



2022 CREATIVE AGENCIES NEW BUSINESS

India / Aug 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	BurgerKing, Stashfin Project, Walkroo Project	67.7		67.7	29	
2	2	DDB Mudra Group	Prompt Project, One Plus, Purvankara, Mars	50.0		50.0	42	
3	5	Wunderman Thompson	Integrated Health Information Systems Pte. Ltd., Halidrams	48.7		48.7	74	
4	4	L&K Saatchi & Saatchi	Akasa Air, Goodricke Group Ltd, AJIO	43.6		43.6	30	
5	3	Leo Burnett	PepsiCo brands	42.9		42.6	24	
6	6	Wondrlab	Eicher Motors (Royal Enfield) Project, PTC India Limited Project, United Breweries Limited Project	32.4		32.4	136	
7	7	Ogilvy	Unibic Foods India Private Limited, Aditya Birla Group, Bio Veda Pharmacy Pvt.Ltd.	26.5		26.5	19	
8	8	LS Digital	Canon, Kotak Cherry, Kotak GI	14.3		14.3	18	
9	10	VMLY&R	Spotify, Cipla Project, Meta Project	14.0		14.0	35	
10	11	McCann WorldGroup	Agoda Project, 3M Project, Rossari	12.8		12.8	23	
11	9	Dentsu	Auto Client	14.2	AJIO	12.2	30	
12	12	Centrick	EFL Global, LuvLap, Kirloskar Vasundhara	10.1		10.1	5	
13	13	The Womb	Rupeek, Epigamia, Jolies	9.7		9.7	9	
14	16	Kinnect	Pernod Ricard Royal Stag, Asian Paints TruCare, G Square Website Maintenance & SEO	8.9		8.9	19	
15	14	BBH	Roposo	8.0		8.0	4	
16	15	Digitas	Embassy Group, OKAYA Power Group	8.0		8.0	6	
17	18	BBDO	Mars pet care project , Brown Foreman, Zinka Logistics Solutions Private Limited Project	7.3		7.3	9	
18	17	FoxyMoron, Rabbit Hole	Kingfisher	6.7		6.7	1	
19	19	Orchard	ICICI Bank, Cleartrip Private Limited	5.4		5.4	4	
20	20	M&C Saatchi Group	Cariva Project, Sniaren Global Project, Coin DCX Project, Fi Money Project	4.9		4.9	5	
						2022 (Jan-Aug):	457.0	538
						2021 (Jan-Aug):	408.0	417
						YoY Comparison:	12.0%	29.0%

2022 MEDIA AGENCIES NEW BUSINESS

India / Aug 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	3	Havas Media	Savex Technologies Pvt Ltd - Fire Bolt, Bundl Technologies Pvt Ltd	45.3		45.3	22
2	2	Performics	TikTok Content, Mondelez International, Lenskart, Baidyanath Group	41.2		41.2	28
3	1	Mindshare	SBI Life Offline media, Biotique, Lux Industries Digital + OOH	45.6		34.2	32
4	7	Wavemaker	Mondelez, Wipro Home Appliances, Danone, VIP, PhysicsWallah	44.9	Acko Life Insurance	24.4	14
5	4	Zenith	Homelane, Pep Technologies Pvt Ltd	17.5		17.5	12
6	5	iProspect	IT Client	16.6		16.6	9
7	6	MediaCom	FunNFood, Lendingkart, Dhan.co	15.4		15.4	10
8	8	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	13	LS Digital	Boddess, Puretech, CEAT, Goel, Skinq, Google, ART Fertility Clinic, Bajaj Consumer, Bharat Matrimony	10.8		10.8	39
11	-	Publicis Media	PepsiCo	10.3		10.3	1
12	10	PHD	Acko Life Insurance	8.6		8.6	1
13	11	Starcom	Abbott Laboratories Project	7.5		7.5	5
14	12	Initiative	R K Marbles, ITC Limited, BIC Cello India Pvt. Ltd.	7.4		7.4	3
15	14	OMD MudraMax	SAB TV Offline	2.4		2.4	2
16	15	Dentsu	Tata 1mg	1.7		1.2	1
17	16	Media Kinnect	Jio BP, Phablecare, Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.7		0.7	7
18	17	Lodestar Universal		0.0		0.0	0
19	19	m/SIX	Zee News Ltd, VKC Nuts Private Limited	2.2		-0.9	5
20	18	Essence	Bombay Shaving Company, Plum, Rebel Foods	0.7	Homelane	-1.0	3

2022 (Jan-Aug):	265.5	201
2021 (Jan-Aug):	178.2	106
YoY Comparison:	49.0%	89.6%

2022 Creative & Media (Jan-Aug)	722.5	739
2021 Creative & Media (Jan-Aug)	586.2	523
YoY Comparison:	23.2%	41.3%

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 Apr keting ROI.