



# New Year Special Promotion

## 1. Introduction

To welcome and kick-off 2022 on a high note, we are very excited to announce the “**New Year Special Promotion**”. This offer is applicable to all 1 year new creates of 2<sup>nd</sup> level and 3<sup>rd</sup> level .IN/.भारत domains. The goal is to grow the .IN namespace by providing the domains to the Registrants at INR 299.

Please read the details mentioned below.

We request you to fill this [form](#) to Opt-in for this promotion latest by **7 January, 2022**.

## 2. Offer

All 1 year new creates of 2<sup>nd</sup> level and 3<sup>rd</sup> level .IN/.भारत domains will be provided at **INR 150** to the Registrar from **15 January 2022 to 31 January, 2022**.

Registrars are required to set the **selling price** of 1 year new creates of 2<sup>nd</sup> level and 3<sup>rd</sup> level .IN/.भारत domains at **precisely INR 299** (including GST) for the offer duration.

### Please Note:

- Registrars are required to **opt-in** for this promotion latest by **7 January 2022**. This offer will be applicable only to Registrars that fill the opt-in form: <https://forms.gle/L3YMuJjCH7AjjxVe9>
- Discount amount will be offered to the participating Registrars in the form of **reimbursements**.
- If a Registrar opts-in and does not set the selling price of 1 year new creates of 2<sup>nd</sup> level and 3<sup>rd</sup> level .IN/.भारत domains at INR 299 (or equivalent local currency) for the offer duration, the standard amount of INR 350 / INR 250 for 2<sup>nd</sup> level and 3<sup>rd</sup> level domains respectively will be applicable to the domains registered during the offer duration and no reimbursements would be provided.

## 3. Duration

**Start Date:** 00:00:00 (IST) 15 January 2022 i.e. 18:30:00 (UTC) 14 January 2022

**End Date:** 23:59:59 (IST) 31 January 2022 i.e. 18:29:59 (UTC) 31 January 2022

## 4. Incentive

We will be offering an additional incentive amount of **INR 1,00,000** to the top performer in each of the following categories based on maximum growth

**Platinum:** More than 100K domains under management

**Gold:** More than 50K and less than 100K domains under management

**Silver:** More than 10K and less than 50K domains under management

## 5. Program Terms and Conditions

- All .IN Registrars are eligible for this program.
- New Year Special Promotion is applicable to 1 year new creates of 2<sup>nd</sup> level and 3<sup>rd</sup> 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 offer “INR 299” (or equivalent local currency) for 1 year new creates of 2<sup>nd</sup> level and 3<sup>rd</sup> level .IN/.भारत domains to the Registrants in accordance with the program. Same is suggested for promoting the offer on customer interface/website.
- Discount amount will be communicated and reimbursed to the participating Registrars in the following month.
- We request you to promote the program through feasible marketing activities throughout the offer duration and share it with us. 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).

**Happy New Year!**