

Prospectus

Domain Name Set: Indian Insurance Domains

WebGrow, Inc. / per [Name of Brokerage]

Contents

Introduction.....	2
The Domain Names: Overview.....	2
Domain Names for <i>Types</i> of Insurance	3
Insurance Domain Names for <i>Places</i>	5
The Potential Market Reach	12
Why Domain Names?.....	13
Why <i>These</i> Domain Names?.....	13
Why a Domain Name <u>Set</u> ?	14
Why You?.....	15
What Are They Worth?	15
Notes	16
Ownership.....	16
Disclaimer	16
'India' in Some of the Domains	16

WebGrow, Inc. / per [Name of Brokerage]

Introduction

WebGrow, Inc., is offering for sale a portfolio of domain names pertaining to the insurance market in India that would confer an ongoing, powerful strategic advantage and revenue generator to any insurance provider that deploys them effectively.

The portfolio will be sold only as a set, so there can be only one buyer.

That buyer will be either your own company, or a competitor.

We have engaged the services of [Name of Brokerage] as a broker to negotiate the sale on our behalf. Please direct all communications through them.

This document presents the domains and also their advantages to an insurance provider.

Thank you for considering it.

— Keith Borden, Co-Owner
WebGrow, Inc.

The Domain Names: Overview

The set has two groups of domains, totaling 222 Indian Insurance domains in all:

- Domain names for types of insurance: 48 .IN domains and 11 .COM domains, for a total of 59 domains covering up to 48 types of insurance.*
- Insurance domain names for places: 83 .IN domains and 80 .COM domains, for a total of 163 domains covering 95 geographical areas in India:
 - All of India's 28 states
 - All of India's 8 union territories (either the whole territory or its parts)
 - 70% of India's 20 largest cities
 - 26 of the largest cities in each state or union territory
 - 33 of the state or union territory capitals
 - The national capital, New Delhi.

— https://en.wikipedia.org/wiki/States_and_union_territories_of_India

— https://en.wikipedia.org/wiki/List_of_cities_in_India_by_population

A table of the domain names for types of insurance is on pp. 3-4.

A table of the insurance domain names for places is on pp. 5-11.

The advantages of investing in these domains are presented on pp. 12-16.

* 48 types based on keywords. The actual number of types is less because some keywords represent the same type.

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Domain Names for <i>Types</i> of Insurance		
.IN Domains	.COM Domains	Insurance Type
airlineinsurance.in		Airline
businessinsuranceindia.in		Business
cycloneinsurance.in		Cyclone
droughtinsurance.in		Drought
entertainmentinsurance.in		Entertainment
exportcreditinsurance.in		Export Credit
exportinsurance.in		Export
flightinsuranceindia.in	flightinsuranceindia.com	Flight (India)
floodinsurance.in		Flood
gamblinginsurance.in		Gambling
foodinsurance.in		Food
hotelinsurance.in		Hotel
importinsurance.in		Import
indiaautoinsurance.in		(India) Auto
indiabusinessinsurance.in		(India) Business
indiacargoinsurance.in	indiacargoinsurance.com	(India) Cargo
indiaflightinsurance.in	indiaflightinsurance.com	(India) Flight
indiaglobalinsurance.in	indiaglobalinsurance.com	(India) Global
indiahomeinsurance.in		(India) Home
indiainternationalinsurance.in	indiainternationalinsurance.com	(India) International
indiamotorcycleinsurance.in	indiamotorcycleinsurance.com	(India) Motorcycle
indiamotorinsurance.in	indiamotorinsurance.com	(India) Motor
indiatruckinsurance.in	indiatruckinsurance.com	(India) Truck
indiavehicleinsurance.in	indiavehicleinsurance.com	(India) Vehicle
landlordsinsurance.in		Landlord's

WebGrow, Inc. / per [Name of Brokerage]

Domain Names for <i>Types</i> of Insurance		
.IN Domains	.COM Domains	Insurance Type
landslideinsurance.in		Landslide
mediainsurance.in		Media
monsooninsurance.in	monsooninsurance.com	Monsoon
motorinsuranceindia.in		Motor (India)
mudinsurance.in	mudinsurance.com	Mud
mudslideinsurance.in		Mudslide
pandemicinsurance.in		Pandemic
partnershipinsurance.in		Partnership
raceinsurance.in		Race
racinginsurance.in		Racing
realestateinsurance.in		Real Estate
reputationinsurance.in		Reputation
residenceinsurance.in		Residence
residentialinsurance.in		Residential
restaurantinsurance.in		Restaurant
safetyinsurance.in		Safety
storageinsurance.in		Storage
storminsurance.in		Storm
terrorisminsurance.in		Terrorism
tradeinsurance.in		Trade
typhooninsurance.in		Typhoon
vacationinsurance.in		Vacation
windinsurance.in		Wind

Insurance Domain Names for <i>Places</i>			
.IN Domains	.COM Domains	Place	Place Significance
agartala insurance .in	agartala insurance .com	Agartala	Agartala is the capital and largest city of the state of Tripura.
ahmadabad insurance .in	ahmadabad insurance .com	Ahmadabad	Ahmadabad (also Ahmedabad) is the largest city in the state of Gujarat. It is India's 5th largest city.
aizawl insurance .in	aizawl insurance .com	Aizawl	Aizawl is the capital and largest city of the state of Mizoram.
andaman insurance .in	andaman insurance .com	Andaman	Andaman Islands is in Andaman and Nicobar Islands union territory.
andhrapradesh insurance .in	andhrapradesh insurance .com	Andhra Pradesh	Andhra Pradesh is a state bordering India's southeastern coast.
andrott insurance .in	andrott insurance .com	Andrott	Andrott Island, also known as Androth Island, is an island in the union territory of Lakshadweep.
arunachal insurance .in	arunachal insurance .com	Arunachal	Arunachal Pradesh is one of India's twenty-eight states.
arunachalpradesh insurance .in	arunachalpradesh insurance .com	Arunachal Pradesh	Arunachal Pradesh is one of India's twenty-eight states.
assam insurance .in		Assam	Assam is a state in India.
bengal insurance .in		Bengal	Bengal is divided between the nation of Bangladesh and West Bengal, which is a state of India.
bengaluru insurance .in		Bengaluru	Bengaluru (also Bangalore) is the capital and largest city of Karnataka, and a center of the high-tech industry.
	bhopal insurance .com	Bhopal	Bhopal is a city in Madhya Pradesh state. It is India's 16th largest city.
bhubaneswar insurance .in	bhubaneswar insurance .com	Bhubaneswar	Bhubaneswar is the capital and largest city in Odisha, and is India's 58th largest city.
bihar insurance .in	bihar insurance .com	Bihar	Bihar is a state in East India.

Insurance Domain Names for <i>Places</i>			
.IN Domains	.COM Domains	Place	Place Significance
calcutta insurance .in	calcutta insurance .com	Calcutta	Calcutta (still widely used) is the former name of Kolkata, the capital and largest city of West Bengal state. It is India's 7th largest city.
chandigarh insurance .in		Chandigarh	Chandigarh is the capital of the states of Punjab and Haryana, and also a union territory.
chhattisgarh insurance .in	chhattisgarh insurance .com	Chhattisgarh	Chhattisgarh is a state in India.
dadra insurance .in	dadra insurance .com	Dadra	Dadra is part of the union territory of Dadra and Nagar Haveli and Daman and Diu.
daman insurance .in		Daman	Daman is the capital and largest city of Dadra and Nagar Haveli and Daman and Diu, a union territory.
dehradun insurance .in	dehradun insurance .com	Dehradun	Dehradun is a district, the capital, and the largest city of Uttarakhand. It is India's 76th largest city.
delhi insurance .in		Delhi	Delhi, India's capital territory, is a massive metropolitan area. It is India's 2nd largest city.
dimapur insurance .in	dimapur insurance .com	Dimapur	Dimapur is a district and the largest city in the state of Nagaland.
dispur insurance .in	dispur insurance .com	Dispur	Dispur is the capital of Assam state.
diu insurance .in	diu insurance .com	Diu	Diu District is a district in the union territory of Dadra and Nagar Haveli and Daman and Diu in India.
faridabad insurance .in	faridabad insurance .com	Faridabad	Faridabad, the largest city in Haryana state, is India's 25th largest city.
gandhinagar insurance .in	gandhinagar insurance .com	Gandhinagar	Gandhinagar is the capital of Gujarat state.
gangtok insurance .in	gangtok insurance .com	Gangtok	Gangtok is the capital and largest city of Sikkim state.

Insurance Domain Names for <i>Places</i>			
.IN Domains	.COM Domains	Place	Place Significance
ghaziabadinsurance.in	ghaziabadinsurance.com	Ghaziabad	Ghaziabad is a city in Western Uttar Pradesh, close to New Delhi and part of the National Capital Region of Delhi. It is India's 21st largest city.
goainsurance.in	goainsurance.com	Goa	Goa is a state in western India.
gujaratinsurance.in		Gujarat	Gujarat is India's westernmost state.
guwahatiinsurance.in	guwahatiinsurance.com	Guwahati	Guwahati, the largest city in Assam state, is a major port and one of the fastest growing cities. It is India's 48th largest city.
haryanainsurance.in	haryanainsurance.com	Haryana	Haryana is a state surrounding New Delhi on 3 sides.
himachalinsurance.in	himachalinsurance.com	Himachal	Himachal Pradesh is a state.
himachalpradeshinsurance.in	himachalpradeshinsurance.com	Himachal Pradesh	Himachal Pradesh is a state.
imphalinsurance.in	imphalinsurance.com	Imphal	The city of Imphal is the capital and largest city of the state of Manipur.
	indoreinsurance.com	Indore	Indore is the headquarters of Indore District and Division and the largest city in Madhya Pradesh. It is India's 14th largest city.
itanagarinsurance.in	itanagarinsurance.com	Itanagar	Itanagar is the capital of Arunachal Pradesh.
	jaipurinsurance.com	Jaipur	Itanagar is the capital and largest city of Arunachal Pradesh. It is India's 10th largest city.
jammuinsurance.in	jammuinsurance.com	Jammu	Jammu is the largest city in the Jammu Division and the winter capital of Jammu and Kashmir. It is India's 89th largest city. Jammu and Kashmir is a state.

Insurance Domain Names for <i>Places</i>			
.IN Domains	.COM Domains	Place	Place Significance
jamshedpurinsurance.in	jamshedpurinsurance.com	Jamshedpur	Jamshedpur is the largest city in Jharkhand and a district headquarters. It is India's 69th largest city.
jharkhandinsurance.in	jharkhandinsurance.com	Jharkhand	Jharkhand is a state in eastern India.
jodhpurinsurance.in	jodhpurinsurance.com	Jodhpur	Jodhpur is in the Rajasthan state. It is India's 43d largest city.
	kanpurinsurance.com	Kanpur	Kanpur is an industrial city and the financial capital of Uttar Pradesh. It is India's 12th largest city.
kargilinsurance.in	kargilinsurance.com	Kargil	Kargil is a capital of Ladakh.
karnatakainsurance.in		Karnataka	Karnataka is a state. The capital, Bengaluru (formerly Bangalore), is a high-tech hub.
kashmirinsurance.in	kashmirinsurance.com	Kashmir	Jammu and Kashmir is a state.
kavarattiinsurance.in	kavarattiinsurance.com	Kavaratti	Kavaratti is the capital and largest city of Lakshadweep union territory.
keralainsurance.in		Kerala	Kerala is a state.
kohimainsurance.in	kohimainsurance.com	Kohima	Kohima is the capital of Nagaland.
ladakhinsurance.in	ladakhinsurance.com	Ladakh	Ladakh is a union territory.
lakshadweepinsurance.in	lakshadweepinsurance.com	Lakshadweep	Lakshadweep is a union territory.
lehinsurance.in		Leh	Leh is a capital of Ladakh.
	lucknowinsurance.com	Lucknow	Lucknow is the capital and largest city of Uttar Pradesh. It is India's 11th largest city.
madhyainsurance.in	madhyainsurance.com	Madhya	Madhya Pradesh is a state.
madhyapradeshinsurance.in	madhyapradeshinsurance.com	Madhya Pradesh	Madhya Pradesh is a state.
madrasinsurance.in	madrasinsurance.com	Madras	Madras (now Tamil Nadu) was a state.

Insurance Domain Names for <i>Places</i>			
.IN Domains	.COM Domains	Place	Place Significance
	maduraiinsurance.com	Madurai	Madurai is a major city in Tamil Nadu state. It is the administrative headquarters of Madurai District. It is India's 44th largest city.
maharashtrainsurance.in		Maharashtra	Maharashtra is best known for its fast-paced capital, Mumbai, the seat of the Bollywood film industry.
manipurinsurance.in	manipurinsurance.com	Manipur	Manipur is a state.
meghalayainurance.in	meghalayainurance.com	Meghalaya	Meghalaya is a state.
mizoraminsurance.in		Mizoram	Mizoram is a state.
nagalandinsurance.in	nagalandinsurance.com	Nagaland	Nagaland is a state.
nagarhaveliinsurance.in	nagarhaveliinsurance.com	Nagar Haveli	Nagar Haveli is part of Dadra and Nagar Haveli and Daman and Diu, a union territory.
	nagpurinsurance.com	Nagpur	Nagpur is a capital of Maharashtra and is projected to be the fifth fastest growing city in the world from 2019 to 2035. It is India's 13th largest city.
newdelhiinsurance.in		New Delhi	New Delhi is the capital of India and one of Delhi city's 11 districts.
nicobarinsurance.in	nicobarinsurance.com	Nicobar	Andaman and Nicobar Islands is a union territory.
odishainsurance.in	odishainsurance.com	Odisha	Odisha is a state.
panajiinsurance.in	panajiinsurance.com	Panaji	Panaji is the capital of Goa state and headquarters of North Goa district.
	patnainurance.com	Patna	Patna is the capital of Bihar state. It is India's 19th largest city.
pimprichinchwadinsurance.in	pimprichinchwadinsurance.com	Pimpri-Chinchwad	Pimpri-Chinchwad is part of Pune Metropolitan City in Maharashtra state. It is India's 18th largest city.
pondicherryinsurance.in	pondicherryinsurance.com	Pondicherry	Pondicherry (now Puducherry) is a union territory and also its capital.

Insurance Domain Names for <i>Places</i>			
.IN Domains	.COM Domains	Place	Place Significance
portblairinsurance.in	portblairinsurance.com	Port Blair	Port Blair is the capital and largest city of Andaman and Nicobar Islands union territory.
puducherryinsurance.in	puducherryinsurance.com	Puducherry	Puducherry (formerly Pondicherry) is a union territory and also its capital.
punjabinsurance.in		Punjab	Punjab is a state.
raipurinsurance.in	raipurinsurance.com	Raipur	Raipur city is the headquarters of Raipur district in Chhattisgarh state.
rajasthaninsurance.in	rajasthaninsurance.com	Rajasthan	Rajasthan is India's largest state.
	rajkotinsurance.com	Rajkot	Rajkot is in state Gujarat state. It is India's 27th largest city.
ranchiinsurance.in	ranchiinsurance.com	Ranchi	Ranchi city is headquarters of Ranchi district and capital of Jharkhand state. It is India's 38th largest city.
shillonginsurance.in	shillonginsurance.com	Shillong	Shillong is capital and largest city of Meghalaya state.
shimlaininsurance.in	shimlaininsurance.com	Shimla	Shimla is a capital and district and the largest city of Himachal Pradesh.
sikkiminsurance.in	sikkiminsurance.com	Sikkim	Sikkim is a state.
silvassainsurance.in	silvassainsurance.com	Silvassa	Silvassa is in Dadra and Nagar Haveli and Daman and Diu union territory.
srinagarinsurance.in	srinagarinsurance.com	Srinagar	Srinagar is a capital and the largest city of Jammu and Kashmir state. It is India's 31st largest city.
tamilnaduinsurance.in	tamilnaduinsurance.com	Tamil Nadu	Tamil Nadu is a state.
telanganaininsurance.in		Telangana	Telangana is a state.
	thaneinsurance.com	Thane	Thane, India's 15th largest city, is a city, district and taluka in Maharashtra.
thiruvananthapuraminsurance.in	thiruvananthapuraminsurance.com	Thiruvananthapuram	Thiruvananthapuram is the capital and the largest city of the state of Kerala. It is India's 61st largest city.

WebGrow, Inc. / per [Name of Brokerage]

Insurance Domain Names for <i>Places</i>			
.IN Domains	.COM Domains	Place	Place Significance
tripura insurance .in	tripura insurance .com	Tripura	Tripura is a state.
uttarakhand insurance .in	uttarakhand insurance .com	Uttarakhand	Uttarakhand.
uttar insurance .in	uttar insurance .com	Uttar	Uttar Pradesh.
uttarpradesh insurance .in	uttarpradesh insurance .com	Uttar Pradesh	Uttar Pradesh.
	vadodara insurance .com	Vadodara	Vadodara is headquarters of Vadodara district in Gujarat state. It is India's 20th largest city.
vascodagama insurance .in	vascodagama insurance .com	Vasco da Gama	Vasco da Gama is the largest city in Goa state.
	visakhapatnam insurance .com	Visakhapatnam	Visakhapatnam is the largest city in Andhra Pradesh state. It is India's 17th largest city.
westbengal insurance .in	westbengal insurance .com	West Bengal	West Bengal is a state.

WebGrow, Inc. / per [Name of Brokerage]

The Potential Market Reach

The profit potential of these domains is proportional to its market reach, that is, the size and affluence of the online market they could help you reach. How big and affluent is that market?

The economy of India is the fifth-largest economy in the world measured by nominal GDP and the third-largest by purchasing power parity (PPP). Since the start of the 21st century, annual average GDP growth has been 6% to 7%, and from 2013 to 2018, India was the world's fastest growing major economy, surpassing China. The long-term growth perspective of the Indian economy remains positive.... The country remains the world's sixth-largest consumer market.

— https://en.wikipedia.org/wiki/Economy_of_India

[T]he IMF forecasts ... India [to be the world's] ... fourth largest economy ... by 2027.

— <https://www.weforum.org/agenda/2022/09/india-uk-fifth-largest-economy-world/>

India has an Internet user base of about 636.77 million as of May 2020, about 40% of the population. [T]he penetration of e-commerce is ... growing, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point.

— https://en.wikipedia.org/wiki/E-commerce_in_India

India leads as the [Asian] country with [the highest] number of people who can speak English at 265 million.

— <https://worldpopulationreview.com/country-rankings/english-speaking-countries>

English is widely spoken in the big cities in India like Bangalore, Mumbai, Chennai....

— <https://howwidelyspoken.com/how-widely-spoken-english-india/>

English has always been an aspirational language, with a great deal of material progress and prestige associated with it. ... [F]or those in the cities and in the professions, it is the language of choice for commerce, for education, and for social interaction. The underprivileged and the lower classes see it as the language of emancipation and often invest in getting an English education.

— <https://public.oed.com/blog/introduction-to-indian-english/>

So those most likely to use English online are the prime prospects in India's growing insurance market — the economically and educationally advanced, who have the most need of insurance for their assets and activities, can best afford it, and are most likely to be online.

The Indian market holds tremendous potential for insurance products, especially in segments that remain untapped. The market is evolving in terms of market penetration ... and customer experience. Foreign insurers are an additional driver of growth.

— <https://www.soa.org/4a5dcd/globalassets/assets/files/resources/research-report/2022/growth-opportunities-india.pdf>

India's Insurance industry is one of the premium sectors experiencing upward growth. This upward growth of the insurance industry can be attributed to growing incomes and increasing awareness in the industry. India is the fifth largest life insurance market in the world's emerging insurance markets, growing at a rate of 32-34% each year.

— <https://www.ibef.org/industry/insurance-sector-india>

WebGrow, Inc. / per [Name of Brokerage]

Why Domain Names?

Business domain names matter for several reasons.

- Customers notice the domain names of websites they go to, especially if they type the name in, or if the name is made prominent in an ad or on the site itself.
- They especially notice a domain name they're *sent* to, in a radio, TV or print ad (instead of by a link they can just click on).
- They easily remember a name that *fits* what they're looking for — PunjabInsurance.IN (if they're looking for insurance in Punjab), or FloodInsurance.IN (if they're looking for flood insurance). They may even make a guess and just type the name in the browser.
- The right domain name helps inspire *confidence* and *trust* (see below).
- If a competitor owned a good domain, they could use it to take business away from you. It's good to own the domain to just prevent them from doing that, and even better for *you* to use it to take business away from *them*.

Why *These* Domain Names?

The .COM and .IN insurance domain names in this set offer several powerful advantages.

- The .COM extension — the first extension used commercially — suggests either an American or a global company focus, and has the highest trust and prestige globally.
 - However, it doesn't guarantee service in *India*, or products and services adapted to India. But that concern goes away for "geo" domains, e.g., rajkotinsurance.com.
- The .IN extension signifies an Indian company, implying high relevance in that country. Together, .IN and .COM are the two most important domain extensions to own in India.
- An "exact match" domain name — that is, one which exactly matches what the customer is looking for — assures the customer immediately that they've landed in the right place.
- An exact match domain with a major extension — either .COM, or the local country's extension (.IN India) — signals that you own the territory, that is, you were quick enough, smart enough or big enough to capture the preeminent domain for that market.
- A major-extension, exact-match *geo* domain (e.g., punjabinsurance.in) not only promises relevance (if the customer is in that region), but also inspires confidence by suggesting that it's the official insurance website for that region.
- There are particular advantages to owning these domains as a *set* (see below).

WebGrow, Inc. / per [Name of Brokerage]

Why a Domain Name Set?

The .COM and .IN domains we are offering provide keyword coverage for many types of insurance and almost all of India's states and territories, as well as many of its major cities.

This is exclusive coverage, especially for the .IN domains, the official extension for India. Only one company can acquire ownership of these domains — you or a competitor — and that company will have an ongoing commanding advantage selling insurance to the Indian market.

The advantages of deploying a set of domains, rather than a single site, are many.

- Each site tells customers they're in exactly the right place for what they're looking for.
- Each site can be customized with both images and text to match its unique focus.
- Each site can link to all the others in a tightly integrated network, making customer navigation among them easy or seamless while impressing with your broad reach.
- The mutual linking in a tightly integrated network will help enormously with SEO, since the traffic to *each* site will boost the search engine ranking of *all* the sites.
- The marketing strength of the website network makes it harder and more costly for a competitor to break through and compete effectively in *any part* of this broad market.

These network advantages make it imperative that all these domains be kept together as a set. Deployed as an integrated set, the domains will become *strongly synergistic: the whole will be much, much greater than the sum of its parts.*

- We will not break up the set by selling some domains to one company, some to another. This assures you that we won't dilute the advantage of owning them — or the disadvantage of *not* owning them.

The full advantage will go to one buyer.

The full *disadvantage* will go to all of that buyer's competitors.

All insurance providers in India could benefit, but only one will. All the rest will be hurt.

Frankly, any one or two of these domains, by themselves, would be something you could probably afford to ignore. But not the *set*. The *set* covers too much ground. It's a *must*-have.

But what if you don't offer all the types or serve all of the regions in the set?

- Owning the set gives you leverage to profitably partner with companies that do.
- Owning the set allows you to profitably leverage it in the areas you *do* serve.
- Owning the set creates spaces for you to expand into, at any time in the future.
- If a competitor owns the set, they may use it to take business away from you ... forever.
- If the set is missing types of insurance you do offer (life, health, motor), that doesn't negate the other advantages of owning the set. It could still be invaluable to you.

WebGrow, Inc. / per [Name of Brokerage]

But what about managing so many sites?

Systems like Multisite and MainWP allow you to manage multiple WordPress sites from a single dashboard, although each does it differently and the differences matter. You can make changes on selected sites or all sites simultaneously. Managing multiple sites should not be an obstacle.

But what about branding?

You can use your company name, logo and colors across all the sites, simultaneously keeping your branding and building the understanding that your brand has a broad reach.

Why You?

Owning this set of domains would ...

- Help a leading insurance provider consolidate their lead and cut off the competition.
- Give a mid-level player a unique, permanent asset to leverage against the market leaders.
- Give a foreign investor a huge leg up in this giant market.
- Create new market space for your company to grow into more easily.
- Give you a *permanent competitive edge that can't be duplicated*, protection for the future.

What Are They Worth?

In a competitive situation, how much should you be prepared to pay for this domain set?

Since the situation is competitive, either your company or a competitor will become the new owner of the domains. So that's the contrast to consider: *Not* the difference between owning them and not owning them, but the difference between you *or a competitor owning them*.

What matters is the *diference in impact* between these two situations. So ask two questions:

- How much *additional profit* can we expect to make if we deploy this asset effectively?
- How much business can we *expect to lose* if a *competitor* deploys this asset effectively?

If you lose this domain set, it will be to an aggressive, strategically savvy competitor. If they weren't aggressive and strategically savvy, they wouldn't have won the domains. So they'll be aggressive and strategically savvy in their deployment of the domains as well. Wouldn't you?

And this domain set constitutes a *permanent marketing asset* that *can't be copied*. It will confer an ongoing competitive advantage to the company that acquires them. They'll be a major threat.

So look at the factors that contribute to the *profit potential* of this domain set *for your company* if you own it, as well as the *loss potential* for your company if a competitor owns it instead.

Only your own company has the information necessary to estimate these two factors, which are unique to your company because they are different for every company. How could they not be?

WebGrow, Inc. / per [Name of Brokerage]

The valuating process is explored more fully in articles 13-23 of the LinkedIn article series, *What Businesses Need to Know about Domaining*:

<https://www.linkedin.com/pulse/table-contents-series-what-businesses-need-know-domaining-borden/>

Notes

Disclaimer: In writing this overview — for the benefit of a select audience — I made my best effort to be accurate and objective within the confines of brevity. Please forgive any distortions or biases which nevertheless inadvertently found their way into my words. I encourage you to do your own research, to correct any inaccuracies or biases herein.

Ownership: In December 2021, .IN (Indian) domains became subject to a new rule: “Nixi, the registry for .IN domains, requires ... written approval to register more than ... 100 .in domains (for businesses and organizations). Without this approval, the registry may delete the extra domains without letting the registrant know.”

Source: <https://support.google.com/domains/answer/6296356?hl=en>

To be on the safe side, ownership of our .IN domains, including our 131 .IN Indian insurance domains, is divided between two Massachusetts companies having the same ownership and management: WebGrow, Inc. and Write for Business, Inc. The buyer can either make a similar arrangement or obtain permission from NIXI to hold more than 100 .IN domains.

Dividing the ownership between two companies can be invisible to your customers.

‘India’ in Some of the Domains: Some of the insurance-type domains have “India” in the name. Since these domains are intended for use *in* India, having “India” in the domain is not preferable, but was done when the insurance type without “India” was not available.

Putting “India” at the end, when available, was considered better than at the beginning, since putting it at the beginning could suggest a service *of* India rather than just *in* India.