

Member's Update

APTLD 83, Laos, Vientiane

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Statistics for .IN Registrations – New & Renewal

- NIXI witnessed spectacular growth in the new creates of .IN ccTLD in 2022. The growth rate has been 32%
- NIXI witnessed spectacular growth in new renewals of .IN ccTLD in 2022. The growth rate has been 24%

32%

24%

Marketing Activities

Online Marketing

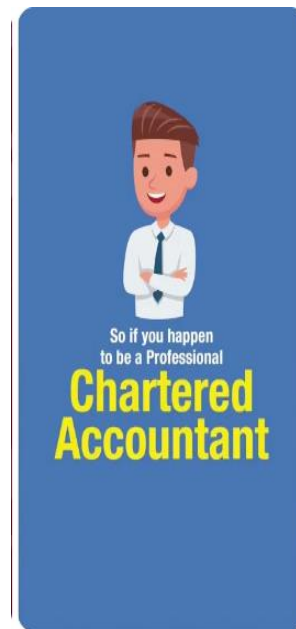
- ❖ Digital Media
- ❖ Social Media

Off-line Marketing

- ❖ Print
- ❖ Events and Sponsorship
- ❖ Outdoor Promotion
- ❖ TVC
- ❖ Radio

Digital Marketing

- **Monthly running Digital Media campaigns on top English, Business sites, Regional & technology sites and OTT platforms, Focus on creation of video content and Influencer Marketing**
- Digital reach on over 700 whitelisted websites and Apps across multiple genres such as TOI, Hindustan Times, Moneycontrol, Inshorts, Dailymail, Cricbuzz etc.
- Impact and roadblocks taken on top websites such as TOI, Moneycontrol, News18 and Dailymail.
- ~80% of the total website visits come from digital media. Strategic Targeting during offer campaigns have increased the visits from top websites and custom affinity targeting.



2 October 2022

852 views

Social Media Presence



Facebook: National
Internet Exchange of
India

2,20,458



Instagram: in_registry

3,431



Twitter : @inregistry

60,414



Koo: @nixi

42,061



LinkedIn: National Internet
Exchange of India

2,342



YouTube : .IN Registry

6,680

Print Media

- .IN Regional Print Advertisement in 9 Regional Languages
- New Registrar acquisition print advertisement in more than 9 Regional Languages
- Advertisements in Business and Inflight Magazines

nixi G20
Empowering Netizens

.in

Everyone needs a
“New Digital नाम”

- Build your own online presence
- Indian domain with a global reach
- Free personalised email with 10GB space

—Book your Digital—
नाम
with **.in**
Before its too late

Book Now @ registry.in

Registrar Partners

INDEPENDENT TECHNOLOGIES | INFOSYS | ZOHO | NETRAVIA INC | THIRUVEGAI INSTANT SOLUTIONS PRIVATE LIMITED | KIRANA TECHNOLOGY THE SOLUTIONS | BUDU
DOMAIN REGISTRY PVT LTD | SPARKPOST | NIXI PRIVATE LIMITED | ECHOVINE DIGITAL DOMAIN TECHNOLOGY LLP | INSTANT CONTACTS EDU | DATA RESEARCH
ANALYTICS | PRAGATI KOLLECTIVE | NESTORWEB SERVICES | IC TECHSOLUT | NIXI DIGITALS DIGITAL ARTS | PRAGATI WEB MARKETING INTERNATIONAL PTE
LTD | INNOVATION FIRST PRIVATE LIMITED | DIGITAL TECHSOLUT PVT LTD | NIXI WEBSTORY LLP | NIXI WEBSTORY PRIVATE LIMITED | NIXI WEBSTORY PRIVATE
LTD | NIXI WEB SOLUTION PVT LTD | INNOVATION FIRST PRIVATE LIMITED | NIXI THE ONLINE SERVICES | KEY DEL DELIVERY ONLINE SERVICES
PRIVATE LIMITED LTD | DOMAIN REGISTRATION PRIVATE LIMITED | CONTACTS KULTURE PVT LTD | NIXI DOT | NIXI DOT TECHNOLOGY | DIGI-UP MARKETING
SERVICES PRIVATE LTD | NIXI DIGITAL SOLUTIONS LIMITED | LARVED TECHNOLOGIES

NIXI's participation in Events

- **NIXI has participated in some relevant events and exhibitions this year: Techsparks, BITS Pilani, IIM-Ahemdabad, St. Xaviers, India Mobile Congress, Digital India Week Vintage Car.**
- **MedTech, College Events, Conclaves, Startup awards etc.**

Outdoor and Other activities

- .IN Ad on Vistara and SpiceJet Airlines physical and e-boarding cards
- Outdoor hoardings at major Airports (Delhi, Mumbai and Bengaluru)
- Radio campaign on top radio stations in English and Regional languages
- New Television commercial around .IN Domain in FY2022-23



Marketing Collaterals

- NIXI extended support to registrars with an aid of 4% marketing fund
- NIXI also distributed .IN Marketing collaterals for promotion like Ur Pamphlet, Poster and Dangler in Hindi, English and regional languages Bengali, Gujarati, Marathi, Telegu, Tamil, Malayalam and Kannada



PROMOTIONAL ACTIVITIES FOR IDN (.भारत)

- Registry allows all domain operations using an IDN in U-Label form since March 2019.
- Multilingual Internet at Universities in Sanskrit & Marathi Language:
 - [संस्कृतम्.भारतम्](#)
 - एसएसपीयु.भारत
- Multilingual Internet enablement for village - [वालेवा.भारत](#)
- Constituted Multi language Internet Committee

Promotional Campaigns

- **Short-term promotional Campaigns**
- **Long-term promotional Programs**

Apart from the quantity, NIXI also launched the following initiative to improve the quality of Domain name:

- Introduce Anti Abuse Policy.
- Introduce KYC / eKYC in .IN Registry
- Reserved Geographical Indications Names
- Reserved Well Known Trademark.
- Constituted Independent committee for blocking of abusive domain name
- Collaborate Global organization like DAAR, Spamhaus etc.
- Introduce DNS Health Analyser tools for Registrants - <https://coednssecurity.in/#dnshealth>

KEY TAKEAWAYS

- **Spreading Information to prospective customers is key to growth.**
- **Digital Marketing is preferred mode of Interaction.**
- **Social work brings credibility to brand.**
- **Stable technical platform to do self marketing**
- **ccTLD's must think about quality of domains**



Thank You