



Gaon Gaon Scheme

1. Introduction

To promote and increase the uptake of .IN namespace especially in rural areas of India as defined by the Government of India, NIXI would like to announce the “Gaon Gaon Scheme” applicable to new creates of both 2nd level and 3rd level .IN/.भारत domains.

2. Offer

50% 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

3. Eligibility

- All .IN accredited Registrars are eligible for this program.
- **ONLY Domain Names registered from the rural areas of India as defined by Government of India** will be eligible for the 50% discount.
- 50% discount will be given to Registrars as a reimbursement for qualifying domain names.
- Registrars are required to share a list of qualifying domain names with registry@nixi.in by 20 May 2021 to avail the 50% discount.
- Upon verification, only the qualifying domains will receive the reimbursement.
- Discount amount will be added to the Registrar’s account with NIXI in the month of May 2021.

4. Duration

This promotion will be applicable from 15 April 2021 to 14 May 2021.

Key dates:

Start: 00:00:00 (IST) 15 April 2021 i.e. 18:30:00 (UTC) 14 April 2021

End: 23:59:59 (IST) 14 May 2021 i.e. 18:29:59 (UTC) 14 May 2021

5. Program Terms and Conditions

- “Village” means a village specified by the Governor by public notification to be a village as per Article 243(g) of the Indian Constitution.
 - “Gaon Gaon Scheme” is applicable from 00:00:00 (IST) 15 April 2021 i.e. 18:30:00 (UTC) 14 April 2021 to 23:59:59 (IST) 14 May 2021 i.e. 18:29:59 (UTC) 14 May 2021
 - 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
 - Discount is applicable to both .IN and IDNs and their respective zones.
 - “Effective Price”, as mentioned above, will be offered as a reimbursement for qualifying domain names registered during the promotion period.
 - **Registrars are NOT required to opt-in or send a confirmation for participating in this program.**
 - The discounted pricing will be reimbursed to Registrars that submit the list of qualifying domain names.
 - Retail pricing of domains is at the discretion of the Registrar. However, Registrars are required to offer aggressive pricing discounts to applicable 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 do not forget to tag us in your social media promotions!
- A row of five circular social media icons: Facebook (blue with white 'f'), Twitter (light blue with white bird), LinkedIn (blue with white 'in'), Instagram (black with white camera outline), and YouTube (red with white play button).
- This discount program is offered at the sole discretion of the .IN Registry (NIXI).

Happy Selling!