



Value of Branding & Ideal Brand Manager

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APTLD85 – Goa, India

The Heart of Branding

Importance of Branding for ccTLDs

Building Trust and Recognition

Fostering User Engagement and Loyalty

Differentiation and Competitive Advantage

Driving Value and Growth



Understanding the Market & Target Audience

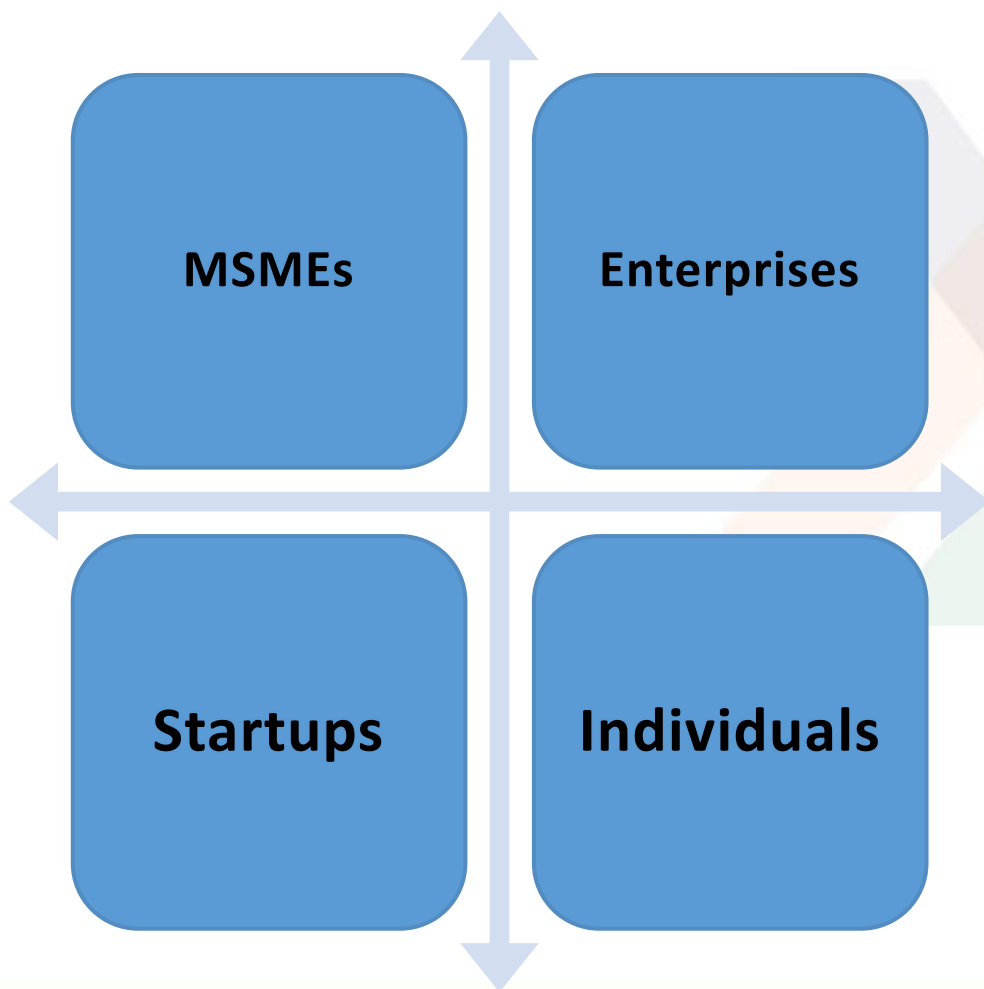
India's digital penetration is experiencing exciting growth, although there's still room for expansion.

- Access to Internet: **52% of the Indian population, or approximately 759 million people**
- **Nearly half the population still lacks internet access**
- India's **internet user base could reach 900 million by 2025**
- **Rural areas are expected to drive a significant portion of this growth**
- For Tier 1 cities, English dominance, but growing preference for regional languages
- For Tier 2 & 3 cities, Strong preference for regional languages
- Rural areas are Mobile-first access and local language dependence



Understanding the Market & Target Audience

Broad Market Segments



These segments can be further categorized basis the city tier, regional language and age groups giving a culturally diverse audience with different preferences and behaviors.

Defining .IN Domain's Brand



The Power of Market Research

Market research serves as the compass guiding branding initiatives, offering valuable insights into consumer behaviors, market dynamics, and competitor landscapes.

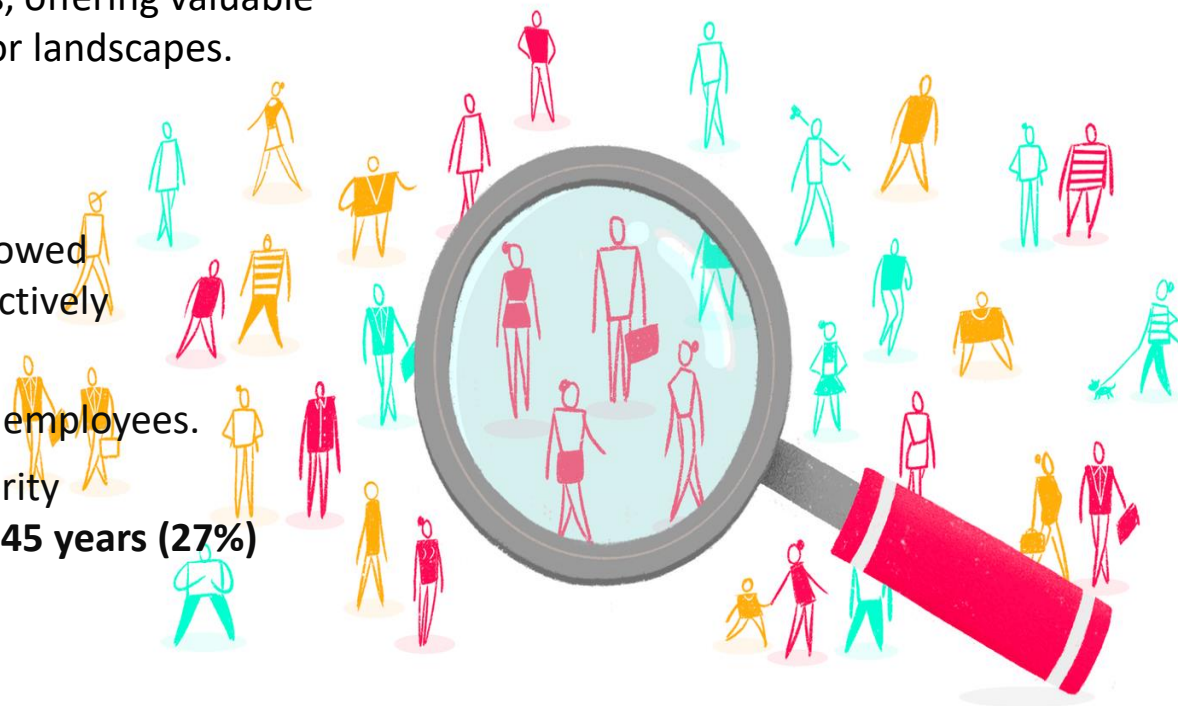
Period: Jan'23: Sample size 3200 across 10 different cities.

- The largest customer base is from the **IT sector (24%)**, followed by **professional services (12%)** and **education (11%)**, collectively representing about half of the user base.
- Over **80% of users are small enterprises** with less than 20 employees.
- The user base is predominantly male (92%), with the majority falling within the **age groups of 26-35 years (33%)** and **36-45 years (27%)**

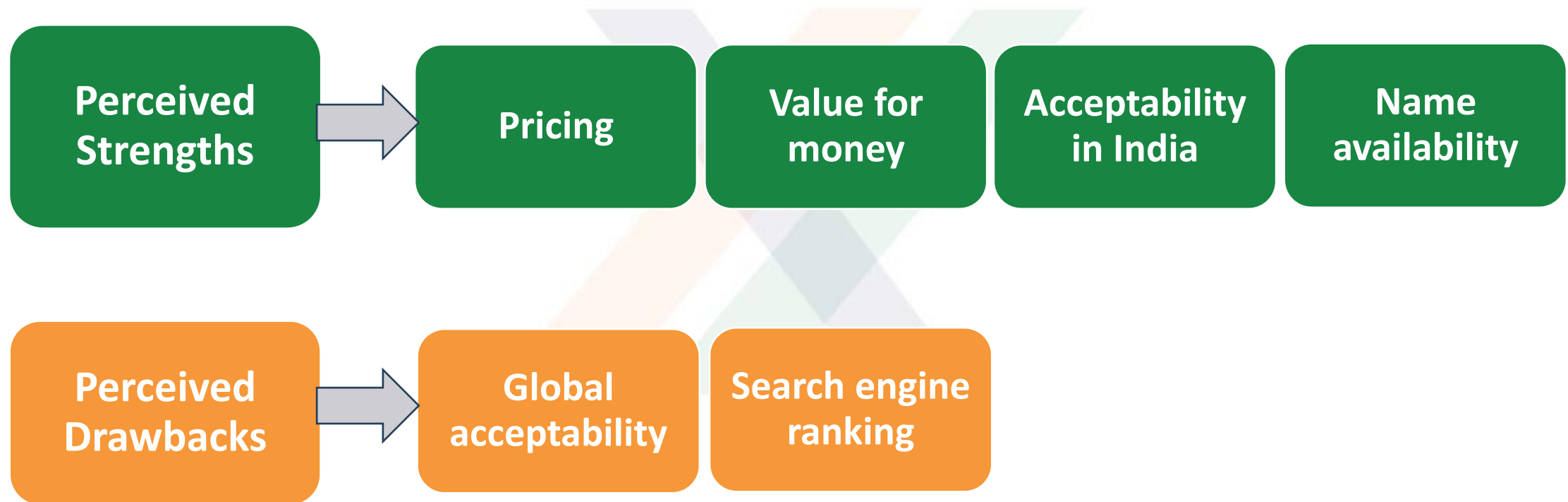
Three user segments exist, each with different requirements:

- Segment 1: Solely .in domain requiring acceptability in India.
- Segment 2: Primary .in domain with multiple domains requiring global acceptability.
- Segment 3: Multiple domains with .in not as primary, requiring global acceptability.

Showcasing products or services is a primary reason for domain registration



The Power of Market Research - Outcome






**It is time for you to join “Digital India”
freedom during Republic Day celebrations.**

26th-29th January, 2023

**FREE
DOMAIN
FOR FIRST THREE MONTHS**

*T&C Apply



Previous Campaigns


Campaigns have been designed keeping various themes, emotions and values in mind while adapting the content based on the target audience

Independence Day & Republic Day Offers:

Association with patriotic emotions by synonymizing .IN with Digital India cutting across different regions and age groups.

Campaign to promote 3rd level domains:

Appealing to different professions and passions, using tone and visual aesthetics which resonate with Gen Z and Millennials.



nixi | **.in**
Empowering Netizens

Take **pride** in your profession
and let it speak louder
at just ₹175!*

Get your free personalised 10GB email
space with domains such as co.in,
org.in, net.in, com.in, dr.in, ca.in, etc.

Offer valid till 19th October.

Yeh nahi liya
toh kya liya?

A lifetime
Offer!

Profession Wise Customized | More Availability

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nixi | **.in**
Empowering Netizens

I let my work **speak** for itself
I am on travel.in!

Get a personalised travel.in domain
with free 10GB email space

at just
₹175!*

Yeh nahi liya
toh kya liya?

Offer valid till 19th October

Profession Wise Customized | More Availability

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Empowering Netizens

I am proud of what I do.
I am on ai.in!

Get personalised tech domains
such as ai.in, internet.in, io.in with
free 10GB email space

at just
₹175!*

Yeh nahi liya
toh kya liya?

Offer valid till 19th October

Profession Wise Customized | More Availability

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Campaign targeting freelancers, developers and individuals: Nudging them to reinvent their identity and expand their reach in the digital space with .IN domain.

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Empowering Netizens

**Madhvi is a copywriter
But no one recognizes her work!**

What could be the reason?

- She doesn't have a website on .IN domain
- She doesn't have a unique name for her website
- She doesn't have a personalised email ID.
- All of the above

Know more
nixi.in | nixi.in | registry.in | nixi@nixi.in

75 Azadi Ka Amrit Mahotsav | **nixi** | G20
Empowering Netizens

Naya Saal, Nayi Pehchan
This New Year, start your journey with **.in** and get your new digital identity to win over "new world"

Know more
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Book now before someone else takes it!

nixi
Empowering Netizens

**Celebrate the other you
with a digital
नामकरण**

Buy yourself a .IN domain and celebrate the passion hidden in you.

Claim FREE Email with 10 GB space from your registrar.

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Empowering Netizens

TAKE A

**
**

Celebrate #WebDesignerDay with .in

Offer details are in the caption below

Sharing examples of popular websites using .IN and customer testimonials to reinforce the positive impact of .IN





ARE .IN WEBSITES INFLUENCING THE LIFE OF PEOPLE?

DailyHunt

Promoting the consumption of regional language news, the website serves over 350 million users a month, and among those 350 million, 90% of users use the platform to listen to news in the language of their choice.



नवीनता
 नई खोज
 উদ্ভাবন
 ಆವಿಷ್ಕಾರದಲ್ಲಿ
 ഇന്നൊവേഷൻ

#pluggedIN







SHAPING INDIA.INC'S ONLINEGROWTH



Nikhil Aggarwal
Founder and CEO

Vivek Gulati
Co-Founder and COO

Aashish Jindal
Co-Founder and CPO (Product)



Creating content for specific target audience to communicate the value of owning a domain - In this case students





Are you a student?



Here are Top 5 Reasons to own a website!








CAREER ADVANCEMENT

A website can help you stand out in a competitive job market and demonstrate your expertise and passion in the field. It not only complements your LinkedIn profile but also makes your recruiters perceive you as an experienced and mature candidate.








LEARNING OPPORTUNITY

Building and maintaining a website can provide valuable learning opportunities in web development, content creation, and digital marketing.







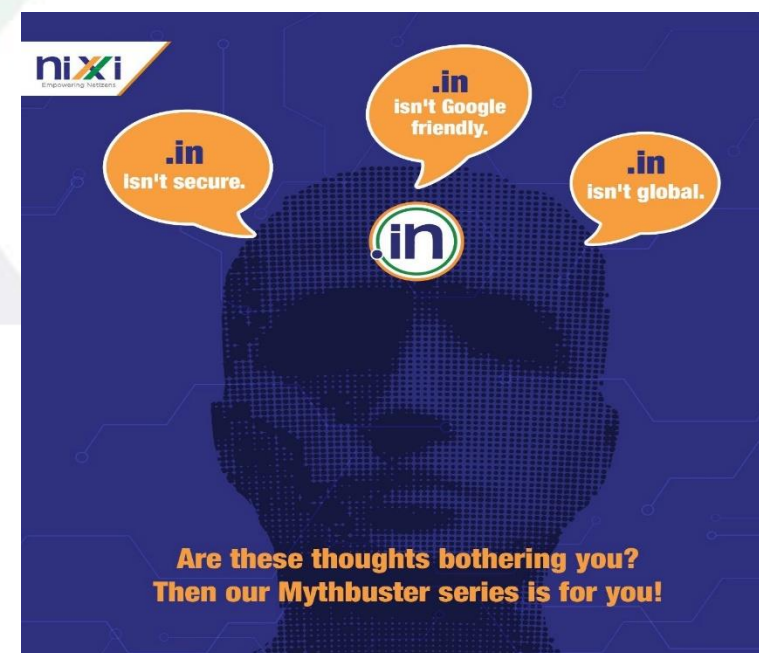
DIGITAL RESUME

A personal website can serve as a digital resume, showcasing your work experience, projects, and achievements in an easily accessible format.



Data driven posts to help the TG understand the importance of the domain and its impact on the perception of 'their' customers.

Using content to directly address the perceptions encouraging the TG to make an informed choice.



**The pride
beyond
7 wonders.
beyond
7 continents!**

As per Hostinger, 27,42,100 users across the globe have chosen .IN as their favourite domain, making us the 7th Most Popular Top-Level Domain in the world.

Join one of the most popular family of domain owners now!

BOOK YOUR .IN DOMAIN NOW

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.IN's brand narrative evokes imagery of:

- India's vibrant culture, diverse backgrounds and dynamic digital ecosystem.
- Weaving Themes of Innovation, technology and entrepreneurship
- Emphasizing Opportunity
- Forging Authentic Connections



Thank You

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