

## Creative New Business League (India) –October 2011

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>	SAB Miller Hilife, Michelin, LT Foods	460.31	Volini Ranbaxy	445.83
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	Costa Coffee, Vedanta Aluminium, Volvo	329.04	Parryware	302.29
<b>3</b>	<b>3</b>	<b>Leo Burnett</b>	Bharat Business Channel, Viva, Asia Motor Works Heavy	256.70		256.70
<b>4</b>	<b>4</b>	<b>RK Swamy BBDO</b>	Parryware, Manipal Hospitals	140.65	Asia Motor Works	150.30
<b>5</b>	<b>5</b>	<b>Grey Group India</b>	Cargill Project, AON Hewitt, Force Motors Project	138.00		138.00
<b>6</b>	<b>6</b>	<b>Euro RSCG</b>	Nimbus Sport's World Hockey Series, Rohit Surfactants, Aegis	117.73		117.73
<b>7</b>	<b>7</b>	<b>JWT</b>	Medfort Hospitals, Trivitron Healthcare	135.20	Murugappa Group	108.66
<b>8</b>	<b>8</b>	<b>Lowe</b>	Mahuaa Media Two new Channels, Muthoot FinCorp, iProf	93.12	The Hindu	88.30
<b>9</b>	<b>14</b>	<b>McCann WorldGroup</b>	AICEL, Formular One Racing, Rowson's Reserve	161.37	Nescafe	87.07
<b>10</b>	<b>10</b>	<b>Publicis + Publicis</b>	Olam, SAB Miller	80.68	Bharat Business Channel	70.83
<b>11</b>	<b>9</b>	<b>Law and Kenneth</b>	Harman, Borges, The MobileStore	66.59		66.59
<b>12</b>	<b>11</b>	<b>Rediffusion Y&amp;R</b>	Paras Dairy, Bombay Realty, Paras Buildtech, Reliance Jewels	54.52	Maxo Jyothy Laboratories	54.52
<b>13</b>	<b>12</b>	<b>Contract Advertising</b>	Google, Moneycontrol.com, Ashok Leyland	38.60		38.60
<b>14</b>	<b>13</b>	<b>Saatchi and Saatchi</b>	Carlsberg, Birla Wellness, Wave Infratech	47.29		37.64
<b>15</b>	<b>15</b>	<b>Wieden &amp; Kennedy</b>	Lycra and Coolmax, Xyllys, Heineken	19.30		19.30
<b>16</b>	<b>17</b>	<b>TBWA</b>	Assetz Homes, The New Indian Express, ANZ Asia Pacific, Gati	56.70		18.10
<b>17</b>	<b>16</b>	<b>M&amp;C Saatchi</b>	Barclay's Premier, CSC Technologies, Nilgai Foods	12.16		12.16
<b>18</b>	<b>18</b>	<b>BBH</b>	Johnnie Walker, Captain Morgan, Marico	7.72		7.72
<b>19</b>	<b>19</b>	<b>Percept</b>	Next Care, Birla Tyres, Daiki Brands, Cherio	13.27	Paras Dairy	3.86
<b>20=</b>	<b>20=</b>	<b>Iris</b>		0.00		0.00
<b>20=</b>	<b>20=</b>	<b>Madison</b>		0.00		0.00
<b>20=</b>	<b>22</b>	<b>Bates 141</b>	Raymond, Supertech	6.76	Century Ply	0.00
<b>23</b>	<b>23</b>	<b>Dentsu</b>	Ingersoll Rand, Birla Tyres	7.24	AICEL	(92.64)
<b>24</b>	<b>24</b>	<b>DraftFCB</b>	ICICI Credit Card, Zee Entertainment Enterprises	16.89	SC Johnson Asia Pacific	(129.31)

# Media New Business League (India) –October 2011

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>ZenithOptimedia</b>	Best Foods, Pharas Pharma, IFB	466.34	Marriott International Asia Pacific	437.39
<b>2</b>	<b>2</b>	<b>OMD</b>	New Gen Media Puthiya Thalamurai, World Gold Council	311.21	SAB TV	306.39
<b>3</b>	<b>3</b>	<b>Starcom MediaVest</b>	BIBA, Yahoo Asia Pacific, Avantha, Symphony	145.72		140.89
<b>4</b>	<b>4</b>	<b>Vizeum</b>	20th Century Fox, MTV, IMS, Nickelodeon	89.75		89.75
<b>5</b>	<b>5</b>	<b>Maxus</b>	Precise Events & Travels, Policy Bazaar.com	101.33	VIP Industries	86.85
<b>6</b>	<b>6</b>	<b>MPG</b>	Gufic, AETN-18's History Channel, CNBC Aawaz	273.34	Hindustan Motors	75.51
<b>7</b>	<b>7</b>	<b>MEC</b>	Marriott International Asia Pacific, Sweta Estates, OCM	86.61		72.13
<b>8</b>	<b>8</b>	<b>PHD</b>	SC Johnson Asia Pacific, Hotels.com Asia Pacific	51.15		51.15
<b>9</b>	<b>10</b>	<b>MediaCom</b>	Suntech, Asiarooms, MakeMyTrip.com	30.88		30.88
<b>10</b>	<b>11</b>	<b>Carat</b>	Borges, Milagrow, Tata Chemical	34.40	Tourism Australia	19.93
<b>11</b>	<b>12</b>	<b>Allied Media</b>	Sahara, FedEx	14.48	Sweta Estates	4.83
<b>12=</b>	<b>9</b>	<b>Lintas Media Group</b>	GE Healthcare, iProf, Eveready Industries	62.73	BPCL	0.00
<b>12=</b>	<b>13</b>	<b>TME</b>		0.00		0.00
<b>14</b>	<b>14</b>	<b>Mindshare</b>	Leading Point, Generation Now Media	21.71	New Gen Media Puthiya Thalamurai	(23.64)
<b>15</b>	<b>15</b>	<b>Lodestar Universal</b>	VIP Industries, Muthoot FinCorp	28.95	SC Johnson Asia Pacific	(28.95)
<b>16</b>	<b>16</b>	<b>Madison Media</b>		0.00	GE Healthcare	(120.63)

## CREATIVE AGENCIES

Mudra DDB stayed on top spot with a dozen of wins, including SAB Miller Hilife and Michelin. Ogilvy was placed second, securing Costa Coffee and others. Leo Burnett and BBDO made up the rest of the top four.

## MEDIA AGENCIES

ZenithOptimedia maintained on top spot on the back of previous wins. OMD picked up New Gen Media Puthiya Thalamurai and World Gold Council, and ranked second. Starcom and Vizeum made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.