



The
Power
of
India



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Indian
Internet



Unleash the Power of Indian Internet

by Jay Paudyal, Founder Knowledge Café and DomainKhan.com



Domain Registrations and Acquisitions

Domain registration stats

- ▶ India beats world in Domain Registration growth – Times of India Report
- ▶ 12-15% growth in last 3 years as compare to global growth of 8%

STATE OF INDIAN DOMAIN NAME INDUSTRY IN 2018

A ZINNOV REPORT



One-Minute Digest: A Quick Snapshot of Indian Domain Name Industry



332.4 Mn Total domain name count globally, **witnessing a growth of 0.9% YoY**



5.3 Mn Total domain name count in India, **witnessing a growth of 7.1% YoY**



48% Of domain names bought used for websites



57% Market share of **.com**, making it the most preferred TLD in India



73% SMBs preferred **.com** over other TLDs owing to **Trust, Global Standards, and Professional Image**

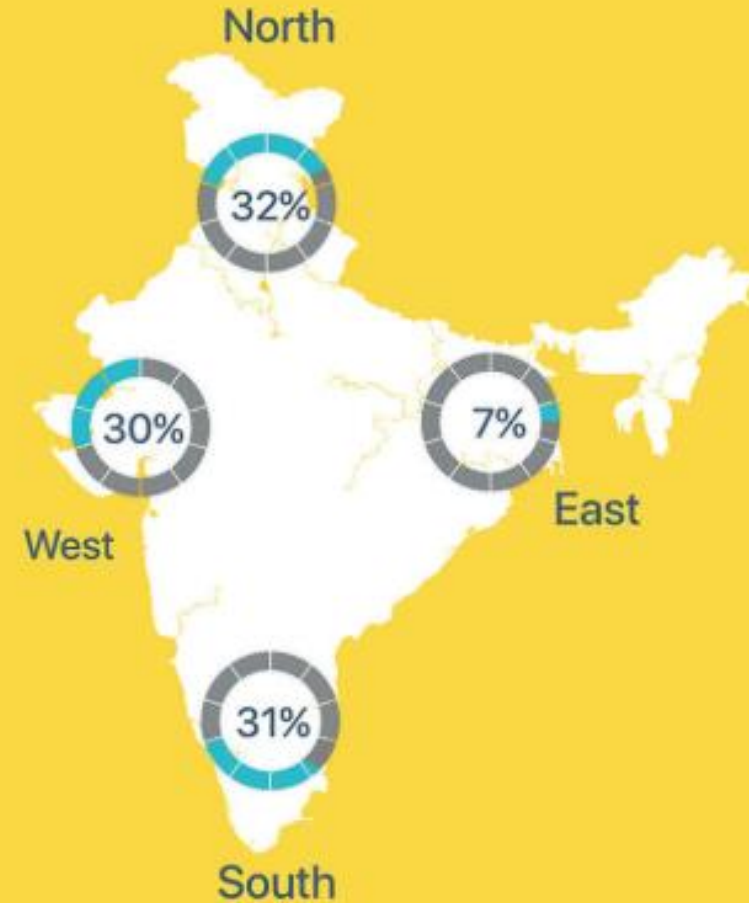
Domain Name Count in India to witness a stronger growth as compared to global markets

Domain Name Count by TLDs Global & India (as of Dec 31, 2017)

TLD	Registry	Global (Mn)	India (Mn)
.com	Verisign	131.9	3.02
.net		14.15	0.24
.org	PIR	10.3	0.18
.info	Afilias	6.4	0.06
.mobi		0.5	0.04
.in	Nixi	2.0	1.40
.biz	Neustar	2.1	0.03
.asia	DotAsia	0.2	0.01
New TLDs		23.9	0.17
Others		140.5 ¹	0.14 ²
Grand Total		332.4	5.30

.com had ~57% share of the market followed by .in @26%

Share of Domain Names by Region (as of Dec 31, 2017)



Maharashtra, Delhi/NCR, Tamil Nadu, Karnataka, emerged as the top states, being home to over 50% of the registered domain name business in India

Majority usage of domain names is limited to Websites and Professional Emails

.com continues to be the most preferred top-level domain within SMBs in India, followed closely by .in domain

Domain Name Universe in India - Split by Key Attached Services, (2016 vs. 2017)



75%

Bought a specific domain name on the basis of their **'Company Name'**

80%

Cost not a concern for buying a domain name



Key Takeaways (SMB Survey)

59%

Bought their domain names directly from **Registrars** (GoDaddy, BigRock, etc.)

85%

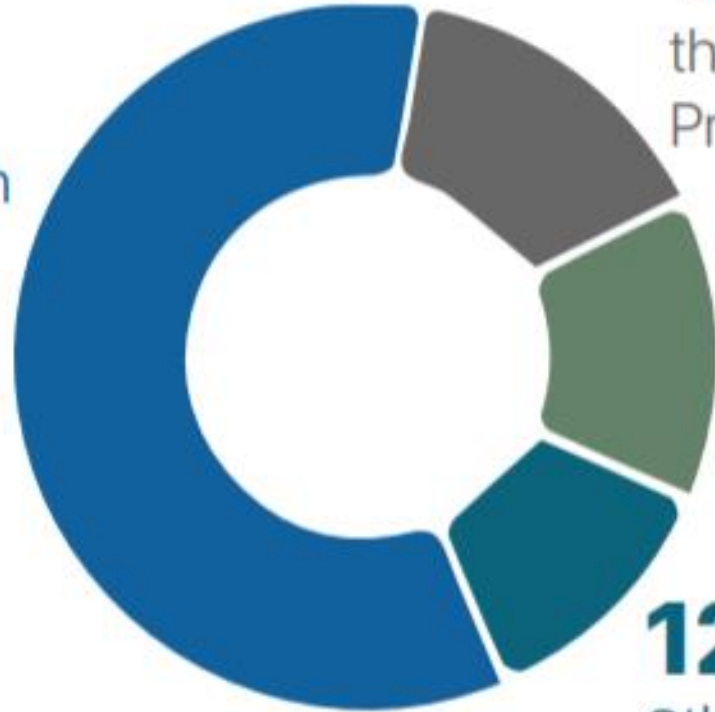
Used **digital payment methods (Debit/ Credit Cards/ Netbanking)** to purchase the domain names

53%

Have **additional free pages on Social Media** for business use specially

Domain Name Registration Process

59%
bought
directly from
Registrars
(GoDaddy,
Big Rock,
etc.)



15%
through IT Service
Providers

14%
through Website
Developers

12%
Others (like assistance
from a friend)

Domain Aftermarket stats

- ▶ Low ball : \$150 to \$800
- ▶ Mid range : \$1000- \$2500
- ▶ High figure : \$5000 to \$300K

Deepak Daftari sold many domains between \$100k to \$300k

Aishwin sold co.net last year for \$100k

Pankaj is also selling domain quite frequently

GoDaddy and other players also see huge aftermarket potential in India

New India is paying : I recently sold a domain for \$35k to a Indian steel company (That name was not premium but contained their brand like PPGroup or something)

What can you do?

- ▶ Domain registration business
- ▶ Hosting business
- ▶ Domain aftermarket
- ▶ Web development services using WordPress

Indic Content

Huge demand

- ▶ According to KPMG and Google survey : **Indic Internet is growing 18%** to reach 536 million by 2021 whereas **English Internet is growing at 3%** only to reach 199 million by that time.
- ▶ Indic Internet user base 75% by 2021.
- ▶ Hindi internet user base will outgrow English user base in India by 2021.
- ▶ In 2017, YouTube India said that regional viewership had tripled in the past two years, with Hindi, Telugu, Tamil, Kannada and Malayalam witnessing “massive growth” in watch time.

Scarcity / Lack of Quality

- ▶ Lack of quality content and scarcity of Indic content
- ▶ Mostly entertainment content is available in Indic
- ▶ We need educational content, informational content
- ▶ Content for every age group 0 to 100 years
- ▶ CVS 3D Rhymes (2 cr. Subscriber base) with English, Telugu, Hindi, Tamil, Kannada, Malayalam, Bengali, Marathi
- ▶ Kids watches rhymes in every language

Case studies

- ▶ Paytm has witnessed 700% increase in overall traffic and 1000% growth in the amount of money added to the Paytm account when they added Indic language support.
- ▶ Amazon.com has also seen increase in traffic and sales after launching Hindi store few months ago
- ▶ Google assistant turns Marathi last year
- ▶ I have also converted \$5000 to 1 M\$ in the time span of two years because of Indic content.

What can you do ?

- ▶ Start exploring more opportunities in Indic
- ▶ Blogging in your own language
- ▶ Starting up your own YouTube Channel in your own language
- ▶ Produce more and more Text and Video content in Indic
- ▶ Translation Agency

E-commerce



Building ई-कॉमर्स in India

E-commerce in India

- Indian Internet users base 470 million as of July 2017 (40%)
- 1991 : eCommerce in India
- 2002 : IRCTC
- 50 B\$ (by 2018)
- 65 B\$ (by 2020)
- 250 B\$ (by 2025)
- 27 T\$ (by 2020 worldwide)

IE-commerce

- Urban consumption is growing by 7% / year
- Rural consumption is growing by 22% / year
- 68% Internet users consider local language content more reliable than English as Google and KPMG Survey

Opportunity

- ▶ Online store of nice products
- ▶ Online store for single category (become category killer)
- ▶ Become a seller with marketplace like Amazon and Flipkart
- ▶ Sell through WhatsApp Groups
- ▶ Sell through Social Media

What can I do ?

- ▶ Select a product or category.
- ▶ Open a partnerships/individual/company
- ▶ Apply PAN, GST etc
- ▶ Start online store using Shopify (e-commerce ready)
- ▶ Create seller account with Amazon / Flipkart
- ▶ Create and participate in WhatsApp and other social media groups
- ▶ Do not forget power of Indic

Other opportunities

Full-time / Part-time Jobs

- ▶ As a Indic language specialist
- ▶ Translator
- ▶ Voice over artist
- ▶ Dubbing artist for videos
- ▶ Copyrighting in vernacular language
- ▶ Writer / Blogger
- ▶ eBiz Consultant
- ▶ Specialized Digital marketer
- ▶ AI / ML Expert

Businesses

- ▶ Translation agency
- ▶ Localization services
- ▶ Video content production
- ▶ Specialized Digital marketing agency like for ecommerce
- ▶ Web Development company
- ▶ Logistics company
- ▶ CRM / ERP Developer
- ▶ AI / ML Consultant
- ▶ Process optimizing company

IDN Domain Names

Hindi, Telugu, Kannada, Malayalam, Tamil, Punjabi, Gujarati, Bangla, Oriya

www.zoho.com

दुकान.भारत

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Q&A

Thank you - All the Best



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