



.IN Holi Special 2024 - Extended

1. Introduction

Due to the success of the Holi Special 2024 promotion and requests from many partners, we are happy to announce the extension of the promotional offer. All details, targets, goals, etc remain the same. However, as this is an opt-in promotion, we request partners to fill the [form](#) to sign-up for this offer.

Please note: Registrars that opted in previously will be required to opt-in and fill the form again if they wish to participate during the extended promotional dates.

2. Duration

Start: 00:00:00 (IST) 16 April 2024 i.e. 18:30:00 (UTC) 15 April 2024

End: 23:59:59 (IST) 30 April 2024 i.e. 18:29:59 (UTC) 30 April 2024

3. Goal

Discounts available through this promotional offer are based on a Registrar's growth % from half monthly average new creates from April 2023 to February 2024.

Registrars with half monthly average new creates of more than 12 domains from April 2023 to February 2024 will receive a 25% discount for a growth of 10%-19.9% and a 50% discount for a growth of 20% and above.

Registrars with half monthly average new creates of less than 12 domains from April 2023 to February 2024 will be eligible for a 10% discount only if they register a minimum of 12 new creates during the promotion term.


Please Note:

- This is an opt-in promotion. Registrars are requested to fill this [form](#) if you wish to enroll for this promotion.
- Registrars opting in for this promotional offer will be required to prominently place the TLD on their website during the promotion term.
- Registrars opting in for the promotion will be required to offer the discounts to their end customers..
- Discounts will NOT be offered to Registrars if the above criteria is not met, in spite of meeting growth targets.
- Discounts will be provided to eligible Registrars after the end of the promotional offer.

Illustration:

	Avg half monthly New Creates (Apr 23 – Feb 24)	New Creates (15 Mar 24 – 15 Apr 24)	Growth	Discount %	Discount
Registrars with half monthly average of 12<	27	45	66%	50%	50% discount on Cost Price of 45 domains
Registrars with half monthly average of 12<	77	87	13%	25%	25% discount on Cost Price of 87 domains
Registrars with half monthly average of 12<	37	40	8%	0%	Registrar not eligible for discounts
Registrars with half monthly average of 12>	7	14	12+ New Creates	10%	10% discount on Cost Price of 14 domains
Registrars with half monthly average of 12>	5	10	<12 New Creates	0%	Registrar not eligible for discounts

4. Program Terms and Conditions

- All .IN Registrars are eligible for this program.
- The Growth Promotion is applicable to one year new creates of 2nd level and 3rd level .IN/.भारत domains only :
 - Second Level .IN/.भारत registrations e.g. example.in/उदाहरण.भारत
 - Third Level .IN/.भारत registrations e.g. example.co.in/उदाहरण.कंपनी.भारत
- The discounts are applicable to both .IN and IDNs and their respective zones.
- Registrars are required to opt-in for the promotion by filling in the [Opt-in Form](#) latest by 15 April 2024.
- Eligible Registrars will receive the discount amount for applicable domain names only after submitting an invoice/debit note.
- The discount amount to eligible Registrars will be offered as reimbursements:
 - The discount amount for the applicable domain names will be communicated to the eligible Registrars after the end of the promotion term.
 - Registrars are required to submit an invoice (for GST applicable Registrars) or a Debit Note (for non-GST Registrars) to receive the applicable discount amount.
 - Invoice/Debit Note should be sent to accounts@nixi.in and registry@nixi.in as per the timelines that will be communicated in the reimbursement amount email.
 - Discount amount in the form of reimbursements will reflect in Registrar account by the dates communicated in the reimbursement mail.
- Retail pricing of domains is at the discretion of the Registrar. However, Registrars are encouraged to offer aggressive pricing discounts to customers, in accordance with the program's discount structure. The same is suggested for promoting discounted pricing on customer interface/website.
- We request you to promote the program through feasible marketing activities throughout the program duration and share it with us at registry@nixi.in. Please do not forget to tag us in your social media promotions!

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

Good Luck!