



2022 CREATIVE AGENCIES NEW BUSINESS

India / Jan 2022

| 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 | 7 | Ogilvy | Winzo, Gaussian Networks, Bill & Melinda Gates Foundation | 11.1 | | 11.1 | 7 |
| 2 | 6 | Wondrlab | Everest, Spotify India, Times of India | 5.9 | | 5.9 | 19 |
| 3 | 1 | DDB Mudra Group | Airtel Project, Mountain Valley Springs India Pvt (Forest Essentials) | 5.7 | | 5.7 | 2 |
| 4 | 4 | Wunderman Thompson | LAUNCHMYCAREER, HSBC Project, Hero Electric | 5.6 | | 5.6 | 12 |
| 5 | 17 | M&C Saatchi Group | Shareit Global Project, Coin DCX Project, Fi Money Project | 3.9 | | 3.9 | 3 |
| 6 | 13 | BBDO | P&G - Shiksha Project | 3.7 | | 3.7 | 2 |
| 7 | 5 | Kinnect | Berger Paints, DSM Group, Birla IVF & Fertility | 1.7 | | 1.7 | 4 |
| 8 | 3 | VMLY&R | ITC, TTK, Ford | 1.1 | | 1.1 | 8 |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

| | | |
|-----------------|--------|-------|
| 2022 (Jan): | 34.9 | 57 |
| 2021 (Jan): | 58.7 | 44 |
| YoY Comparison: | -40.5% | 29.5% |



2022 MEDIA AGENCIES NEW BUSINESS

India / Jan 2022

| 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 | Britannia, Meesho, Zebpay | 28.2 | | 28.2 | 8 |
| 2 | 2 | Wavemaker | Paytm, Sharekhan (Digital/Content) Project, UNICEF (Offline) Project | 6.0 | | 6.0 | 5 |
| 3 | 6 | MediaCom | Raise Financial Services, Larsen & Toubro, Pocket FM | 4.3 | | 4.3 | 3 |
| 4 | 9 | OMD MudraMax | SAB TV Offline | 0.7 | | 0.7 | 1 |
| 5 | 11 | Media Kinnect | Turtlemint | 0.3 | | 0.3 | 1 |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

| | | |
|-----------------|--------|-------|
| 2022 (Jan): | 38.8 | 18 |
| 2021 (Jan): | 18.1 | 10 |
| YoY Comparison: | 114.7% | 80.0% |

| | | |
|-----------------------------|-------|-------|
| 2022 Creative & Media (Jan) | 73.7 | 75 |
| 2021 Creative & Media (Jan) | 76.7 | 54 |
| YoY Comparison: | -3.9% | 38.9% |

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 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.