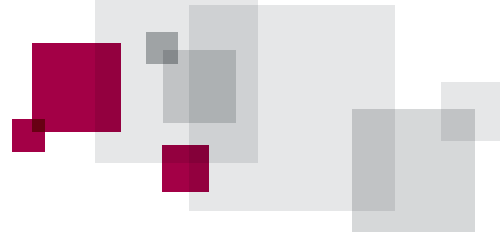


CASE STUDY

# REMSONS INDUSTRIES, LTD.

WITH A .COM DOMAIN NAME,  
AN AUTO COMPONENT MANUFACTURER  
CARVES OUT A GLOBAL PRESENCE

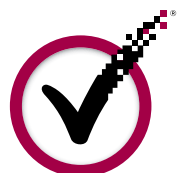




## CASE STUDY

# CONTENTS

- 1 DIVERSIFICATION- A KEY TO SUCCESS  
.COM MAKES A POWERFUL STATEMENT
- 2 .COM - REACHING OUT GLOBALLY





## CASE STUDY

# WITH A .COM DOMAIN NAME, AN AUTO COMPONENT MANUFACTURER CARVES OUT A GLOBAL PRESENCE

Remsons Industries Ltd. (Remsons), one of the leading manufacturers of control cables, has an inspiring growth story. From a modest beginning as a trading company in 1959, the Company has emerged as a leading manufacturer of a range of products such as control cables, gear shafts and push pull cables. Maruti Udyog Ltd., Telco Ltd., Mahindra & Mahindra Ltd., Bajaj Auto Ltd., TVS Suzuki Ltd. are only a few of the leading auto manufacturers for which Remsons is an OEM (Original Equipment Manufacturer) supplier. The Company's ability to offer a range of innovative and customised products to its clients combined with the robust growth in the Indian automobile industry over the last few years have contributed to the rapid growth of the Company.

### DIVERSIFICATION- A KEY TO SUCCESS

The Company has grown into an over Rs 500M business with a strong presence in the domestic auto-component industry. Remsons' legacy of innovation dates back to 1965 when it became the first Company to introduce control cables in India. Over the next four decades, the Company pioneered in manufacturing a range of products in India, including pressure die cast cable ends, gear shift with cables control mechanism and push pull cables. In an attempt to further expand its product portfolio and establish a greater foothold in the global markets, Remsons entered into a joint venture agreement with US-based Orscheln Products L.L.C. in October 2007. Today, the Company is headquartered in Mumbai. It has two manufacturing units located at Mumbai, and one manufacturing unit in each of the following cities -- Pune, Daman and Gurgaon. Currently, the Company employs approximately 700 people.

### .COM MAKES A POWERFUL STATEMENT

The Company always recognised the role of IT in enhancing its productivity and in seamlessly integrating with its domestic and overseas customers/suppliers. With global companies increasingly looking towards India as a major base for sourcing their raw materials, Remsons realised that companies would want to research the name of the company before making a major purchase decision. "We understood the benefits of having a Web site and more particularly of having a Web site with a .com top level domain name as it is one of the most familiar and also very easy to search on the net," stated Mr. Rahul Kejriwal, Vice President of Marketing for Remsons Industries Ltd.

### SOLUTION SUMMARY

A leading manufacturer of a range of auto components, Remsons Industries Ltd. wanted to acquire a domain name that was easy to find on the internet and had a global appeal. A .com domain name fulfilled both these needs and has helped provide considerable visibility to the Company. VeriSign .com and .net Domain Name Registry played an important role in enabling the Company to establish a strong online presence and thereby locate new buyers/suppliers.

### INDUSTRY

Auto Components

### CHALLENGES

- Needed a domain name that had global recognition
- Wanted a domain name that would make a powerful statement about the Company
- Required a domain name that helped build consumer confidence

### SOLUTION

VeriSign .com and .net Domain Name Registry Services

### RESULTS

- Product inquiries increased after the firm adopted a .com domain name for its Web site
- A .com domain name helped enable Remsons to locate prospective buyers and suppliers
- A .com domain name has helped give Remsons an instant access to the global market





## CASE STUDY

Remsons launched its Web site in 2002, when not many SMEs in the auto component industry had a Web site. During that period, big auto companies had a Web site, but most SMEs in that industry did not. The acquisition of a .com domain name was the obvious choice for the Company. “When our Company decided to go for a Web site, no other top level domain name was even considered.”

The Company registered its domain name, [www.remsons.com](http://www.remsons.com), with an accredited registrar listed on the VeriSign.com and .net Domain Name Registry. The VeriSign .com and .net Domain Name Registry is the authoritative registry for .com and .net domain names. VeriSign manages relationships with more than 150 ICANN-accredited registrars who submit over 100 million domain name transactions daily.

### **.COM - REACHING OUT GLOBALLY**

“We wanted to do business with companies worldwide and therefore needed a domain name that would appeal to global customers and take our business to the next level. The .com domain name was the perfect choice,” Mr. Kejriwal added.

The .com domain name has helped enhance the visibility of the Company and has consequently resulted in increased inquiries for its products. “When there is any inquiry about our products from customers, we tell them to first browse through our Web site, which can be easily located on a search engine due to its .com domain name. This opportunity to review our products in advance helps build our potential customers’ confidence in us before we meet them. Thus, our Web site enables us to locate new buyers/suppliers and part of the credit should be attributed to our .com domain name,” noted Mr. Kejriwal. He further stated, “We witnessed inquiries regarding our products and quite a few of these inquiries have materialised into good business propositions,” he concluded.

To learn more about how a .com domain name can help boost profits for your business, visit us at [www.BeALeaderWith.com](http://www.BeALeaderWith.com)



“While it may not be possible to precisely measure the return on investment from the use of VeriSign .com and .net Domain Name Registry service, it has certainly enhanced our global visibility. It therefore made sense to go with a .com domain name for our new joint venture Company – OrschelnRemsons – as well.”

Mr. Rahul Kejriwal, Vice President – Marketing, Remsons Industries Ltd.

