

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / June 2015

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	JWT	Videcon Kelvinator & Sansui, WNS Global Services Project, Godrej Security Solutions	558.05	VLCC	495.85	50
2	2	Lowe	Tata Starbucks, Rio Tinto, Tata Asset Management	462.78	ET Now	454.53	35
3	3	Ogilvy	Savlon, Amazon Project, Bloomberg Philanthropies Project, Bloomberg	365.73		365.73	48
4	4	Mudra DDB	Modi Naturals Project, Tata Project, Samsonite Project	276.28		265.71	45
5	5	Leo Burnett	ParentCircle, Essilor, Bacardi Breezer Project, Craftsvilla Project	275.99	TV Today Network	240.72	37
6	6	Grey Group	Rajesh Estates & Nirman, Forum Projects	193.44		193.44	9
7	7	M&C Saatchi	Myntra Designs Project, DS Group Project, CIT	221.87	Nando's	190.77	8
8	8	McCann WorldGroup	IDFC Bank, Hindware, Schimitten, ETS	218.94	Kelvinator	147.33	23
9	9	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	74.64	Emami	61.58	3
10	10	Rediffusion Y&R	Tata Power, India Today Group	37.32		37.32	2
11	12	Dentsu	Maruti Suzuki, DEN Network , Carlsberg Beverages	26.11		26.11	18
12	15=	Contract Advertising	Kelvinator, Sansui	12.44		12.44	2
13	13	SapientNitro	Education Client	6.22		6.22	1
14	14	TBWA	Hindustan Times - Studymate Project, The Claridges	1.24		1.24	2
15=	15=	Madison Creative		0.00		0.00	0
15=	15=	Havas Worldwide		0.00		0.00	0
15=	15=	Wieden & Kennedy		0.00		0.00	0
15=	15=	Iris		0.00		0.00	0
19	15=	Bates 141		0.00	DEN Network	-1.03	0
20	11	L&K Saatchi & Saatchi	Acer	15.55	Savlon	-3.91	1
21	21	Percept		0.00	DB Heights	-9.33	0
22	22	BBH		0.00	Viber Media	-18.66	0
23	23	Publicis + Publicis Ambiance	Make my trip.com, Godaddy, DHL, MRPL	83.72	Mcvties	-22.02	33
24	24	FCB		0.00	Snap Deal(ATL)	-31.72	0
						2,412.3	317

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / June 2015

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	Carat	Khushi Foods, Coty Geneva S.A., Splash Fashions	231.3		231.28	43
2	2	MediaCom	Dainik Bhaskar, Mydala, Mango, Capri Sun Juices	126.2		126.17	9
3	6	Starcom MediaVest	Aircel, Dabur, Jet Airways	124.4	HDFC Bank	116.93	3
4	3	PHD	Hector Beverages, SC Johnson(Planning), Abhiman Technologies	99.8		99.83	7
5	4	Dentsu Media	Suzuki, Maiyas Foods, Carlsberg	92.6		92.56	21
6	5	Havas Media	Arpita Agro Products, Caterpillar(Digital), OCM, Turtle	68.2		68.17	6
7	10	MEC	Just Buy Live, Uber Taxi, Global Consumer Products	57.2		57.22	6
8	9	Maxus	Honda Cars, ICC, Essilor(digital), McCain Food	117.2	SC Johnson(buying)	43.38	8
9	11	Lodestar Universal	Century Ply, PayU.com, Tata Capital, Lohiya Group, Tech Mahindra	39.7		39.72	0
10	8	Mindshare	PayUMoney,Eco Care Building Products,Practo Technologies	43.5	Bridgestone	31.10	4
11	7	Vizeum	HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic	47.3	Jet Airways	28.38	9
12	12	OMD	Citrus Payment Solutions, CRI Pumps, Sobha Limited	21.6	Association of Mutual Funds of India	12.32	4
13	16	ZenithOptimedia	Saavn, SBI General, DBS, Fitbit	84.1	Honda Cars	3.27	7
14=	13=	TME		0.0		0.00	0
14=	13=	Allied Media		0.0		0.00	0
16	13=	Madison Media	Shaadi.com	9.3	McCain Food	-31.10	1
17	17	Lintas Media Group	Doordarshan, Bharat Petroleum	38.9	Hindware	-64.69	0
						854.5	128

### METHODOLOGY

The R3 New Business League has been compiled each of the last 154 months using data supplied by 26 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 marketing ROI for clients across the region.

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