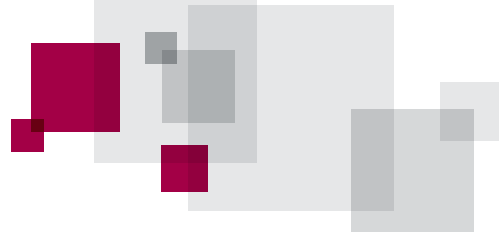


CASE STUDY

MODY CHEMICAL INDUSTRIES

**A .COM WEB PRESENCE HELPS SPELL
SUCCESS FOR A MID-SIZED SPECIALTY
CHEMICALS COMPANY**



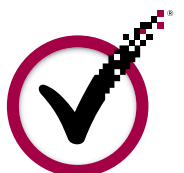


CASE STUDY

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CASE STUDY

A .COM WEB PRESENCE HELPS SPELL SUCCESS FOR A MID-SIZED SPECIALTY CHEMICALS COMPANY

The Indian SME sector is driven by the relentless spirit and innovative approach to business that is exhibited by the entrepreneurs in this segment. One such inspiring growth story is that of Mumbai based entrepreneur, Bhavesh Mody, who established Mody Chemical Industries (Mody Chemical), a specialty chemicals manufacturing and exports Company in 1989. Mody Chemical manufactures and exports a diverse range of quality, purity chemicals.

A .COM DOMAIN NAME WEB PRESENCE HELPS MAKE A GLOBAL IMPACT

Mody Chemical has established itself as a world-class chemicals exporter in a short span of time by manufacturing a diverse range of quality, synthetic organic chemicals and industrial chemical compounds. Today, it exports to UK, USA, Canada, Japan and China. A .com Web presence has been a catalyst in its growth story in these international markets. Bhavesh Mody says, “We understood the value of having an on line presence early on in the business. We believe it is critical if one wants to do business with the developed markets as it provides a first introduction to your business. Since we wanted to do business with companies worldwide, we also wanted a domain name that had an international appeal. A .com was a perfect fit.”

A .COM WEB PRESENCE PROVIDES GREATER VISIBILITY

Mody Chemical launched its Web site in 1997. It was clear about its domain name strategy from the start. “When we decided to launch an on line presence, there was no question of choosing an alternate domain name over .com. It is one of the most recognized and searched domain name extensions online. For us it was the only choice,” emphasizes Mr. Mody. “For us it was not just about creating an on line presence but also about using it effectively - to showcase our products, success and experience to our customers and prospects.”

The Company registered its domain name www.modychem.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.

SOLUTION SUMMARY

A leading manufacturer and exporter of specialty chemical products—Mody Chemical Industries —wanted a domain name that was easy to find on the Internet and had a global appeal. A .com domain name has helped the Company gain visibility in international markets and helped lend credibility to its online presence. 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 globally.

INDUSTRY

Specialty Chemicals

CHALLENGES

- A domain name with a global appeal
- A domain name that would be easy to search and remember
- A domain name that would help boost visibility and consumer confidence

SOLUTION

VeriSign .com and .net Domain Name Registry Services

RESULTS

- Business inquiries have increased by 80% through its online presence over the last 2-3 years
- Receive 30-50 business inquires per month by having registered its .com domain name Web site address on relevant trade related Web sites
- A .com domain name has helped give Mody Chemical greater visibility in the global market





CASE STUDY

A .COM WEB PRESENCE HELPS PROVIDE A COMPETITIVE EDGE

A .com domain name has helped enhance the visibility of the Company on the Internet, which has helped result in increased inquiries for its products. The Web site has also been a cost-effective way to communicate with customers and to keep them updated on new additions in the product portfolio.

Mody Chemical has also extended its reach on line by submitting its Web address and Company information to several business & trade related Web sites where it is listed under their relevant category. This has helped contribute to a steady stream of inquiries and therefore growth for the Company. On an average, the Company has started to receive 30-50 inquiries per month for its products through its listings on trade sites.

Additionally, the Web site address is reflected in all Company collateral, business cards and email signatures. "By doing so, we prompt our clients and even people we meet and network with to visit our Web site and see what the Company has to offer," reasons Mr. Mody.

Mr. Mody concludes by saying, "We wanted to take our product beyond Indian shores and therefore needed a domain name that had a global appeal. Our Web site has helped us in growing our business multi-fold over the last few years. In fact 80% of all business inquiries that we have received in the last couple of years have been through our Web site and part of the credit should be attributed to our .com domain name."

To learn more about how a .com domain name can help grow your business, visit us at www.BeALeaderWith.com



"When we decided to go online, there was no question of choosing an alternate domain name over .com. We believe it is the most recognized and searched domain name extension online. For us it was the only choice."

Mr. Bhavesh Mody, CEO,
Mody Chemical Industries

