

GAC Advice Response Form for Applicants



The Governmental Advisory Committee (GAC) has issued advice to the ICANN Board of Directors regarding New gTLD applications. Please see Section II of the [GAC Buenos Aires Communiqué](#) for the full list of advice on individual strings, categories of strings, and strings that may warrant further GAC consideration.

Respondents should use this form to ensure their responses are appropriately tracked and routed to the ICANN Board for their consideration. Complete this form and submit it as an attachment to the ICANN Customer Service Center via your [CSC Portal](#) with the Subject, “[Application ID] Response to Buenos Aires GAC Advice” (for example “1-111-11111 Response to Buenos Aires GAC Advice”). All GAC Advice Responses to the GAC Buenos Aires Communiqué must be received no later than 23:59:59 UTC on 06-January-2014.

Respondent:

| | |
|--------------------------|----------------------|
| Applicant Name | Shriram Capital Ltd. |
| Application ID | 1-1857-52823 |
| Applied for TLD (string) | SHRIRAM |

Response:

Shriram Capital Limited (SCL) is the overarching holding company for the Financial Services and Insurance entities of the **Shriram Group**. The Shriram Group, which was incepted in 1974, has grown over the last three decades to become a Rs. 76,000 crore (\$ 12 billion) group. Today, Shriram has grown to become one of **India’s largest financial groups**, with an increasing interest by investors. Shriram Group’s businesses strive to serve the largest number of common people (referred to ‘aam admi’ or ‘bottom of the pyramid’), through various products: Commercial Vehicle Financing, Consumer & Enterprise Finance, Retail Stock Broking, Life Insurance, Chit Funds, investment, Life Insurance and General insurance Products. Although financial services is the strength of the group (accounting for 90% of businesses), the group is growing and expanding in various non-financial businesses such as Real estate, manufacturing, engineering, IT, Infrastructure and Power and Auto Machine.

Shriram Capital, on a consolidated basis, has an overall customer base of 10.2 Million, 42,000 employees across 2,700 offices, net profit of over Rs. 21 Billion (\$ 360 million) with Assets Under Management (AUM) of over Rs. 765 Billion (\$ 12 billion).

Shriram Capital intends to own a TLD, as it is looking for having a complete control on the second level domain names. Shriram Group overall has more than 15 subsidiary companies, various investors and partners, and numerous small businesses. To bring all these companies and partners under one umbrella name, Shriram has applied for a gTLD (.shriram).

The Group would like to have complete ownership and control over the **.shriram** TLD, allowing it to market the Shriram brand, created over the past three decades, efficiently and in a standard manner. The group began in 1974, and since then has grown in numbers multifold, as well as in the view of its customers and employees. The group does not want the brand value created by Shriram over the last three decades to be misused, and hence seeks to own this gTLD.

Shriram Capital will be using **.shriram** exclusively for its internal divisions and its subsidiary group companies. Currently, Shriram group has registered more than 20 domains ending in “.com”, “.in”, or “.org”. These include all the groups companies. The major goal will be to provide benefit to Internet users as website names are easily recalled and easily accessible for all of our stakeholders, especially our huge customer base. This will not only provide a level of comfort and security to the customer, but also help in aligning all companies under one name, hence marketing the ‘Shriram’ brand in a standardized manner.

As stated in our application, Shriram Capital (SCL) plans to invest in owning its own TLD (**.shriram**) in order to achieve the following business goals and benefits:

1. Direct and easy navigation to URLs, causing less inconvenience.
2. Marketing and building of the ‘Shriram’ brand in an efficient and proper manner.
3. Uniformity and standardisation in the usage of prefixes across all group companies, bringing them all under one cloud.
4. ‘Shriram’ brand protection.
5. Control over second level domain names.
6. Possibility to avoid communication errors from Company to Customers or Customers to Company. The same can be avoided in communication with other stakeholders such as employees, agents, investors, partners, and board members. This will build our relationship with all our stakeholders in the long term.
7. Showcase ourselves as a leader in this space, maintaining the reputation of our brand.
8. As most of our businesses are public, this will be a good reach for future businesses and forays, such as Banking.
9. Aligning customers into a common domain name.
10. Effective tool to avoid malicious sites and increase security.
11. Search Engine Marketing and Optimization cost reductions.
12. Greater Internet presence and control for the group.
13. Reduction in costs for site maintenance.
14. Increased opportunities for digital marketing, online branding and Campaigns.
15. Less dependence on search engines as company URLs will be easier to recall.

Registry reserved names

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We will reserve the following classes of domain names, which will not be made generally available to registrants via the Sunrise or subsequent periods:

- All of the reserved names required in Specification 5 of the new gTLD Registry Agreement.
- The geographic names required in Specification 5 of the new gTLD Registry Agreement.
- The registry operator's own name and variations thereof, and registry operations names (such as registry.tld, and [www.tld](#)), for internal use.
- Names related to ICANN and Internet standards bodies (iana.tld, ietf.tld, w3c.tld, etc.), for delegation of those names to the relevant organizations upon their request.
- The list of reserved names will be published publicly before the Sunrise period begins, so that registrars and potential registrants will know which names have been set aside.

Conclusion

Hence as described and explained above, Shriram Capital will be using the .shriramTLD exclusively for its internal divisions and its subsidiary group companies. Shriram Capital appreciates the willingness of the ICANN Board to consider the company's response to the concerns raised by the GAC. Should the Board need additional information from Shriram, the company would be happy to provide it.