



Company Name Approval Guide

Importance of a Company Name

The name of the company is one of the **most crucial aspects of its identity.**



An impressive and appealing name adds value to an organization's trivia. Just like the name of a newborn has a sense of belongingness attached to it, the name proposed for a newly incorporated company has a vision attached to it.

However, **a name approval for your company is not a pushover**, as it may involve certain hurdles. Here you will get to know about the entire process of company name approval.

Who approves the Company Name?



The **CRC** (Central Registration Center) wing of the Ministry of Corporate Affairs of India.

How does CRC work?

The **CRC** wing verifies whether:-

- The proposed name of the company is as per the [name availability rules](#)
- Any existing company is registered with the similar name.
- Any trademark is applied/registered with similar or identical name.

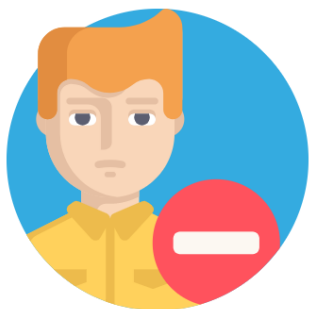
If your proposed name falls in any of the above parameters, then CRC **will not approve** your proposed name.

How much time does CRC take for name approval?

Generally, it takes **3 to 5 working days** for intimation of a company's name approval.



What if CRC intimates rejection of a name?



Well, in that case you will have to **apply afresh** for a **new name**, and
Wait for another 5 days.....

No wonder, this process may continue till CRC finally approves your company's name.

HOW TO
GET **RID** OF
THIS
TIME LAG?



How to avoid rejections?

In order to save time in Company Name Approval, You **strictly** need to take into account **3 basic parameters** while suggesting a company's name:

#1. Uniqueness

How to ensure the uniqueness of the name?

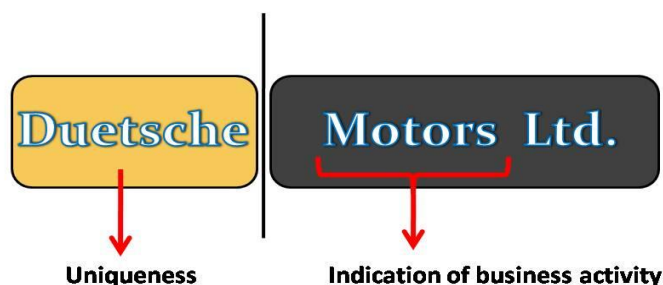
- By checking availability of name on the [MCA online directory](#)
- By checking for similarity/resemblance of name with any of the existing trademarks applied/registered on the [Trademark online directory](#).

#2. Indication of business activity

The company name must contain a name that signifies the business activity, e.g. Productions, Consultancy, Textiles etc.

#3. Availability of multiple names

As name approval can't be assured in one shot, we strongly recommend our clients to suggest multiple names for their company.



Which are the undesirable company names?

The Companies Act has enlisted certain type of names that are considered **undesirable**. These include-

- Names offensive to any other section of society, e.g. Rich traders, Mahan Hindu, Menpower etc
- Names identical/ similar to abbreviated description of existing company, e.g. IBN, BPN, BOLCO etc
- Names identical/ similar to the any company incorporated outside India, e.g. Apple, Microsoft, Oracle etc.
- A name that contains the word- “British India”, e.g. British Indian traders, British India handlooms etc.
- A name that includes connection with a national hero or a person in a significant position in Indian government, e.g. Subhashchandra Bose Co., Ajit Doval Enterprises etc.
- A name suggests association with a foreign government or embassy, e.g. Illinois Consultancy, Texas Foundation, Canada High Commission Co.

[Download](#) complete list of undesirable names.

WHY CHOOSE US?



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E-Startup India aims to serve you just like a traditional chartered accountant does, in your entire business journey, with a great personalization and at half of their price. How?

- ✓ We will serve you with the same personalization just like a traditional CA/CS/Advocate does
- ✓ We will always be there for you, from starting a business, throughout the business and in your entire business journey
- ✓ Remind you about all compliance due dates in advance over the email
- ✓ Clear all your small doubts directly from experts over the phone
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THANK YOU



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