-5.5	0
19	19	PHD	Lead School, Bel Group Laughing Cow	2.6	Brillion	-5.8	3

2021 (Jan-Nov): 478.9 175

2020 (Jan-Nov): 151.9 139

YoY Comparison: 215.2% 25.9%

2021 Creative & Media (Jan-Nov): 1,005.6 732

2020 Creative & Media (Jan-Nov): 460.5 536

YoY Comparison: 118.4% 36.6%

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.