

A close-up photograph of a woman's face and shoulder. She has long, dark hair and is wearing a dark blazer. A gold Bitcoin pin is pinned to her lapel. The background is dark and out of focus.

CoinDCX

Financial Growth is a
Function of Participation

How Women are Shaping the Crypto Story

Women's Day 2026 Special

International Women's Day 2026

#GiveToGain

Investing in Education, Trust, and Equal Access

This year's International Women's Day theme, "Give to Gain," calls for intentional action. For individuals and institutions, giving support means challenging stereotypes, questioning bias, enabling access, and creating equal opportunity for participation.

In financial markets, participation is what ultimately drives progress. Asset classes evolve, but those who engage early, learn consistently, and remain disciplined across market cycles shape long-term outcomes.

In the context of crypto, "Give to Gain" is not symbolic. It reflects behaviour.

It means:

- Giving time to learn and understand the asset class
- Giving discipline to stay invested through market cycles
- Giving conviction during volatility
- Giving participation to an emerging financial ecosystem

In return, women gain:

- Financial confidence and independence
- Portfolio diversification
- Access to a rapidly evolving digital asset landscape
- A seat at the table in shaping Web3

This Women's Day report draws on data and insights from the CoinDCX platform to examine how women are participating in the crypto asset class with increasing scale, maturity, and conviction. It highlights multi-year growth trends, evolving investment behaviour, expanding geographic inclusion, and the broader structural shift taking place within India's digital asset ecosystem.

"Give to Gain" in 2026 is about informed participation. It is about building access through education, strengthening trust through transparency, and enabling equal opportunity in the next generation of financial infrastructure.

Breaking Stereotypes, Building Opportunity

At CoinDCX, empowering women goes beyond conversations. Through industry initiatives and internal programs, the company is encouraging women to take charge of financial decisions while building an inclusive environment for women to grow and lead.

Encouraging Women to Challenge Financial Stereotypes

For decades, conversations around money often assumed women were on the sidelines. CoinDCX's **#TearTheStereotype** campaign challenges that narrative. It highlights a simple truth: women today are learning, investing, and making confident financial decisions across emerging asset classes like crypto. By bringing these stories and realities to the forefront, the campaign encourages more women to take ownership of their financial journeys and rewrite outdated assumptions about women and money.



Building a Culture of Inclusion Within CoinDCX

At CoinDCX, supporting women begins within the organisation. Through initiatives such as the CryptoNaari community, women across teams come together for learning sessions, workshops, and open conversations that support both professional growth and personal well-being. The focus is not only on building careers, but also on creating a supportive environment where women feel encouraged to learn, lead, and grow with confidence.

Beyond the workplace, CoinDCX also engages with the broader community through initiatives like **SheFi Connects**, a meetup series designed to make Web3 conversations more open and approachable for women. By creating spaces where women can share experiences, ask questions freely, and learn from one another, these initiatives aim to encourage more women to participate confidently in the evolving digital asset ecosystem.



Women Investors Surge 116.8% as Gender Ratio Improves to 1:6

Between 2023 and 2026, women investors have demonstrated consistent growth, with the sharpest annual acceleration recorded in the most recent cycle.

- Gender ratio held steady at 1:7 in 2023 and 2024
- Improved to 1:6 in 2025
- In 2026, women account for 15%+ of total investors
- Most recent annual growth recorded at 116.8%

The shift from 1:7 to 1:6 may appear incremental, but at scale it represents a meaningful structural improvement in participation.



Over the past three years:

- Women's entry into crypto has steadily increased
- Retention through market cycles has strengthened
- High-value participation has expanded
- Growth momentum has consistently outpaced earlier years

The 2026 landscape reflects cumulative progress rather than a one-year spike. Participation has moved from early curiosity to sustained engagement.

Diversified, Research-Driven Investing

Women investors are building diversified portfolios across leading digital assets.

Preferred tokens include Bitcoin (BTC), Ethereum (ETH), Shiba Inu (SHIB), Dogecoin (DOGE), Polygon (MATIC), XRP, Solana (SOL), Cardano (ADA), and Avalanche (AVAX), reflecting increasing portfolio maturity and confidence.



Bitcoin (BTC)



Ethereum (ETH)



Shiba Inu (SHIB)



Dogecoin (DOGE)



Polygon (MATIC)



XRP



Solana (SOL)



Cardano (ADA)



Avalanche (AVAX)

Tier I & II Cities Drive over 90% of Women's Crypto Participation; Tier II drives over 40%

Expanding Access, Driving Financial Inclusion

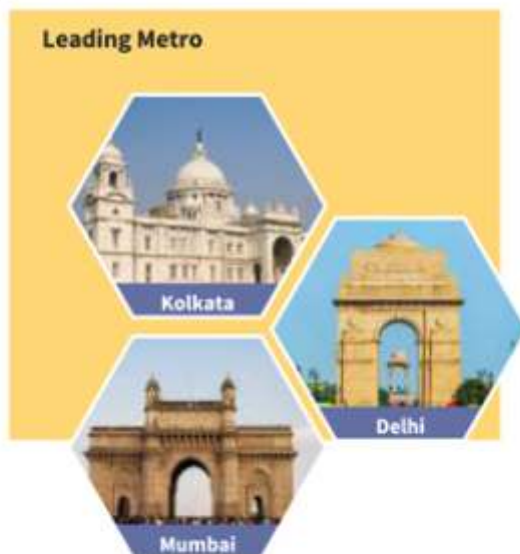
Women's participation in crypto is increasingly being shaped by both metros and non-metro cities. Gradually it is expanding across regions, contributing to deeper financial inclusion.

Key Inclusion Indicators



This shift reflects expanding access to digital financial infrastructure beyond traditional urban strongholds.

City-Level Momentum



Driving Financial Inclusion

- 1 Broader access to digital-first financial markets
- 2 Increased awareness and research-led participation
- 3 Reduced geographic barriers to entry
- 4 A more distributed and inclusive investor base

Women Driving the Crypto Narrative

Women investors, traders, and CoinDCX employees share why actively participating in financial decision-making matters.

Own your financial decisions, own your future

Neha Gupta, Financial Consultant / Crypto Trader



I am from Delhi. I grew up in a household where money was discussed openly, but I often noticed that women were not always the ones making the final financial decisions. That stayed with me. I knew that when I started earning, I wanted to take ownership of my own money.

My interest in financial markets led me to explore crypto. My first investment was intentionally small. I understood that crypto is volatile and high risk. But instead of reacting emotionally, I treated it as a learning experience. Very early on, I understood that markets reward discipline, research, and patience.

If I had to share one message this Women's Day, it would be this: Taking your own financial decisions is not optional. It is essential. Own your decisions. Own your future.

When Women Decide: Owning Financial Future

Swati Snehi, Full time Crypto Trader/Founder & CEO - EarnWithSSTube



I come from Bihar, where career choices are often guided by tradition. For many families, a government job represents stability, security, and success. But deep down, I was always curious about finance and how markets work. I was fascinated by how money grows, how economies function, and how technology is reshaping financial systems.

That curiosity led me to crypto. I began quietly, investing a very small amount and focusing more on learning than earning. Eventually, I started sharing what I learned through my YouTube channel.

Today, I make my own financial decisions with clarity and conviction. When women take control of their financial choices, they build confidence, freedom, and a stronger voice in their own lives.

Balancing Home and Markets: My Financial Journey

Jyoti Karande, Crypto Trader & Homemaker



I am a homemaker from Nagpur. Alongside managing my home and caring for my child, I always had a strong interest in investing. I first explored stock trading, but fixed market hours often clashed with my daily routine. Looking for more flexibility, I gradually moved towards crypto trading. The 24x7 nature of crypto markets allowed me to plan my learning and trading around my schedule.

My journey began with structured learning on CoinDCX. The beginner-friendly education and simplified concepts helped me understand fundamentals before placing any trades. Over time, I became more confident in analysing charts and making disciplined decisions. With the right knowledge and flexible access, women can confidently participate in modern financial markets without compromising their personal responsibilities.

Focus not just on earnings, but invest meaningfully

Lavanya Sivaramakrishnan, Global Head - information Security, CoinDCX



Financial independence opens up numerous possibilities for women: not only the ability to support oneself and family financially but, more importantly, the freedom to shape one's own destiny. My two cents for young women starting out is to focus not just on earnings, but investing meaningfully for the long term. This can fund your dream home, allow for those well-deserved holiday breaks, and even position you to take a career break when the time comes to pursue your passion project or support a loved one.

We don't just manage money; we multiply impact

Kanika Sharma, Assistant Vice President - Creative Marketing, CoinDCX



Financial independence is electric - it's the moment a woman realizes she doesn't have to ask for permission to design her own life. When women step boldly into financial decision-making, we don't just manage money; we multiply impact. We influence how families grow, how communities thrive, and how nations build wealth. Our participation isn't symbolic - it's strategic.

To every young woman starting her journey: learn the language of money early, invest with courage, and never shrink your ambition. Your financial voice is power in motion. Own it.

I see financial independence as a form of self-respect

Khyati Jain, Senior Manager - Founders Office, CoinDCX



I've come to see financial independence as a form of self-respect. When you actively participate in financial decisions, you stop being a bystander in your own life. You question better, take smarter risks, and build with conviction. When more women engage not just in earning, but in managing and investing capital, the impact extends far beyond individual success - it strengthens families, businesses, and the economy at large.

Be the architect of your own wealth

Shreya K, Associate Product Manager, CoinDCX



I grew up in a small town, yet financial discipline gave me the wings to smash ceilings and give back on my own terms. Women controlling capital changes the vibe of entire economies. Financial independence is the most crucial lever for equality. My advice? Be the architect of your own wealth. Don't wait for permission. Start now, ask "why" fearlessly, and treat your financial freedom as a non-negotiable. It is the fuel for every ambition.

“When women participate in financial markets, they strengthen families, economies, and nations.”



Neeraj Khandelwal & Sumit Gupta, Co-founders, CoinDCX

When many of us were growing up, financial decisions in most households were rarely led by women. Our mothers managed homes with extraordinary discipline, but investing conversations often happened elsewhere. Access to markets, risk-taking, and wealth creation were not spaces where women were encouraged to participate equally.

Today, we see a visible shift.

We see it in my own home. I see it among my family members, friends and colleagues. I see it in the data on our platform. Women are asking sharper questions, evaluating risk more thoughtfully, and participating in financial markets with confidence and clarity.

Crypto, as a new asset class, gives us a rare opportunity. Unlike traditional systems that evolved over decades with embedded imbalances, digital assets are still early. We have the chance to build this ecosystem differently and more inclusively.

At CoinDCX, we believe ‘Give to Gain’ is deeply relevant to investing. Women are giving time to understand the asset class. They are giving discipline to stay invested through volatility. They are giving conviction to participate despite uncertainty.

In return, they are gaining financial security.

Our data shows that women investors are not chasing noise. They prefer established digital assets like Bitcoin and Ethereum. They diversify. They adopt systematic approaches. They participate with patience.

This is not a short-term trend. It is a generational shift.

We are committed to investing in education, building trust-led products, and ensuring more women contribute not just as investors but as builders, leaders, and decision-makers within Web3.

When women participate fully in financial markets, families become stronger, institutions become more balanced, and economies become more resilient.

The future of Web3 in India must be built with women at the forefront. That is not a statement of aspiration. It is a responsibility.

On this International Women’s Day, we extend my sincere appreciation and respect to every woman shaping her financial journey with courage and conviction. Happy Women’s Day.

CoinDCX

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