



2022 MEDIA AGENCIES NEW BUSINESS

India / Feb 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	Dmart, Earthmade Organix, Provee	28.8		28.8	12
2	6	Havas Media	CoinSwitch, Valvoline, Supr Daily (Swiggy)	14.5		14.5	5
3	2	Wavemaker	Paytm, Sharekhan (Digital/Content) Project, UNICEF (Offline) Project	6.0		6.0	5
4	3	MediaCom	Raise Fintech Ventures, Raise Financial Services, Larsen & Toubro, Pocket FM	5.6		5.6	4
5	4	OMD MudraMax	SAB TV Offline	0.7		0.7	1
6	5	Media Kinnect	Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.4		0.4	3

2022 (Jan-Feb):	53.0	30
2021 (Jan-Feb):	31.3	16
YoY Comparison:	69.1%	87.5%
2022 Creative & Media (Jan-Feb)	159.1	155
2021 Creative & Media (Jan-Feb)	134.9	121
YoY Comparison:	18.0%	28.1%

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.