

## Creative New Business League (India) – Mar 2010

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>Law and Kenneth</b>	Parle Digital, Kelvinator, Sansui, S Kumars, Spencer's Retail	77.2		77.2
<b>2</b>	<b>2</b>	<b>Grey Group India</b>	Breach Candy Hospital, Jaslok Hospital, Becton Dickenson	72.4	Spencer's Retail	57.9
<b>3</b>	<b>15=</b>	<b>Mudra DDB</b>	Oviesse, Thomson Reuters, L&T Mutual Funds, Avantha, Aircel	55.5		55.5
<b>4</b>	<b>10</b>	<b>Bates 141</b>	ITC, Chennai Marathon	53.1		53.1
<b>5</b>	<b>8</b>	<b>Ogilvy</b>	Aegon Religare, India Infoline, Luminous Power Technologies	67.1	Aditya Birla	52.6
<b>6</b>	<b>3</b>	<b>Wieden &amp; Kennedy</b>	Budweiser, The Park Hotel	38.6		38.6
<b>7</b>	<b>9</b>	<b>McCann WorldGroup</b>	Britannia, Kohler, Reliance Life Insurance	37.3		37.3
<b>8</b>	<b>15=</b>	<b>JWT</b>	Life Insurance, Dicitex Décor, World Gold Council, Hypercity	31.8		31.8
<b>9</b>	<b>4</b>	<b>M&amp;C Saatchi</b>	Grasim Suitings, Aditya Birla	29.0		29.0
<b>10</b>	<b>5</b>	<b>BBH</b>	Unilever Lakme Salon	24.1		24.1
<b>11=</b>	<b>6=</b>	<b>Publicis + Publicis Ambiance</b>	JK Helene Curtis, VIP Luggage	19.3		19.3
<b>11=</b>	<b>6=</b>	<b>TBWA</b>	NewsX, IDFC Mutual	19.3		19.3
<b>13</b>	<b>15=</b>	<b>Percept</b>	Lakshmi Energy & Foods, Pavers England, Lovely University	12.1		12.1
<b>14</b>	<b>11</b>	<b>Dentsu</b>	Hitachi	9.7		9.7
<b>15=</b>	<b>12=</b>	<b>Rediffusion Y&amp;R</b>	Sriram Land, Big FM	7.2		7.2
<b>15=</b>	<b>12=</b>	<b>Euro RSCG</b>	MNYL i-genious , BPCL Digital	7.2		7.2
<b>17</b>	<b>12=</b>	<b>Lowe</b>	Mayden Pharma, Quality Inns, Micromax	43.4	Unilever Lakme Salon	4.8
<b>18</b>	<b>18</b>	<b>Iris</b>	Alpha G, MTS	1.4		1.4
<b>19=</b>	<b>19=</b>	<b>Leo Burnett</b>		0.0		0.0
<b>19=</b>	<b>19=</b>	<b>Madison Creative</b>		0.0		0.0
<b>19=</b>	<b>19=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>19=</b>	<b>19=</b>	<b>Contract Advertising</b>		0.0		0.0
<b>23</b>	<b>23</b>	<b>DraftFCB</b>		0.0	Micromax	(9.7)
<b>24</b>	<b>10</b>	<b>RK Swamy BBDO</b>	Lloyd Group	9.7	Amrutanjan	(24.1)

## Media New Business Scoreboard (India) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	Mindshare	Unilever, Bayer	747.9	Unilever Digital	714.1
2	2	MEC	Colgate, Mercedes Benz	168.9	Neo Sports	149.6
3	3	Maxus	Bausch & Lomb, Neo Sports, Obopay, Mcnroe	139.9		139.9
4	4	OMD	Unilever Digital, NewsX	57.9		57.9
5	5	Lintas Media Group	Hamdard (Wakf) Laboratories, Religare Enterprises, Voltas	48.3		48.3
6	15	Madison Media	General Motors	72.4	Zee Entertainment	43.4
7	6	ZenithOptimedia	Aviva	45.4	Mcroe	30.9
8	7	Vizeum	Amrutanjan, Iplayup Cricket	29.9		29.9
9	8	Carat	Abmeribaari, Goverdhan, Deutsche Bank, Bharti Axa Insurance	21.3		21.3
10	10=	Lodestar Universal	AIA Asia Pacific	2.9		2.9
11=	10=	MPG		0.0		0.0
11=	10=	PHD		0.0		0.0
11=	10=	Starcom MediaVest		0.0		0.0
11=	10=	Allied Media		0.0		0.0
15	9	MediaCom	Streak, Vasmol	9.7	Multi Screen Media	(62.7)
16	16	TME		0.0	Colgate	(96.5)

### CREATIVE AGENCIES

Law and Kenneth maintained the top position, securing Parle Digital this month. Grey also maintained the second place on the back of previous wins. Fastest mover is Mudra DDB, who snapped several wins including Oviessse, Thomson Reuters, L&T Mutual Funds, Avantha and Aircel

### MEDIA AGENCIES

Mindshare maintained the top position on the back of Unilever win. MEC maintained the second place despite the Neo Sports loss. Maxus secured Bausch & Lomb and Neo Sports, and made the top four with OMD.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.