

ccNSO Member's Day

Marketing Session



3-9 November 2016

Rajiv Bansal , CEO NIXI
7.11.2016

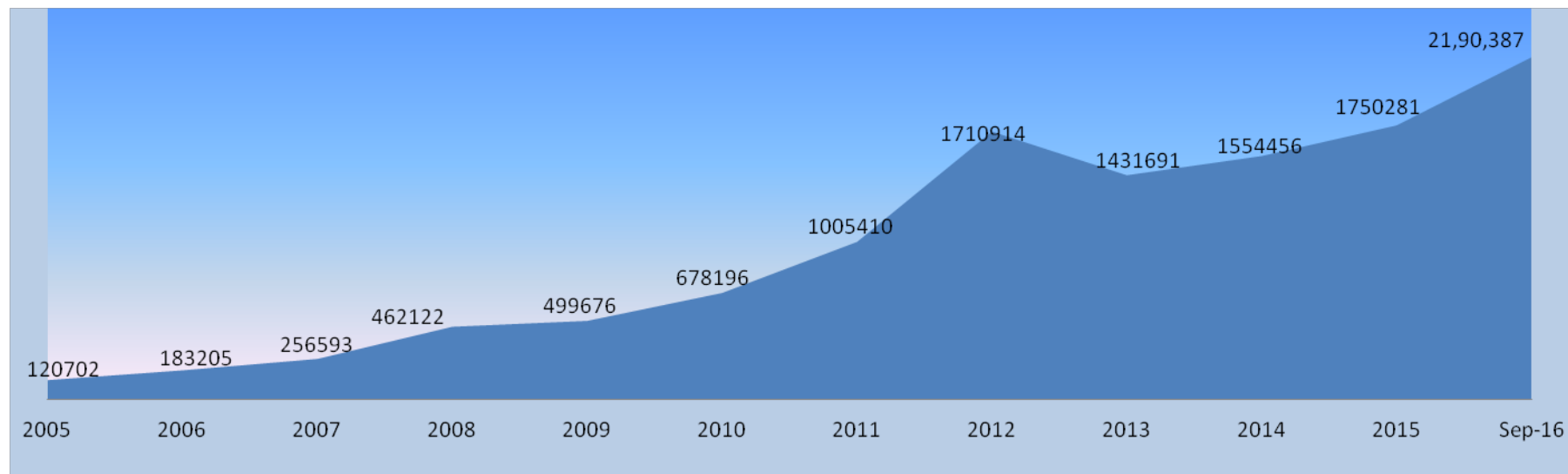


India's Internet Economy

- India - only large economy growing at 7-8% p.a.
- India - Focus on Digital technology
 - Make in India
 - Digital India
 - Skill India
 - Start up India
 - Stand up India
- Internet users - Huge Growth happening
 - Internet Users in India - **462,124,989**
 - Share of India Population: **34.8 %** (penetration)
 - Total Population : **1,326,801,576**
 - Share of World Internet Users: **13.5 %**
- Mobile Telephony and Smart Phones - 292 million
- Mobile Internet users - expected to grow to 340 million by the end of 2017
- Bharat Net - OFC to connect 2.5 lakh Gram Panchayats by 2018
- .IN revolution in India

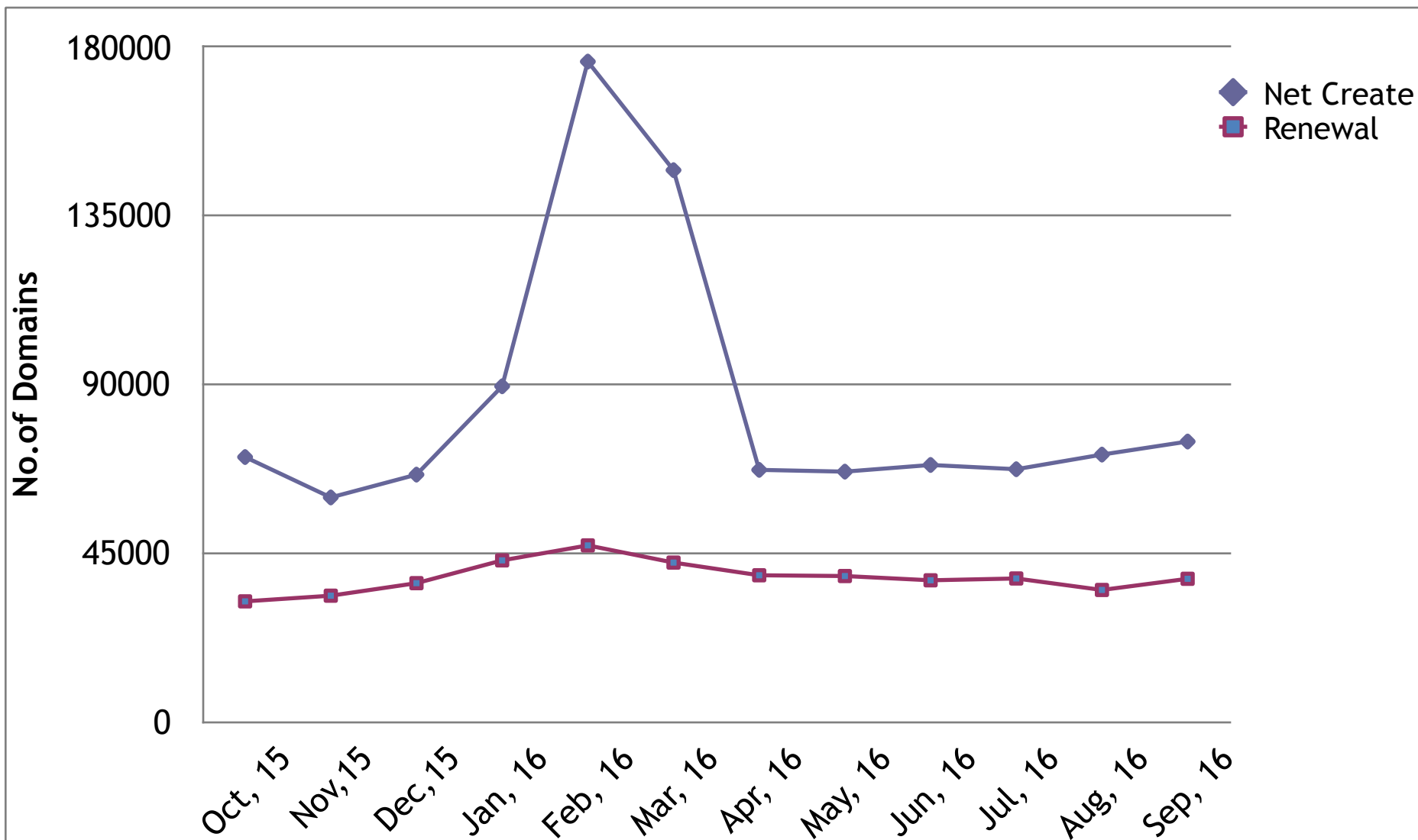
Current Status - .IN

- More than 2.19 million .IN domain names registered.



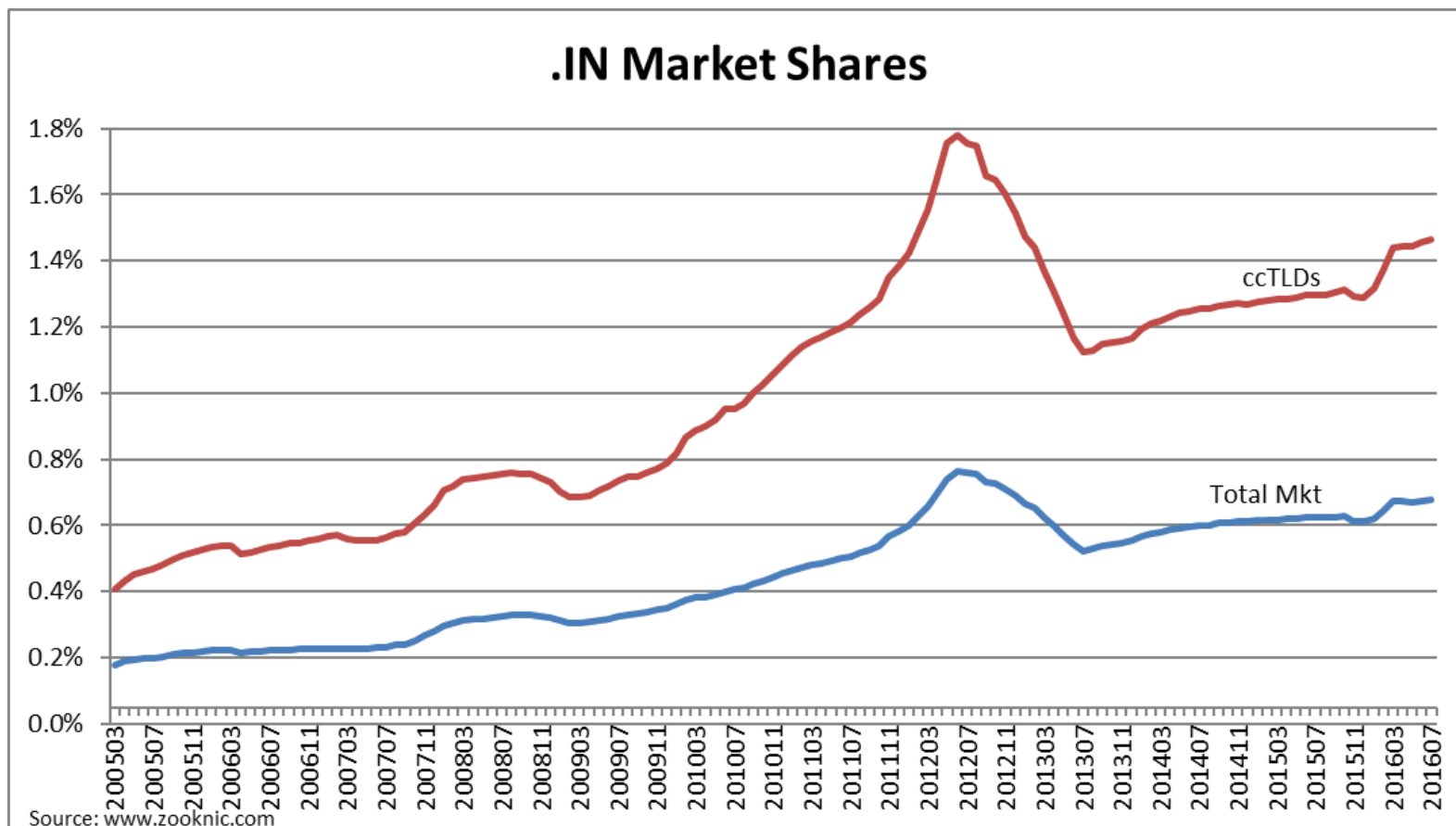
- 117 accredited registrars around the world
 - 90% of the world top 10 registrars are .IN accredited.
 - 31 out of these 117 registrars are IDN-accredited
- Proactively taking steps to reduce abuse of Domain Names
 - .IN Domain Anti-Abuse policy
 - Spam Ranking - .IN not in top 20 TLD as per surbl.org

Net Create and Renewal Trend



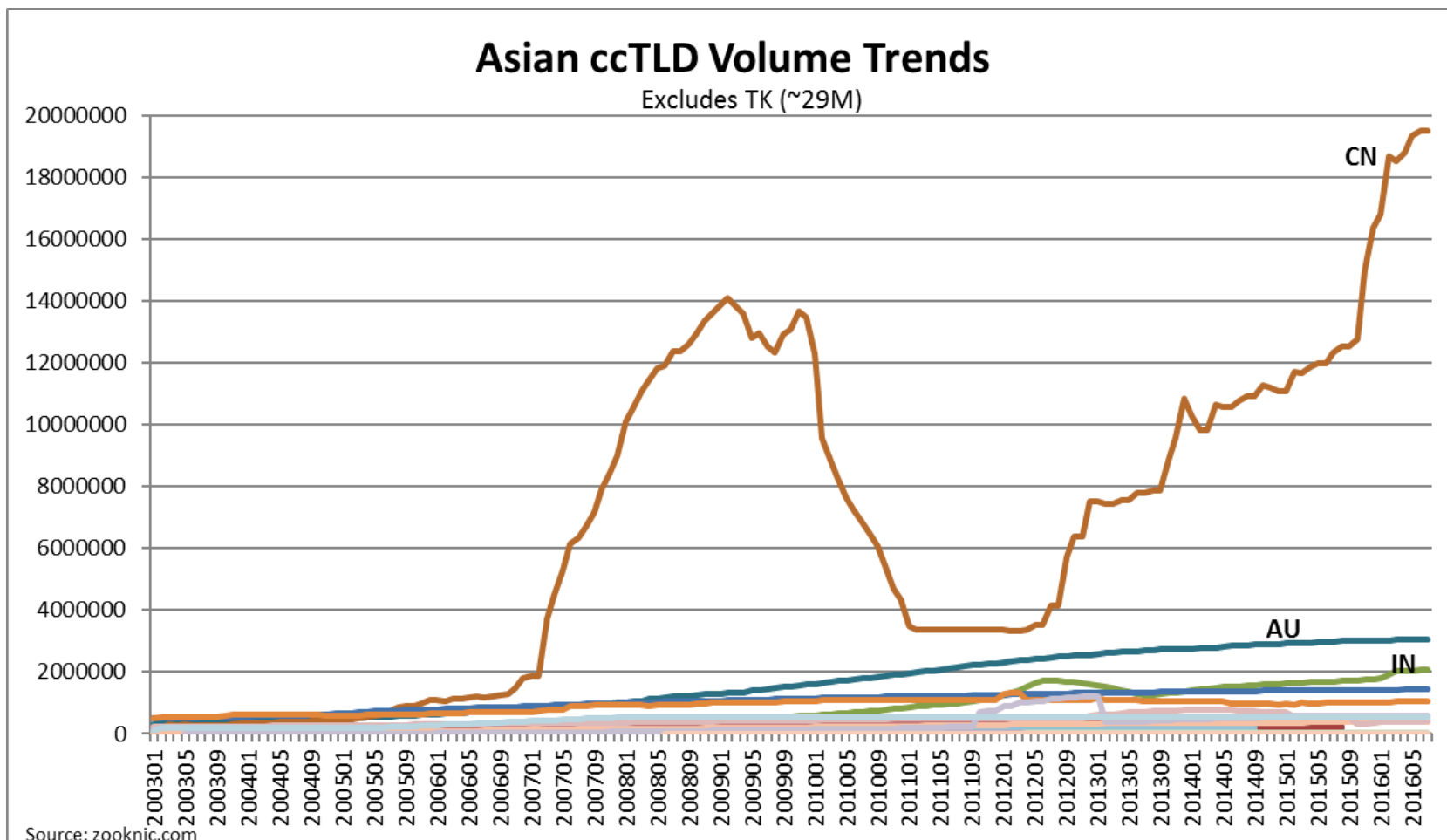
.IN is growing faster than overall market

.IN now .6% of total market and 1.4% of ccTLDs



.IN moving up the rankings

.IN gaining position in APAC



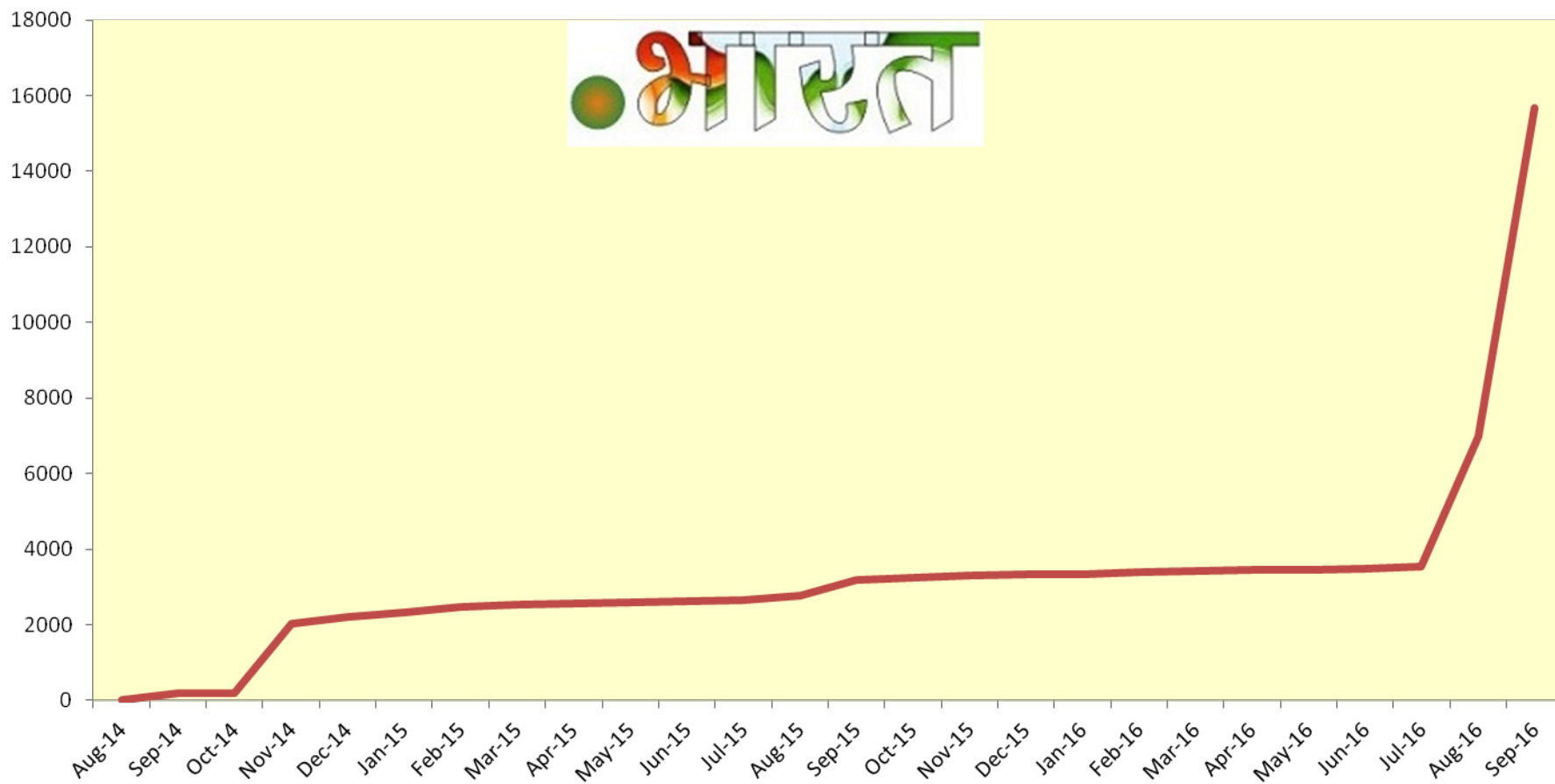
Internationalized Domain Names (IDNs) .Bharat



.BHARAT TIMELINE

Internationalized Domain Names (IDNs)

.Bharat - Base Growth



Market Strategy

REGISTRARS

- Promo Program
- Joint Promotions
- Registrars Meet

ALLIANCES

- Partner with Government Of India programs targeting MSME, Startups
- Support & Participation in events
- Digital India participation across 120 Universities

MEDIA

- TV Commercials across Business & News Channels
- Social Media targeting & acquisition

Pillars



NEW TO MCA?

MCA regulates corporate affairs in India through the Companies Act, 1956, 2013 and other allied Acts, Bills and Rules. MCA also protects investors and offers many important services to stakeholders. This site is your gateway to all services, guidance, and other corporate affairs related information.

Learn more about MCA by visiting our [About MCA](#) page.



Link of .IN registry on MCA website to target new companies

FREQUENTLY USED

- SEARCH COMPANIES ACT, 2013
- REGISTER A NEW COMPANY
- CHANGE COMPANY INFORMATION
- COMPLIANCE / APPROVAL FILING
- E-FACILITATION CENTER

STAKEHOLDER'S CORNER

> Companies/Directors Under...

NOTICES & CIRCULARS

- Income Tax calculations for the financial year 2016-17
 - Major Achievements of MCA for September, 2016
 - Monthly Summary of the Ministry of Corporate Affairs for the month of September, 2016
 - Advertisement for walk in interview on 17th October 2016 at ICA for various positions
- MORE NOTICES AND CIRCULARS >

NEWS & UPDATES

- MCA has taken another bold initiative in Government Process Re-engineering (GPR) and launched Simplified proforma for Incorporating Company Electronically (SPICE) e-Form

Public C

- Simplified Proforma for Incorporating Company electronically (SPICE)
- Public Comments on Draft Rules/Regulations under Insolvency and Bankruptcy Code, 2016
- EASE OF DOING BUSINESS IN INDIA
- SWACHHATA PAKHWADA COMPENDIUM

Online Services for VOTERS
www.nsp.in

Get Your Own Demat
Company Deposits

Hon'ble Prime Minister of India at .IN Registry Stall during Standup India Event



Participation in Digital India event across Universities



UNIVERSITY WORKSHOP

- BABASAHEB BHIMRAO AMBEDKAR BIHAR UNIVERSITY, BIHAR
- BABU GANGOH UNIVERSITY, ARIUNACHAL PRADESH
- KARNATAKA UNIVERSITY
- PUNJAB UNIVERSITY, CHANDIGARH
- JAI NARAIN VIKAS UNIVERSITY, JODHPUR
- SOLAPUR UNIVERSITY, MAHARASHTRA
- GOA UNIVERSITY
- MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, UP
- SARGUDA UNIVERSITY, CHHATTISGARH
- JWARA UNIVERSITY, MP
- JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, TELANGANA
- KUMAUN UNIVERSITY, UTTARAKHAND
- DIBRUGARH UNIVERSITY, ASSAM
- JAMIA MILLIA ISLAMIA, DELHI
- NORTH OISSA UNIVERSITY, ODISHA
- BURDWAN UNIVERSITY, RAJBATI, WEST BENGAL
- SHRI VENKATESWARA UNIVERSITY, ANDHRA PRADESH
- MANIPUR UNIVERSITY
- CALICUT UNIVERSITY, KERALA
- ALAGAPPA UNIVERSITY, TAMILNADU
- VINDYA BHAVE UNIVERSITY, HAZARIBAGH, JHARKHAND
- CHAUHANDEVI DEVI LAL UNIVERSITY, SIRSA, HARYANA
- UNIVERSITY OF RAJASTHAN, JAIPUR
- DR. BHIMRAO UNIVERSITY, AGRA, UP
- SAURASHTRA UNIVERSITY, GUJARAT

#DIGITALINDIA #TRANSFORMINGINDIA #DIGITALSERVICES



NIXI: Social Media Presence

Facebook

Total Likes 64,878

National Internet Exchange of India
www.registry.in

भारत
Making India go digital!

64,878 likes

4.2 stars

National Internet Exchange of India
@nixiindia

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4.2 stars

Search for posts on this Page

64,877 people like this

100 people have been here

Invite friends to like this Page

4.2 stars · 33 reviews
View Reviews

National Internet Exchange of India
22 hrs ·

A successful business stands on the pillar of wise investments! Have you booked your domain yet? Register at- www.getyourown.in/ #DotIN

NIXI: Social Media Presence

Twitter :
@inregistry

Tweets	1,015
Followers	3,592

IN Registry @inregistry

The #INRegistry has been created by #NIXI, the National Internet eXchange of #India. INRegistry functions as an autonomous body maintaining the .IN ccTLD

New Delhi, India
inregistry.in

TWEETS 1,015 FOLLOWING 143 FOLLOWERS 3,561 LIKES 377

Tweets Tweets & replies Media

IN Registry @inregistry · 18h
Get your business online with .IN and help India transform into a digitally empowered nation. Register now- getyourown.in #DotIN

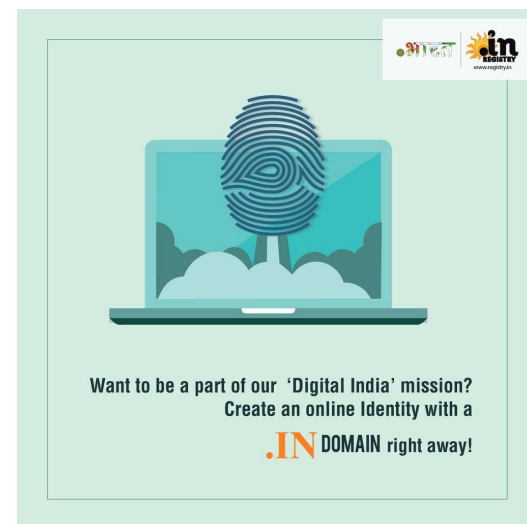
Digital India, MyGovIndia, PIB India and 4 others

New to Twitter?
Sign up now to get your own personalized timeline!
[Sign up](#)

You may also like · Refresh
India Post

Media Campaign

- .IN Registry to launch TV commercial campaign targeting SME's, startup companies and individuals
- Ramping up the social media outreach with daily online engagement on Facebook and Twitter



Thank You

For more information visit :

www.registry.in