



Diwali Dhamaka 2020! - Extended

1. Introduction

To celebrate the festival of lights and new beginnings, we would like to announce the “Diwali Dhamaka 2020!” which is a threefold promotion applicable to new creates of both 2nd level and 3rd level .IN/.भारत domains for a period of 2 months!

2. Offers

a. Discount on New Creates

50% upfront discount on one year new creates of 2nd level and 3rd level .IN/.भारत domains during the promotion period

New creates of second level .IN/.भारत domains:

Years	Current Price	Discount %	Discount in INR	Effective Price
1	INR 350	50%	INR 175	INR 175

New creates of third level .IN/.भारत domains:

Years	Current Price	Discount %	Discount in INR	Effective Price
1	INR 250	50%	INR 125	INR 125

b. Growth Bonanza

Registrars with maximum growth percentage in new creates (all years) during the promotion period will be rewarded the following:

1st Prize for Maximum growth: Giveaway worth ~INR 50,000

2nd Prize for Second maximum growth: Giveaway worth ~INR 30,000

3rd Prize for Third maximum growth: Giveaway worth ~INR 20,000

Registrars with an **average of 100+ new creates** from the last 3 months (July - Sept 2020) will be eligible for the “Growth Bonanza”.

c. IDN Registrations

Registrars with maximum IDN registrations during the promotion period will be rewarded the following:

1st Prize for Maximum IDN Registrations: Giveaway worth ~INR 25,000

2nd Prize for Second maximum IDN Registrations: Giveaway worth ~INR 15,000

3rd Prize for Third maximum IDN Registrations: Giveaway worth ~INR 10,000

3. Duration

This promotion will be applicable from 16 October 2020 to 15 December 2020.

Key dates:

Start: 00:00:00 (IST) 16 October 2020 i.e. 18:30:00 (UTC) 15 October 2020

End: 23:59:59 (IST) 15 December 2020 i.e. 18:29:59 (UTC) 15 December 2020

4. Program Terms and Conditions

- The “Diwali Dhamaka 2020!” runs from 00:00:00 (IST) 16 October 2020 i.e. 18:30:00 (UTC) 15 October 2020 to 23:59:59 (IST) 15 December 2020 i.e. 18:29:59 (UTC) 15 December 2020
- The discount offer, as mentioned above, is applicable to one year new creates:
 - 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 discount is applicable to both .IN and IDNs and their respective zones.
- The “Effective Price”, as mentioned above, will be pre-set/upfront for all .IN accredited registrars for the entire duration of the program.
- GST will be calculated as per “Effective Price” in the monthly invoice.
- Registrars are NOT required to opt-in or send a confirmation for participating in this program. The discounted pricing will be applicable to all Registrars by default.
- Retail pricing of domains is at the discretion of the Registrar. However, Registrars are required to offer aggressive pricing discounts to customers in accordance with the program’s promotional pricing. The same is suggested for promoting discounted pricing on customer interface/website.
- We request you to promote the discounted pricing through feasible marketing activities throughout the program duration and share it with us. Please send marketing proof to programs@registry.in and don’t forget to tag us in your social media promotions!



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

Happy Diwali!

