



LK DOMAIN REGISTRY

Your Sri Lankan Identity in Cyberspace

Amal Pathirana

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LK Domain Registry

Serving Sri Lanka's Digital Needs

- Empowering Every Sri Lankan with a **Unique Digital Identity**

Promote individuals and businesses to establish a unique online presence which expresses their nationality.



Serving Sri Lanka's Digital Needs Cont.

■ Supporting SMEs: The Engine of Our Economy

We offer tailored services, promotions and campaigns to boost online visibility for small and medium-sized enterprises.

Provide value-added services such as personalized professional emails and websites.

Empower SMEs with the knowledge and tools needed to thrive in the digital era.



Value Added Services



SME Digitalization Initiative

■ Ensuring Cyber Safety

Assist Sri Lankans, especially women and children, to navigate the Internet safely. Launched in January 2014, helped over 10,400 victims.



Partnership Division



Balancing Business and Social Impact

■ Integrated Strategy

Align business services with social goals, offering tools like MyMail and MySite to support both commercial and social objectives.

<p>Mymail-Lite</p> <p>LKR 3,000</p> <p>Promotion</p> <p>LKR 2,500</p> <p>/Year</p> <p>BUY NOW</p> <ul style="list-style-type: none">• 01 Business Email• 01GB Space• 25MB Email attachment size <p>More Details</p>	<p>Mymail-Pro</p> <p>LKR 13,000</p> <p>Promotion</p> <p>LKR 10,000</p> <p>/Year</p> <p>BUY NOW</p> <ul style="list-style-type: none">• 05 Business Emails• 05GB Space• 25MB Email attachment size <p>More Details</p>	<p>Mymail-Premium</p> <p>LKR 30,000</p> <p>Promotion</p> <p>LKR 25,000</p> <p>/Year</p> <p>BUY NOW</p> <ul style="list-style-type: none">• 10 Business Emails• 10GB Space• 25MB Email attachment size <p>More Details</p>	<p>Mymail-Unlimited</p> <p>LKR 50,000</p> <p>Promotion</p> <p>LKR 40,000</p> <p>/Year</p> <p>BUY NOW</p> <ul style="list-style-type: none">• Unlimited users• WEBSITE BUILDER [Up-to 10 pages]• 08MB Email attachment size <p>More Details</p>
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Customized Email Packages



SuhuruSara - Enhances Digital Literacy

- Skill development
- Knowledge dissemination
- Awareness building

Hithawathi - Promotes Cyber Safety

- Help desk
- Informative website
- Complaint management system
- Awareness sessions
- Webinars
- Monthly newsletter
- Competition and prizes

Balancing Business & Social Impact Cont.

■ Building a Strong Community

Initiatives such as BestWeb.LK and TopWeb.LK recognize local talent and promote high standards.



BestWeb.LK
Annual Competition

- Conducted for the 14th time
- 22 awarding categories
- 500+ applicants in 2024
- 110+ awards
- Recognition for 60+ web developers
- 60,000+ votes for most popular award



TopWeb.LK
Monthly Award Schema

- Initiated in 2023
- Total scans – 1,100+
- Vulnerabilities detected – 36%
- Issued badges to 180+ websites

■ Partnerships & Collaboration

Partners with government and non-governmental organizations to strengthen the SME sector, provide educational resources and support diverse needs.

Maximizing Resources

■ Targeted Marketing

We employ data-driven marketing strategies, including social media campaigns, SMS, WhatsApp, Email newsletters and targeted ads, to reach the audience and keep them informed.

TOP 20 INDUSTRIES

- Business & Information
- Personal Services
- Technology Services
- Food & Hospitality
- Consultant
- Construction/Utilities/ Contracting
- Education
- Marketing/Advertising
- Online Business
- Transportation
- Real Estate & Housing
- Publishing Services
- Transportation
- Travel Agency
- Health Services
- Hotel
- Non-Profit Organization
- Manufacturing
- Motor Vehicle
- Natural Resources/Environmental

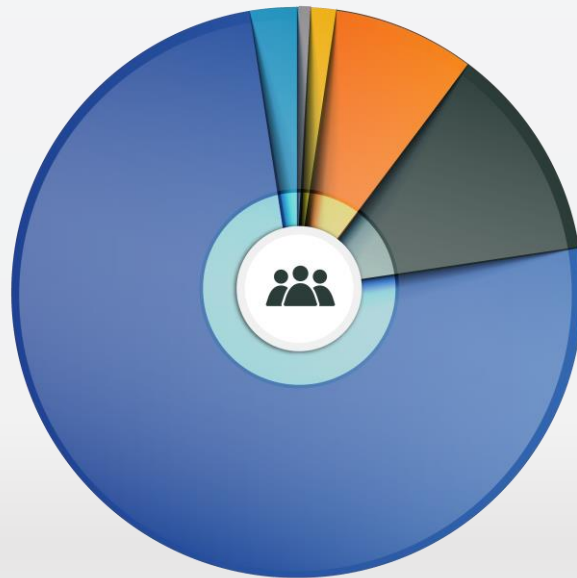
190 +
Industries

105 +
Countries

Maximizing Resources Cont.

■ Customer Relationship Management

We monitor interactions and feedback, allowing us to personalize communication and enhance customer satisfaction.



5 – 75%



2 – 2%



4 – 12%



1 – 1%



3 – 7%



None – 3%



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THANK YOU!

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