

## Creative New Business League (India) – Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
<b>1</b>	<b>1</b>	<b>Mudra DDB</b>	Arshiya International, Kalyan Silks, Yamaha Ray	612.13	Cochin Port Trust	521.90
<b>2</b>	<b>5</b>	<b>McCann WorldGroup</b>	General Motors Chevrolet, Suguna Foods, Extramarks Education	550.66	Mankind Pharma Manforce	514.29
<b>3</b>	<b>4</b>	<b>Leo Burnett</b>	Decathlon Sports Project, Zee Learn, WaterHealth	323.23		323.23
<b>4</b>	<b>2</b>	<b>Ogilvy</b>	Pacific Mobile Telecom Project, Rafale International, Pfizer Project	322.58	Religare Enterprises	268.36
<b>5</b>	<b>3</b>	<b>Lowe</b>	Gee Pee Infotech Project, United Spirits Diet Mate, Daimler	237.09	SRMB Srijan	234.67
<b>6</b>	<b>6</b>	<b>Grey Group India</b>	Network18, Jain Housing Project, Celio Future Fashion Ltd. Digital	90.86	Bharti AXA Life and General Insurance	81.93
<b>7</b>	<b>7</b>	<b>M&amp;C Saatchi</b>	Future Sharp Skills Ltd., Larsen & Toubro Project, SHRM	71.90	DLF Place	69.49
<b>8</b>	<b>10</b>	<b>JWT</b>	Unilever Project, Indian Oil Corporation Project, Ideal Group of Companies	137.53	Religare Technologies	62.65
<b>9</b>	<b>8</b>	<b>TBWA</b>	Peninsula Land, Fa Deodorant, Sify	46.99		41.79
<b>10</b>	<b>11</b>	<b>Percept</b>	Dynamix Balwas Realty, Olympus, National Housing Bank	59.35	Asianet	38.12
<b>11</b>	<b>12</b>	<b>Law and</b>	ING Life Insurance, eBay	12.06	Renault India	11.58
<b>12</b>	<b>16</b>	<b>DraftFCB</b>	Hero MotoCorp Ignitor, MakeMyTrip	8.54		8.05
<b>13</b>	<b>13</b>	<b>Publicis + Publicis</b>	Renault India, World Gold Council, Bharti AXA Life and General	9.17	Tata Group Voltas AC	6.76
<b>14</b>	<b>14</b>	<b>Euro RSCG</b>	Parry Nutraceuticals Project, Sony Six, Nokia Digital	17.37		6.23
<b>15</b>	<b>18=</b>	<b>Contract Advertising</b>	Crompton Greaves, Mankind Pharma Manforce, World Kitchen	19.30	SpiceJet	4.83
<b>16</b>	<b>17</b>	<b>Iris</b>	Alere Medical	2.41		2.41
<b>17</b>	<b>21</b>	<b>RK Swamy BBDO</b>	TAFE Tractors, National Payments Corporation of India, Racold	31.55	PepsiCo Quaker	0.67
<b>18=</b>	<b>15</b>	<b>BBH</b>	Skoda	4.83	World Gold Council	0.00
<b>18=</b>	<b>18=</b>	<b>Saatchi and Saatchi</b>		0.00		0.00
<b>18=</b>	<b>18=</b>	<b>Wieden &amp;</b>		0.00		0.00
<b>21</b>	<b>22</b>	<b>Bates 141</b>		0.00	Colgate Palmolive	(4.83)
<b>22</b>	<b>23</b>	<b>Madison</b>		0.00	IDFC	(9.65)
<b>23</b>	<b>24</b>	<b>Rediffusion Y&amp;R</b>	Religare Technologies, ICICI, Revlon	32.88	Dynamix Balwas Realty	(28.91)
<b>24</b>	<b>9</b>	<b>Dentsu</b>	Monster Digital, Honda Motor, DS Group Tulsi Saada	43.43	Panasonic Water Purifier	(104.94)

## Media New Business League (India) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	7	OMD	Robemall Apparels, zovi.com, London Dairy	420.74	Henkel	362.84
2	2	Starcom MediaVest	Axis Bank, Ramdev Food Products, Sterling Holiday Resorts	336.79		336.79
3	1	Lintas Media Group	Daimler BharatBenz, Yepme.com, Eden City Maheshtala	305.81	Khazana Jewellery	300.98
4	3	Mindshare	Tamilnad Mercantile Bank, The Hindu, Cisco Systems	185.28		178.04
5	4	ZenithOptimedia	Telenor, Yatra Online, Uninor	127.86	Discovery Communications	125.45
6	5	Vizeum	Bloomberg, VeeV, Fox Star Studios	92.88		92.88
7	6	MEC	Hasbro Clothing, Maiya's Beverages and Foods, CarTrade.com	79.61	Mercedes-Benz Digital	74.79
8	8	MediaCom	Piaggio, RBS, VisitBritain	47.29		47.29
9	-	Dentsu Media	Canon, Nissin Foods	36.67		36.67
10	13=	MPG	Kingdom of Dreams, Allahabad Bank, NV Group	24.61	Bloomberg	12.55
11	9	PHD	Vmware	12.06		12.06
12	11	Maxus	Discovery Communications, Housing Development Finance, Sesame Workshop Initiative India	51.63	Dabur	3.38
13	12	Lodestar Universal	Population Services International	1.69		1.69
14=	13=	Allied Media		0.00		0.00
14=	13=	TME		0.00		0.00
16	10	Carat	Frette, iBroad7 communication, Tilaknagar Industries	8.19	Parag Milk Foods	(15.93)
17	16	Madison Media	Parag Milk Foods, Enamor, Crompton Greaves	48.25	Axis Bank	(193.00)

### METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.