



THE .TJ STORY

AI-first registrar in a small ccTLD

How a young registrar moved Tajikistan's domain market online

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THE .TJ MARKET

Until recently, .tj lived offline

A small ccTLD where buying a domain meant a trip across town.



Visit an office

Most registrars required customers to come in person.



Paperwork first

Forms and manual processing before a name went live.



14 registrars

One long-time leader with 12 years on the market, many small players.

WHAT HAPPENED WHEN .TJ WENT ONLINE

~40%

of .tj registrations in about
one year

The difference: 100% online self-service, while
others still asked for an office visit.

Navju Cloud · ~1 year



~40%

Market leader · 12 years



~35%

12 other registrars



~25%

A small team runs the #1 .tj registrar



Support: fully AI

Customer questions answered 24/7 by AI trained on our own knowledge base of 100+ articles.



Content: automated

Guides and social media content produced with AI, not a marketing department.



People: on product

Humans focus on product, infrastructure and the registry, not on routine tickets.

The barrier is not the domain. It's the **empty website**.



FREE SERVICES FOR PEOPLE

Everything for a .tj domain, in one local place

BEFORE Domains and DNS scattered across international providers



NOW All domains and their DNS managed locally, on one platform



Free DNS management

Edit records for every domain right in the Navju Cloud panel.



PDF domain certificate

MYCERT: proof of ownership people can print and show.

6 free tools

tools.navjucloud.tj

DNS Lookup

DNS Map

Email DNS

IP Lookup

WHOIS

Brand Check

EXAMPLE

One sentence. One live .tj website.

THE OWNER TYPES, IN TAJIK

«Чойхонаи оилавӣ дар
маркази Душанбе: палав,
шашлик ва чойи кабуд.»

"A family teahouse in central
Dushanbe: plov, shashlik and
green tea."

AI



choikhona.tj

Family teahouse in central Dushanbe

Plov

Shashlik

Green tea

Book a table

Pay with Alif Mobi

What works in a **small ccTLD**

01 Remove friction

Online self-service beat 12 years of market leadership.

02 Automate with AI

Support and content at scale, with a very small team.

03 Sell outcomes, not names

People want a working website, not just a domain.

OPEN TO THE WORLD

The shortest way to Central Asia

Two letters, easy to remember, full of creative names. Today we invite the world to build on .tj.



Registries & registrars

Reselling, new gTLDs for Central Asia, shared AI know-how.

Brands & creators

Short, memorable names for projects in the region.

Tech partners

AI, payments and DNS: let's build together.



Thank you!

Let's build the .tj internet together.

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