

The Realities of Marketing Crypto in India

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Abstract: Cryptocurrency marketing in India has grown at a staggering pace, floating between excitement and chaos. This article draws insight from interviews with marketers, industry analysts, and legal professionals to understand how the allure of growth collides with the demand for ethical compliance. The findings reveal a troubling gap between flashy campaigns and responsible communication - one that leaves consumers unprotected and regulators overstretched. Yet, there are silver linings: companies using technology and education to mend this trust deficit. The central argument here is that India's crypto market does not need restraint so much as reimagination - an integration of transparency, tech-driven oversight, and grassroots literacy that puts integrity at the center of innovation.

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