

<http://www.media4growth.com/ooh-news/comvergence-ranks-dentsu-x-as-no1-media-agency-3749>

## COMvergence ranks dentsu X as No. 1 media agency

dentsu X India won 10 major media pitches and retained 11 pitches in 2018

**COMvergence, an independent research firm**, has recognized dentsu X India as the No.1 media agency on New Business Barometer 2018. The report evaluated the momentum forward, measuring 20 media agencies on major media account moves, retentions and new assignments from existing clients. During 2018, there were 170 pitches, and 82% of assessed media pitches & moves are related to local reviews.

dentsu X India won 10 major media pitches and retained 11 pitches. The one distinct stand-out for dentsu X, compared to all other agencies, is that while new large marquee clients have increasingly reposed their business with dentsu X, it has in parallel retained, gained from all its current business.



Divya Karani, CEO, dentsu X commented' "Yes, we are on a roll. Of course, this seemingly easy momentum is the culmination of extensive hard work, but we are having an absolute blast. dentsu X is an energized, happy team, contributing at the highest levels individually and collectively, on our clients' business. Our clients see the value we bring to the table and are happy with us. And happy clients make for happy business!"

### NEW BUSINESS BAROMETER

FULL YEAR  
2018

INDIA

BASED ON THE DATE  
OF ANNOUNCEMENT

ADSPEND SOURCED FROM  
AGENCY DECLARATIONS / AdEx  
(PERIOD: YEAR 2017)

	INDIA Media AGENCIES	TOTAL new business <small>Incl. retentions rounded in \$US M</small>
1	dentsu X	330
2	Mindshare	251
3	Initiative	155
4	Wavemaker	152
5	MediaCom	61
6	m/SIX	46
6	Zenith	46
8	Havas Media	44
9	Madison Media*	19
10	Motivator	16
11	OMD	10
11	TATA@OMG	10
13	Starcom	9
14	Lodestar UIM	5
15	Spark Foundry	2
16	OMD MudraMax	-2