

## 2022 CREATIVE AGENCIES NEW BUSINESS

India / Jul 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	Havas Worldwide	Google Project, Bosch India Project, Oplus Mobitech India Pvt. Ltd. Project, SEB INDIA Project	61.7		61.7	26
2	3	DDB Mudra Group	One Plus, Purvankara, Mars	42.9		42.9	39
3	-	Leo Burnett	PepsiCo brands	42.9		42.6	24
4	14	L&K Saatchi & Saatchi	Goodricke Group Ltd, AJIO	40.2		40.2	29
5	2	Wunderman Thompson	Grows Project, Cera, HSBC AMC	38.2		38.2	63
6	4	Wondrlab	Quiz Master, Food Service India Pvt Ltd Project, Arvind Lifestyle Brands Limited (USPA) Project	30.5		30.5	130
7	5	Ogilvy	Unibic Foods India Private Limited, Aditya Birla Group, Bio Veda Pharmacy Pvt.Ltd.	26.5		26.5	19
8	13	LS Digital	Canon, Kotak Cherry, Kotak GI	14.3		14.3	18
9	6	Dentsu	Auto Client	14.2	AJIO	12.2	30
10	7	VMLY&R	Upstoxx, Vick's Inhaler Project, Amstel (UB) Project	12.1		12.1	31
11	10	McCann WorldGroup	UNICEF Project, Glance, Ajo Retail, DS Foods, Techno Project, Housing.com Project	10.6		10.6	19
12	8	Centrick	EFL Global, LuvLap, Kirloskar Vasundhara	10.1		10.1	5
13	9	The Womb	Rupeek, Epigamia, Jolies	9.7		9.7	9
14	17	BBH	Roposo	8.0		8.0	4
15	37	Digitas	Embassy Group, OKAYA Power Group	8.0		8.0	6
16	11	Kinnect	Reliance SMART Stores, Amazon Project	6.7		6.7	16
17	-	FoxyMoron, Rabbit Hole	Kingfisher	6.7		6.7	1
18	15	BBDO	Brown Foreman, Zinka Logistics Solutions Private Limited Project	6.7		6.7	8
19	-	Orchard	ICICI Bank, Cleartrip Private Limited	5.4		5.4	4
20	12	M&C Saatchi Group	Cariva Project, Shareit Global Project, Coin DCX Project, Fi Money Project	4.9		4.9	5
2022 (Jan-Jul):						411.1	499
2021 (Jan-Jul):						383.9	385
YoY Comparison:						7.1%	29.6%

## 2022 MEDIA AGENCIES NEW BUSINESS

India / Jul 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	SBI Life Offline media, Biotique, Lux Industries Digital + OOH	45.6		44.2	32
2	-	Performics	TikTok Content, Mondelez International, Lenskart, Baidyanath Group	41.2		41.2	28
3	2	Havas Media	Firebolt, Kajaria, GoMechanic, IFFCO-Tokio, WOW Life Science, Spaces (Welspun)	35.8		35.8	17
4	-	Zenith	Homelane, Pep Technologies Pvt Ltd	17.5		17.5	12
5	6	iProspect	IT Client	16.6		16.6	9
6	3	MediaCom	FunNFood, Lendingkart, Dhan.co	15.4		15.4	10
7	4	Wavemaker	Wipro Home Appliances, Danone, VIP, PhysicsWallah	34.6	Acko Life Insurance	14.1	13
8	5	Carat	Auto Client	11.6		11.6	2
9	9	dentsu X	Tata 1MG Technologies Pvt Ltd, Bosch Limited, Dabur India Limited	11.2		11.2	8
10	7	PHD	Acko Life Insurance	8.6		8.6	1
11	-	Starcom	Abbott Laboratories Project	7.5		7.5	5
12	-	Initiative	ITC Limited, BIC Cello India Pvt. Ltd.	7.1		7.1	2
13	8	LS Digital	Goel, Skinq, Google, ART Fertility Clinic, Bajaj Consumer, Bharat Matrimony	6.1		6.1	35
14	11	OMD MudraMax	SAB TV Offline	2.4		2.4	2
15		Dentsu	Tata 1mg	1.7		1.2	1
16	12	Media Kinnect	Phablecare, Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.6		0.6	6

2022 (Jan-Jul):	237.3	186
2021 (Jan-Jul):	155.0	77
YoY Comparison:	53.1%	141.6%

2022 Creative & Media (Jan-Jul)	648.3	685
2021 Creative & Media (Jan-Jul)	538.9	462
YoY Comparison:	20.3%	48.3%

#### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 keting ROI.