



2022 MEDIA AGENCIES NEW BUSINESS

India Apr 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	UTI Mutual Funds, Firefox Bikes, Slurpp Farm	23.9		23.9	10
3	3	MediaCom	FunNFood, Lendingkart, Dhan.co	15.4		15.4	10
4	4	Carat	Auto Client	11.5		11.5	1
5	5	iProspect	IT Client	11.3		11.3	5
6	6	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	8	OMD MudraMax	SAB TV Offline	0.7		0.7	1
9	9	Media Kinnect	Phablecare, Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.5		0.5	4
10	10	Lodestar Universal		0.0		0.0	0
11	11	Wavemaker	Paytm, Sharekhan (Digital/Content) Project, UNICEF (Offline) Project	6.0	Acko Life Insurance	-2.3	5
12	12	m/SIX		0.0		-3.1	0

2022 (Jan-Apr):	97.7	53
2021 (Jan-Apr):	66.5	39
YoY Comparison:	46.9%	35.9%

2022 Creative & Media (Jan-Apr)	293.2	311
2021 Creative & Media (Jan-Apr)	256.3	266
YoY Comparison:	14.4%	16.9%

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 Apr ketng ROI.