



Table of Contents

Table of Contents 1

About this Document 2

Part I – Law(s) Governing the eForm..... 2

 Section and Rule Number(s)..... 2

 Purpose of the eForm 9

Part II – Instructions to provide details..... 9

 Specific Instructions to enter details in the **RUN** service 9

Part III - Important Points for Successful Submission 10

 Fee Rules..... 10

 Processing Type 11

 SRN Generation 11

 Challan Generation 11

 Email 11

 Approval/ Rejection Letter 11

About this Document

The Instruction Kit has been prepared to enable you to access the Name Reservation Service with ease. This document provides references to law(s) governing the name reservation service and general instructions to provide details therein. The document also includes important points to be noted for successful submission.

This document is divided into following sections:

[Part I – Laws Governing the Name Reservation Service](#)

[Part II – Instructions to provide details](#)

[Part III – Important Points for Successful Submission](#)

Click on any section link to refer to the section.

Part I – Law(s) Governing the eForm

Section and Rule Number(s)

RUN service should be used pursuant to Section 4(4) of the Companies Act, 2013 and Rule 8 & 9 of Companies (Incorporation) Rules, 2014 which are reproduced for your reference:

Section 4:

(2) The name stated in the memorandum shall not:

- (a) be identical with or resemble too nearly to the name of an existing company registered under this Act or any previous company law; or
- (b) be such that its use by the company—
 - (i) will constitute an offence under any law for the time being in force; or
 - (ii) is undesirable in the opinion of the Central Government.

(3) Without prejudice to the provisions of sub-section (2), a company shall not be registered with a name which contains—

- (a) any word or expression which is likely to give the impression that the company is in any way connected with, or having the patronage of, the Central Government, any State Government, or any local authority, corporation or body constituted by the Central Government or any State Government under any law for the time being in force; or
- (b) such word or expression, as may be prescribed, unless the previous approval of the Central Government has been obtained for the use of any such word or expression.

Instruction Kit for **RUN** (Reserve Unique Name) Service

(4) A person may make an application, in such form and manner and accompanied by such fee, as may be prescribed, to the Registrar for the reservation of a name set out in the application as:

- (a) the name of the proposed company; or
- (b) the name to which the company proposes to change its name.

(5) (i) Upon receipt of an application under sub-section (4), the Registrar may, on the basis of information and documents furnished along with the application, reserve the name for a period of twenty days from the date of approval or such other period as may be prescribed: Provided that in case of an application for reservation of name or for change of its name by an existing company, the Registrar may reserve the name for a period of sixty days from the date of approval.

(ii) Where after reservation of name under clause (i), it is found that name was applied by furnishing wrong or incorrect information, then,—

- (a) if the company has not been incorporated, the reserved name shall be cancelled and the person making application under sub-section (4) shall be liable to a penalty which may extend to one lakh rupees;
- (b) if the company has been incorporated, the Registrar may, after giving the company an opportunity of being heard:
 - (i) either direct the company to change its name within a period of three months, after passing an ordinary resolution;
 - (ii) take action for striking off the name of the company from the register of companies; or
 - (iii) make a petition for winding up of the company.

Rule 8:

(1) In determining whether a proposed name is identical with another, the differences on account of the following shall be disregarded-

- (a) words, Private, Pvt, Pvt., (P), Limited, Ltd, Ltd., LLP, Limited Liability Partnership;
- (b) words appearing at the end of the names – company, and company, co., co, corporation, corp, corpn, corp.;
- (c) plural version of any of the words appearing in the name;
- (d) type and case of letters, spacing between letters and punctuation marks;
- (e) joining words together or separating the words does not make a name distinguishable from a name that uses the similar, separated or joined words;
- (f) use of a different tense or number of the same word does not distinguish one name from another;

Instruction Kit for **RUN** (Reserve Unique Name) Service

- (g) using different phonetic spellings or spelling variations will not be considered as distinguishing one name from another. Illustration (For example, P.Q. Industries limited is existing then P and Q Industries or Pee Que Industries or P n Q Industries or P & Q Industries will not be allowed. Similarly, if a name contains numeric character like 3, resemblance shall be checked with ‘Three’ also;)
 - (h) misspelled words, whether intentionally misspelled or not, do not conflict with the similar, properly spelled words;
 - (i) the addition of an internet related designation, such as .com, .net, .edu, .gov, .org, .in does not make a name distinguishable from another, even where (.) is written as ‘dot’;
 - (j) the addition of words like New, Modern, Nav, Shri, Sri, Shree, Sree, Om, Jai, Sai, The, etc. does not make a name distinguishable from an existing name. Similarly, if it is different from the name of the existing company only to the extent of adding the name of the place, the same shall not be allowed; Such names may be allowed only if no objection from the existing company by way of Board resolution is submitted;
 - (k) different combination of the same words does not make a name distinguishable from an existing name, e.g., if there is a company in existence by the name of “Builders and Contractors Limited”, the name “Contractors and Builders Limited” will not be allowed unless it is change of name of existing company;
 - (l) if the proposed name is the Hindi or English translation or transliteration of the name of an existing company or limited liability partnership in English or Hindi, as the case may be.
- (2) (a) The name shall be considered undesirable, if-
- (i) it attracts the provisions of section 3 of the Emblems and Names (Prevention and Improper Use) Act, 1950 (12 of 1950);
 - (ii) it includes the name of a registered trade mark or a trade mark which is subject of an application for registration, unless the consent of the owner or applicant for registration, of the trade mark, as the case may be, has been obtained and produced by the promoters;
 - (iii) it includes any word or words which are offensive to any section of the people;
- (b) The name shall also be considered undesirable, if-
- (i) the proposed name is identical with or too nearly resembles the name of a limited liability partnership;
 - (ii) it is not in consonance with the principal objects of the company as set out in the memorandum of association:

Instruction Kit for **RUN** (Reserve Unique Name) Service

Provided that every name need not be necessarily indicative of the objects of the company, but when there is some indication of objects in the name, then it shall be in conformity with the objects mentioned in the memorandum;

- (iii) the Company's main business is financing, leasing, chit fund, investments, securities or combination thereof, such name shall not be allowed unless the name is indicative of such related financial activities, viz., Chit Fund/ Investment/ Loan, etc.;
- (iv) it resembles closely the popular or abbreviated description of an existing company or limited liability partnership;
- (v) the proposed name is identical with or too nearly resembles the name of a company or limited liability partnership incorporated outside India and reserved by such company or limited liability partnership with the Registrar:

Provided that if a foreign company is incorporating its subsidiary company in India, then the original name of the holding company as it is may be allowed with the addition of word India or name of any Indian state or city, if otherwise available;

- (vi) any part of the proposed name includes the words indicative of a separate type of business constitution or legal person or any connotation thereof e.g. co-operative, sehkari, trust, LLP, partnership, society, proprietor, HUF, firm, Inc., PLC, GmbH, SA, PTE, Sdn, AG etc.;

Explanation: Name including phrase '**Electoral Trust**' may be allowed for Registration of companies to be formed under section 8 of the Act, in accordance with the Electoral Trusts Scheme 2013 notified by the Central Board of Direct Taxes (CBDT):

Provided that name application is accompanied with an affidavit to the effect that the name to be obtained shall be only for the purpose of registration of companies under Electoral Trust Scheme as notified by the CBDT.

- (vii) the proposed name contains the words 'British India';
- (viii) the proposed name implies association or connection with embassy or consulate or a foreign government;
- (ix) the proposed name includes or implies association or connection with or patronage of a national hero or any person held in high esteem or important personages who occupied or are occupying important positions in Government;
- (x) the proposed name is vague or an abbreviated name such as 'ABC limited' or '23K limited' or 'DJMO' Ltd: abbreviated name based

Instruction Kit for **RUN** (Reserve Unique Name) Service

on the name of the promoters will not be allowed. For example: - BMCD Limited representing first alphabet of the name of the promoter like Bharat, Mahesh, Chandan and David.

Provided that existing company may use its abbreviated name as part of the name for formation of a new company as subsidiary or joint venture or associate company but such joint venture or associated company shall not have an abbreviated name only e.g. Delhi Paper Mills Limited can get a joint venture or associated company as DPM Papers Limited and not as DPM Limited

However the companies well known in their respective field by abbreviated names are allowed to change their names to abbreviation of their existing name after following the requirements of the Act;

- (xi) the proposed name is identical to the name of a company dissolved as a result of liquidation proceeding and a period of two years have not elapsed from the date of such dissolution. Further, if the proposed name is identical with the name of a company which is struck off in pursuance of action under section 248 of the Act, then the same shall not be allowed before the expiry of twenty years from the publication in the Official Gazette being so struck off;
- (xii) it is identical with or too nearly resembles the name of a limited liability partnership in liquidation or the name of a limited liability partnership which is struck off up to a period of five years;
- (xiii) the proposed name include words such as ‘Insurance’, ‘Bank’, ‘Stock Exchange’, ‘Venture Capital’, ‘Asset Management’, ‘Nidhi’, ‘Mutual fund’ etc., unless a declaration is submitted by the applicant that the requirements mandated by the respective regulator, such as IRDA, RBI, SEBI, MCA etc. have been complied with by the applicant;
- (xiv) the proposed name includes the word “State”, the same shall be allowed only in case the company is a government company.
- (xv) the proposed name is containing only the name of a continent, country, state, city such as Asia limited, Germany Limited, Haryana Limited, Mysore Limited
- (xvi) the name is only a general one, like Cotton Textile Mills Ltd. or Silk Manufacturing Ltd., and not Lakshmi Silk Manufacturing Co. Ltd;
- (xvii) it is intended or likely to produce a misleading impression regarding the scope or scale of its activities which would be beyond the resources at its disposal:

Instruction Kit for **RUN** (Reserve Unique Name) Service

(xviii) the proposed name includes name of any foreign country or any city in a foreign country, the same shall be allowed if the applicant produces any proof of significance of business relations with such foreign country like MOU with a company of such country:

Provided further the name combining the name of a foreign country with the use of India like India Japan or Japan India shall be allowed if, there is a government to government participation or patronage. No company shall be incorporated using the name of an enemy country. (Enemy country means so declared by the Central Government from time to time).

(3) If any company has changed its activities which are not reflected in its name, it shall change its name in line with its activities within a period of six months from the change of activities after complying with all the provisions as applicable to change of name.

(4) In case the key word used in the name proposed is the name of a person other than the name(s) of the promoters or their close blood relatives, No objection from such other (s) shall be attached with the application for name. In case the name includes the name of relatives, the proof of relation shall be attached. It shall be mandatory to furnish the significance and proof thereof for use of coined words made out of the name of the promoters or their relatives.

(5) The applicant shall declare in affirmative or negative (to affirm or deny) whether they are using or have been using in the last 5 years , the name applied for incorporation of company or LLP in any other business constitution like Sole proprietor or Partnership or any other incorporated or unincorporated entity and if, yes details thereof and NOC from other partners and associates for use of such name by the proposed Company or LLP as the case may be and also a declaration as to whether such other business shall be taken over by the proposed company or LLP or not .

(6) For the purposes of clause (b) of sub-section (3) of section 4, the following words and combinations thereof shall not be used in the name of a company in English or any of the languages depicting the same meaning unless the previous approval of the Central Government has been obtained for the use of any such word or expression:

- (a) Board;
- (b) Commission;
- (c) Authority;
- (d) Undertaking;
- (e) National;

Instruction Kit for **RUN** (Reserve Unique Name) Service

- (f) Union;
- (g) Central;
- (h) Federal;
- (i) Republic;
- (j) President;
- (k) Rashtrapati;
- (l) Small Scale Industries;
- (m) Khadi and Village Industries Corporation;
- (n) Financial, forest, Corporation and the like;
- (o) Municipal;
- (p) Panchayat;
- (q) Development Authority;
- (r) Prime Minister or Chief Minister;
- (s) Minister;
- (t) Nation;
- (u) Forest corporation;
- (v) Development Scheme;
- (w) Statute or Statutory;
- (x) Court or Judiciary;
- (y) Governor;
- (z) the use of word Scheme with the name of Government (s) , State , India, Bharat or any government authority or in any manner resembling with the schemes launched by Central, state or local Governments and authorities; and
- (za) Bureau

(7) For the Companies under Section 8 of the Act, the name shall include the words foundation, Forum, Association, Federation, Chambers, Confederation, council, Electoral trust and the like etc. Every company incorporated as a “Nidhi” shall have the last word ‘Nidhi Limited’ as part of its name.

Instruction Kit for **RUN** (Reserve Unique Name) Service

(8) The names released on change of name by any company shall remain in data base and shall not be allowed to be taken by any other company including the group company of the company who has changed the name for a period of three years from the date of change subject to specific direction from the competent authority in the course of compromise, arrangement and amalgamation.

Rule 9: Reservation of name- An application for reservation of name shall be made through the web service available at www.mca.gov.in by using RUN (Reserve Unique Name) along with fee as provided in the Companies (Registration offices and fees) Rules, 2014, which may either be approved or rejected, as the case may be, by the Registrar, Central Registration Centre.

Purpose of the eForm

An applicant seeking reservation of name for a proposed company or an existing company seeking to change its name shall apply for reservation through the **RUN** service which shall then be processed by the Central Registration Centre (CRC).

The proposed name applied should not be undesirable as per the relevant provisions of the Act and rules dealt with in this matter.

The Central Registration Centre (CRC) may on the basis of information and documents provided, reserve the name as a follows:

- 20 days from the date of approval (in case name is being reserved for a new company)
- 60 days from the date of approval (in case of change of name of existing company)

Part II – Instructions to provide details

Specific Instructions to enter details in the **RUN** service

Instructions to enter details in the **RUN** service are tabulated below.

S. No.	Field Name	Instructions								
1	Entity Type	Select the appropriate ‘Entity Type’ in case name is being reserved for incorporating a new company. The following suffixes shall be allowed/ not allowed based on the type of entity selected: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Entity Type</th> <th>Suffix allowed</th> </tr> </thead> <tbody> <tr> <td>Producer Company</td> <td>Producer company limited</td> </tr> <tr> <td>Unlimited Company</td> <td>Unlimited</td> </tr> <tr> <td>Private (OPC)</td> <td>(OPC) Private Limited</td> </tr> </tbody> </table>	Entity Type	Suffix allowed	Producer Company	Producer company limited	Unlimited Company	Unlimited	Private (OPC)	(OPC) Private Limited
Entity Type	Suffix allowed									
Producer Company	Producer company limited									
Unlimited Company	Unlimited									
Private (OPC)	(OPC) Private Limited									

Instruction Kit for **RUN** (Reserve Unique Name) Service

		IFSC Company	(IFSC) Limited/ (IFSC) Private Limited/ IFSC Limited /IFSC Private Limited
		Section 8 company	Other than 'Limited/ Private Limited/ (OPC) Private Limited'
		Nidhi Company	Nidhi Limited
		New Company (Others)	Limited/ Private Limited
		Part I Section 8 Company	Other than 'Limited/ Private Limited/ (OPC) Private Limited'
		Part I LLP to Company	Limited/ Private Limited
		Part I Firm to Company	Limited/ Private Limited/Unlimited
		Part I Others	N/A
2	CIN	Enter the CIN of the company in case name is being reserved for change of name of an existing company.	
3	LLPIN	Enter LLPIN only if you are reserving the name to convert LLP into company.	
3	Proposed Name	Please enter the proposed name. In case of conversion of LLP into company, the proposed name shall be same as existing name of LLP except the change in suffix 'LLP/ Limited Liability Partnership' used in the name.	
4	Auto Check	Click on the 'Auto check' button after entering the proposed name. Ensure that any change in the proposed name shall also be validated by clicking the Auto check button.	
5	Comments	Ensure that the objects of the proposed company and/or any other relevant comments are entered here.	
6	Attachment	Attach the relevant document supporting the proposed name. Please note that only one file is allowed to be uploaded as an attachment and the size of the file should not exceed 6MB. In case of multiple attachments, please scan all documents as a single file and then upload.	
7	Submit	Click on the 'Submit' button to proceed for payment.	

Part III - Important Points for Successful Submission

Fee Rules

Instruction Kit for **RUN** (Reserve Unique Name) Service

S. No	Purpose	Normal Fee	Additional Fee (Delay Fee)	Logic for Additional Fees		Remarks
				Event Date	Time limit(days) for filing	
1.	Reservation of name	Rupees 1,000	#N/A	#N/A	#N/A	

Fees payable is subject to changes in pursuance of the Act or any rule or regulation made or notification issued thereunder.

Processing Type

Processing will be in **Non-STP** mode.

SRN Generation

On successful submission of the proposed name in **RUN** service, SRN will be generated and shown to you which will be used for future correspondence with MCA.

Challan Generation

On successful submission of the proposed name in **RUN** service, Challan will be generated depicting the details of the fees paid by the user to MCA.

Email

When a proposed name is approved/ rejected by the authority concerned, an acknowledgement of approval/rejection with related documents, if any is sent to the email id of the applicant.

Approval/ Rejection Letter

When an eForm is approved/rejected, name approval/ rejection letter is generated, digitally signed by the Registrar and shall be sent to the email id of the applicant. Rejection letter is generated on the basis of rejection codes defined by MCA.
