



IAMAI-BACC to organise crypto asset event HODL with focus on consumer safety on 7th-8th Sept

New Delhi, 03 Sept: In order to create a consumer safe environment for 15 million crypto users in India, the Blockchain and Crypto Assets Council (BACC), an industry body whose members are crypto exchanges operating in India and are signatories of a self-regulatory code of conduct that ensures they comply with basic KYC and other regulatory guidelines, is organising the first edition of HODL'2021 -- a crypto asset conference, on 7th & 8th September 2021.

Shri Jayant Sinha, Member of Parliament, Lok Sabha and Chairman Standing Committee on Finance, will address the conference and speak on 'Innovation & Governance'. In addition, other keynote speakers are Dr Amar Patnaik, Member of Parliament, Rajya Sabha; Mai Santamaria, Head of Financial Advisory team at Department of Finance, Ireland; Dr Gulshan Rai, India's First Cyber Security Coordinator and Advisory Board Member, IAMAI-BACC, among others.

The event will see extensive discussions around global experiences of crypto, opportunities and challenges that crypto brings to India, crypto as an investment class, crypto consumer security, economic impact of crypto in India. Building the right infrastructure to secure crypto assets; Pacing the adoption of blockchain by businesses; Security crypto assets; DeFi trends & outlook; NFTs – a bubble or a long-term bet, are some other interesting topics of discussion at the event.

The two-day event will see over 2000 attendees, including participants from about 20 countries. [HODL '21](#) will be a platform where policymakers, ex-regulators, industry experts, investors, developers, enterprise leaders, financial institutions, researchers, academics and emerging tech pioneers, startups will be sharing their insights to build a thriving crypto ecosystem in India.

The conference will also see the launch of a report around crypto ecosystem in India that examines global models of crypto regulations and proposes an outline of the same in the Indian context.

The event will witness over 30 sessions. Other speakers at the event are Priyanka Chaturvedi, Member of Parliament, Rajya Sabha; Avinash Shekhar, Co-CEO, Zebpay; Rahul Pagidipati, CEO, Zebpay; Sumit Gupta, Founder, CoinDCX; Ashish Singhal, Founder & CEO, CoinSwitch; Sharan Nair, CBO, CoinSwitch; Nishchal Shetty, CEO, WazirX; Gaurav Dahake, CEO, Bitbns; Vikram Subburaj, Founder, Glottus; Sandeep Parekh, Former ED, SEBI; Vincent Lau, Managing Director of International Operations, Huobi Global; Anirudh Rastogi, Founder, Ikigai Law; Gabriella Kusz, Board Director, Global Digital Asset and Cryptocurrency Association, among others.

About BACC

The Blockchain and Crypto Assets Council (BACC), under the aegis of Fintech Convergence Council of the Internet and Mobile Association of India (IAMAI), represents the crypto industry in India. BACC has been supporting the crypto industry since 2017. It was formed with the vision of doing public advocacy for the industry, to increase awareness about crypto and provide industry guidance. All major crypto exchanges are members of this industry body.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 16 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, digital entertainment, ecommerce and mobile & digital payments among others. Sixteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in



Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi and Mumbai the association is well placed to work towards charting a growth path for the digital industry in India.