



MEDIA RELEASE
For Immediate Release

Sri Lanka and India to battle in the CoinDCX T20 Cup

29 June 2021, Mumbai: CoinDCX, India's largest and safest cryptocurrency exchange platform, becomes the Official Title Sponsor of the T20I Series between India and Sri Lanka. The game of cricket has always been sponsored by iconic brands. This is the first time in the history of Cricket sponsorship when a crypto assets exchange becomes the title sponsor of a series. The T20 Cup sponsorship by a new age fintech startup indicates a progressive phase in the Indian economy.

The T20I India Vs Sri Lanka series will be rebranded The CoinDCX T20 Cup and is set to begin in Sri Lanka on 21 July 2021. It is a part of the Indian team's tour to Sri Lanka and will feature three One Day Internationals (ODIs). A young Indian team will be led by Shikhar Dhawan and will feature some of the most promising talent seen during the recent IPL including Surya Kumar Yadav and Prithvi Shaw.

While the title sponsorship is creating a major splash in the world of Indian cricket, it is a significant push by CoinDCX towards generating extensive visibility and boosting brand recall amongst the young cricket fans. CoinDCX has been a pioneer in the crypto space in India, and is one of the most trusted and popular crypto assets exchanges. Cryptocurrency as an asset has seen an uptick in popularity among the young population, and this sponsorship provides a great opportunity for CoinDCX to tap into potential investors.

Mr Sumit Gupta, CEO & Co-founder of CoinDCX said "Cricket in India is not just a sport; it's a religion. So naturally, we are very excited to become the Title Sponsor of the T20 Cup. Cricket – particularly the T20 format- offers excellent synergy for our brand as we aim to reach out to more users through this association. Being the country's largest and safest cryptocurrency exchange, we aim at accomplishing new heights just as the Indian Cricket Team."

Mr Arvind D'Silva, Chief Executive Officer of Sri Lanka Cricket said "It's a buoyant time for Sri Lanka cricket as we look to welcome the Indian team on our shores for the first time in three years. We are also looking forward to a series likely to serve as important preparation for the players and the teams as we approach the World T20 later in the year. We have just navigated an uncertain and daunting season last year with the pandemic, and we are grateful to the series partners, particularly CoinDCX, as the title sponsors. We move ahead to kick-start a new season with optimism and renewed hope of getting cricketing action back on track."

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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