

Meet Venkatesh: The Man Helping Brands Claim Their Own Top Level Domain



Mumbai, Maharashtra Oct 26, 2025 ([Issuewire.com](https://www.issuewire.com)) - When most people think of domain names, they think .com, .in, or maybe .xyz. But for [Venkatesh Venkatasubramanian](#) — one of the world's most recognized domain registry consultant — the future of the internet belongs to something far more personal: **brands obtaining their own top-level domain.**

Through his consulting practice, **Dotup ICANN Accreditation Consultancy**, and his platform **NewgTLDProgram.com**, Venkatesh is on a mission to help businesses *apply for new gTLDs online*, navigate the **ICANN New gTLD Program**, and secure a custom digital identity that reflects who they are — not just where they are hosted.

The Vision: From .COM to .BRAND

The internet's first real estate boom happened in the 1990s. The next one begins in 2026, when **ICANN** — the global body that manages domain names — reopens its long-awaited **New gTLD application window**.

It's been over a decade since companies could apply for their own TLDs. The first wave, in 2012, introduced the world to **new TLDs like .app, .store, .xyz, and .sbi** — and now, **ICANN's New gTLD Program 2026** is set to unlock hundreds more.

Venkatesh believes this round will redefine how digital branding works. "Owning your own top-level

domain is like owning your own digital country,” he says. “It’s the highest level of authenticity a brand can achieve.”

Inside the Consulting Practice

Venkatesh’s consulting arm isn’t a marketing agency — it’s a specialist operation designed to guide applicants through one of the most complex global programs ever run by ICANN. His firm helps with everything from **ICANN TLD application documentation** to post-launch registry operations.

Each engagement typically includes:

- **Feasibility and Strategy Planning** — evaluating if a brand should apply for a closed DotBrand TLD or a generic open registry.
- **Application Assembly** — preparing technical, financial, and operational details to match ICANN’s evaluation standards.
- **RSP and Policy Coordination** — partnering with Registry Service Providers for backend support (DNS, EPP, RDAP).
- **Compliance & Launch Execution** — ensuring successful delegation and registry go-live in line with ICANN’s strict SLAs.

Through this end-to-end approach, companies can monitor their **new gTLD application status**, understand the **new gTLD list** and contention landscape, and enter ICANN’s next round fully prepared.

The Market Momentum

With ICANN’s **new gTLDs 2026** already being discussed in global industry circles, forward-thinking enterprises are lining up to get ahead. The interest isn’t limited to big tech — banks, FMCG giants, and logistics brands are evaluating what .brand could mean for security and marketing alike.

According to Venkatesh, the advantages are clear:

- **No more phishing or fake domains** — only the brand can create subdomains under its TLD.
- **Unified brand experience** — every product, service, and country site lives under one controlled namespace.
- **Permanent digital asset** — unlike rented domains, a TLD is a long-term strategic investment.

A Trusted Name in the Domain World

With over twelve years of experience and clients across Asia, Europe, and the Americas, Venkatesh has already helped dozens of companies gain **ICANN accreditation** for registrar operations. Now, his focus is firmly on guiding enterprises through the **ICANN gTLD list** and [helping them apply for new gTLDs via ICANN with clarity and confidence](#).

He's also working to build awareness through webinars, whitepapers, and YouTube explainers that simplify what many see as an intimidating process.

"Most brands don't realize how close we are to a major digital shift," he says. "Owning your TLD isn't just about prestige — it's about future-proofing your trust, your identity, and your data."

What's Next

The next ICANN application window will open soon, and companies that start early will have the advantage. Venkatesh's message is simple: **don't wait until the gates open to start preparing.**

For brands ready to explore their own namespace — whether it's .brand, .appname, or .productline — the opportunity is here.

[Apply for your new gTLD online today](#) and secure a permanent place in the next chapter of the internet.

Media Contact

Dotup ICANN Accreditation Consultancy

*****@newgtldprogram.com

W36 3001 Lodha Amara, Kolshet Road

Source : NewgTLDprogram.com

[See on IssueWire](#)