

ZebPay Marks 11 Years of Leading Bitcoin Investments in India; Unveils New Brand Identity

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ZebPay, one of India's pioneering digital asset exchanges, celebrated its 11th anniversary on 21st October, marking more than a decade of driving financial inclusion through digital innovation. Since its inception in 2014, ZebPay has been at the forefront of India's Bitcoin revolution, driving innovation, ensuring compliance, and building customer trust to shape the nation's digital asset landscape.



ZebPay

As ZebPay observes 11 years of innovation, the company has unveiled a new logo and refreshed brand identity, reflecting its evolution and renewed commitment to making Bitcoin accessible, relatable, and empowering for everyone. The new identity introduces the tagline “Bitcoin Mein Pro”, which captures ZebPay’s philosophy & legacy of enabling users to confidently participate in the Bitcoin economy, whether they are first-time investors or seasoned traders.

The refreshed logo and tagline symbolize ZebPay’s leadership in driving India’s Bitcoin adoption and its ongoing mission to simplify the world of digital assets. With Bitcoin on the brink of completing 17 years of transforming global finance, ZebPay’s 11-year journey mirrors this evolution, from introducing millions of Indians to Bitcoin to building trust through compliance, education, and innovation. Over the years, ZebPay has not just provided an investment platform but also championed financial literacy, promoted secure investing, and made Bitcoin a household name in India.

To commemorate its 11th anniversary, ZebPay launched a series of special community campaigns and offers, like an exclusive zero-fee Diwali Muhurat trading session, gold rewards for high-volume spot traders, Bitcoin-based prizes for the highest trading volumes on futures, and a special offer that rewards existing users for making new crypto deposits. These limited-period offers celebrate ZebPay's 11-year journey, reward its loyal community, and encourage active participation across various investing avenues.

Furthermore, ZebPay has launched initiatives to make Bitcoin investing simpler and more accessible. Its flagship product, CryptoPacks, offers curated, theme-based investment bundles that help users diversify their portfolios with ease. The Bitcoin Masterclass initiative, conducted through in-person sessions, emphasizes a responsible investing mindset and helps participants understand the basics of Bitcoin, blockchain, and crypto assets overall, with a strong focus on making informed investment decisions. With two successful sessions so far and more planned, the program aims to make crypto learning convenient and practical for everyone. The exchange has also actively participated in financial and fintech events across India, engaging with the community to spread awareness, promote literacy around Bitcoin, and foster informed participation in the digital asset ecosystem, reinforcing its mission to empower users with knowledge and confidence in the Bitcoin economy.

Rahul Pagidipati, CEO, ZebPay, said, *"Completing 11 years in India's Bitcoin & crypto ecosystem is a proud and humbling milestone. For me, Bitcoin investing is not just about short-term gains; it's about discipline, consistency, and a long-*

term mindset. We strongly believe in enabling users to make informed decisions and regular investments, leveraging strategies like Rupee-Cost Averaging (RCA) to build wealth steadily and navigate market volatility. ZebPay's journey has always been about empowering millions to approach Bitcoin responsibly, creating financial stability while participating in the broader digital economy. As we move forward, our focus remains on supporting long-term financial growth, fostering disciplined investing habits, and continuing to make Bitcoin accessible and beneficial for everyone."

"This milestone reflects the incredible trust and loyalty our users have shown us over the years. ZebPay's growth has always been rooted in listening to our community and delivering secure, intuitive, and compliant solutions for every type of investor, from first-time users to seasoned traders. As we celebrate 11 years, our focus is firmly on the future—building stronger partnerships, deepening financial education, and continuing to simplify Bitcoin investing for India," **Raj Karkara, COO, ZebPay**, highlighted.

The exchange continues to differentiate itself through a diverse portfolio of investment solutions, ranging from Spot and Perpetual Futures trading to goal-based investment options such as CryptoPacks. ZebPay ensures a seamless user experience, offering instant fiat and crypto deposits and withdrawals across its mobile app, web platform, and APIs. Users can also buy or sell crypto instantly through the Quick Trade feature, making transactions faster and more convenient than ever.

As a registered entity with the Financial Intelligence Unit – India (FIU-IND) and a member of the Digital Economy Council of

Australia, ZebPay has continually reinforced its leadership in shaping India's Bitcoin landscape. Its journey has been defined by a strong focus on security, innovation, and inclusivity, introducing features and initiatives designed to empower everyone.

About ZebPay

ZebPay is one of India's oldest Bitcoin exchanges, with over 6 million registered users. Founded in 2014, it aims to be the leading blockchain asset solution provider and the #1 financial advisor for Indians in the crypto space. The company's mission is to help its members achieve financial freedom in the Web3 economy. ZebPay is an FIU-registered digital asset exchange, accessible via zebpay.com as well as the Android Play Store and Apple App Store. Customers can invest in Bitcoin, Ethereum, BAT, and 300+ other crypto pairs, trading both crypto-fiat and crypto-crypto. ZebPay OTC, a bespoke trading desk for high-volume clients, caters to both individuals and institutions.

For more details, please visit: zebpay.com.

For details related to ZebPay's security measures, please visit the [security page](#).

