



1. INTRODUCTION 1.1 In recent years, cryptocurrencies have emerged as a prominent feature of the global financial system, leading to the digital disruption of various industries. Even those that do not use or understand them, know that the advent of cryptocurrency has changed the way we look at money and how transactions happen. Moreover, blockchain i.e the distributed-ledger technology 1. The views and opinions of the author(s) in this article are personal and do not reflect the views of any organisation. Shreenath currently serves as the CMO for DIFX. A visionary with 8 years of experience in the FinTech field, he has ensured business growth by streamlining the marketing and branding efforts. Being instrumental in developing crypto awareness campaigns in the GCC and MENA regions has been just a few accolades he stands to boast of. As a result-oriented customer acquisition and retention addict, he holds a pr.....