

MEDIA RELEASE
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CoinDCX unites crypto and cricket

CoinDCX becomes the first ever crypto currency exchange to sponsor global cricket

June 30, 2021 Mumbai: CoinDCX, India's largest and safest cryptocurrency exchange, is breaking new grounds by becoming the first ever crypto brand to come onboard as a global cricket sponsor. This is one of its many firsts, that the company has signed as the title sponsor for the upcoming T20 series between India and Sri Lanka scheduled to take place between July 13th and July 25th this year.

For a sport that has seen various categories like tyres, beverages, and automobiles being a lead sponsor all these years, will now witness a crypto exchange taking a bold step as they become the title sponsors in the global cricket market. CoinDCX found a really sweet spot in the India and Sri Lanka series though there is a parallel series with the senior Indian team consisting of Grade A+ celebrity players already touring England.

Sponsoring the India Sri Lanka series was a smart move for CoinDCX considering it has proven to be a game-changer for brands in the past. Brands have seen tremendous ROI in the global cricket space for the past 10 years.

Mr Ramalingam Subramaniam, Head of Brand & Communication, CoinDCX said "The CoinDCX team is very excited to be the Official Sponsor of Team Sri Lanka for the upcoming Sri Lanka vs India T20I series. With its vision to make crypto easily accessible to Indians, CoinDCX has been a pioneering player in the crypto space in India. The sponsorship of Team Sri Lanka is a significant push by CoinDCX towards creating awareness and educating retail investors around the country about new age assets. In addition, targeting young cricket fans in India will help position our brand strategically to grow further".

India vs New Zealand World Test Championship which CoinDCX also sponsored, gave the brand a needed elevation to be present in the global cricket market which has a larger outreach when it comes to the audience watching the game.

With this sponsorship, CoinDCX aims to reach out to the millennial & Gen-Z populations who have already invested in cryptocurrency and also to the population who are most likely to consider investing in crypto assets. It provides CoinDCX with an excellent opportunity to generate extensive visibility and boost brand recall amongst the young viewer base. A cryptocurrency exchange being a title sponsor in this segment was the need of the hour as it not only creates a curiosity but also indicates a progressive Indian economy.

Giving a leap for newer brands to invest in global cricket has been a trend but a cryptocurrency brand that also defines itself as India's safest cryptocurrency investment app has gone down as a path breaker in the history of brand associations in the cricket ecosystem.

With a young audience who is always tuned into cricket (more than 50% of India's cricket watching audience, which is cumulatively estimated at around 700 million viewers by BARC), it makes particular sense for newer brands looking to target a younger audience.

About CoinDCX

CoinDCX is India's largest and safest cryptocurrency exchange and top liquidity aggregator in the world. The exchange has instant deposit and withdrawal facilities. The versatile wallet structure provides the best fee structure in the industry. Established in 2018, the exchange is today deemed by many market participants as India's most trustworthy cryptocurrency exchange.

CoinDCX offers users a single-point access to a diverse suite of crypto-based financial products and services:

Insta - Provides fiat onboarding from INR to crypto

Spot - Gives access to trade cryptocurrencies across 500+ markets

Lend - Decentralized lending service wherein users can earn 12.87% APR

Margin - With up to 6x leverage trades across more than 250 markets

Stake - Users can earn passive income by staking their cryptos

The exchange has a powerful yet simple interface that provides fast and reliable trading experience for professional and novice customers alike. CoinDCX is backed by world-class security processes which include a safe & instant KYC verification process and insurance cover to safeguard users' funds.

For more information, visit <https://coindcx.com/>

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