ccNSO Member’s Day
Marketing Session

ICANN 57
Hyderabad
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

Source: www.internetlivestats.com & www.gsmaintelligence.com
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

Net Create and Renewal Trend Graph

- Net Create
- Renewal

No. of Domains

Oct, 15  Nov, 15  Dec, 15  Jan, 16  Feb, 16  Mar, 16  Apr, 16  May, 16  Jun, 16  Jul, 16  Aug, 16  Sep, 16
.IN is growing faster than overall market

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

Source: www.zooknic.com
.IN moving up the rankings

.IN gaining position in APAC

Asian ccTLD Volume Trends
Excludes TK (~29M)

Source: zooknic.com
Internationalized Domain Names (IDNs) .Bharat

IDLanguages N in 7 Indian approved in Feb, 2011 by the Internet Corporation of Assigned Names and Numbers (ICANN)

.Bharat written in Devanagari script supporting 8 languages (Hindi, Boro, Dogri, Konkani, Maithili, Marathi, Nepali and Sindhi- Devanagari) was launched on August 27, 2014

Gujarati, Bengali and Manipuri, were launched on Good Governance Day, i.e. December 25, 2014

NIXI has launched .Bharat in other Indian Languages viz. Punjabi, Tamil, Urdu and Telugu

Recently NIXI has completed the string delegation process for the remaining Indian languages.
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
Link of .IN registry on MCA website to target new companies.
Hon’ble Prime Minister of India at .IN Registry Stall during Standup India Event
Participation in Digital India event across Universities
NIXI: Social Media Presence

Facebook

Total Likes: 64,878

Home
About
Photos
Reviews
Likes
Notes
Videos
Posts
Create a Page

National Internet Exchange of India

Write something on this Page...

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

Business Service: New Delhi, India

4.2 ★★★★★

64,877 people like this

109 people have been here

Invite friends to like this Page

4.2 of 5 stars · 33 reviews

View Reviews
NIXI: Social Media Presence

Twitter: @inregistry

Tweets: 1,015
Followers: 3,592
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