



.IN Registry – Marketing Funds 2022

1. Introduction

In our effort to further grow the .IN namespace and increase the awareness and adoption of .IN domain names, we would like to introduce a Program to offer Marketing Funds to all our partners. The goal of the Program is to support our partners to grow the .IN Registry by doing targeted marketing and promotional activities at a local/regional level resulting in the growth of the number of Registrations.

All .IN accredited Registrars are eligible to participate.

Registrars are required to opt-in and check the funds available to you for the Program by sending an email to goravsharma@nixi.in

This Program is offered at the sole discretion of the .IN Registry (NIXI).

2. Description

Program Term:

Till end of financial year (31st March 2023)

Marketing Funds:

- Total marketing funds provided to a Registrar is **4% of last financial year's** (1 April 2021 – 31 March 2022) **total business done with .IN Registry**. i.e. Net billing amount booked by the Registrar from all types of orders.
- Marketing funds will be provided to Registrars in the form of reimbursements.
 - Registrars are required to submit proof of marketing activities in order to claim the reimbursement. There are no limitations/conditions on the marketing activities/plan.
 - Registrars will receive the reimbursement amount only upon approval of proof of marketing activities submitted.
 - Proof of marketing activity comprising of original GST bills along with images of the activity executed should be submitted to .IN Registry at goravsharma@nixi.in & registry@nixi.in latest by 2 April 2023.
- Registrar can use the marketing funds at their discretion within the program term. The budget cannot be carried forward to the next financial year. The applicable marketing funds should be utilized by 31 March 2023.
- Marketing funds should be used to market .IN/.भारत domains ONLY.

Marketing Activities:

Registrars may undertake any of the following activities but are not limited to:

- Digital marketing
- Participation in relevant (SME & industry) events with canopy/stall providing live online bookings
- Brochure distribution
- Newspaper ads
- TV advertisement in local/regional TV or any other media
- Hoardings/Billboards
- Any other marketing initiatives that could positively impact the growth of .IN namespace.

Please Note:

- There are no limitations/conditions on the marketing activities/plan.
- Registrars may use NIXI Audio/Visual and/or still creatives for the campaign.
- The .IN Registry will have the rights to use creatives and collaterals developed by the Registrar to use for national .IN campaigns.
- All planned marketing activities should be executed before 31 March 2023.

Good Luck!