

2022 MEDIA AGENCIES NEW BUSINESS

India / Mar 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	30.1		30.1	14
2	2	Havas Media	Zupee, CoinSwitch, Valvoline, Supr Daily (Swiggy)	20.5		20.5	7
3	4	MediaCom	FunNFood, Lendingkart, Dhan.co	15.4		15.4	10
4	14	Carat	Auto Client	11.5		11.5	1
5	16	iProspect	IT Client	11.3		11.3	5
6	17	PHD	Acko Life Insurance	8.6		8.6	1
7	7	dentsu X	WayCool Foods & Products Pvt. Ltd. Bosch Limited Project	1.2		1.2	2
8	5	OMD MudraMax	SAB TV Offline	0.7		0.7	1
9	6	Media Kinnect	Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.4		0.4	3
10	10	Lodestar Universal		0.0		0.0	0
11	3	Wavemaker	Paytm, Sharekhan (Digital/Content) Project, UNICEF (Offline) Project	6.0	Acko Life Insurance	-2.3	5

2022 (Jan-Mar):	53.0	30
2021 (Jan-Mar):	54.4	32
YoY Comparison:	-2.7%	-6.3%

2022 Creative & Media (Jan-Mar)	159.1	155
2021 Creative & Media (Jan-Mar)	222.7	229
YoY Comparison:	-28.5%	-32.3%

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.