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CoinSwitch Launches Web3 Coins, Offering INR Access to Over 1 Lakh Crypto Tokens

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Indian cryptocurrency platform **CoinSwitch** has launched **Web3 Coins**, a new feature that allows users to trade more than **100,000 decentralized tokens** directly using Indian Rupees (INR). The rollout marks a significant expansion of CoinSwitch's offerings, aiming to simplify access to the decentralized finance (DeFi) space for Indian users.

The company announced the feature earlier this week, positioning it as a major step in democratizing access to Web3 assets. Through Web3 Coins, users can buy and sell a wide range of digital tokens, ranging from meme coins and stablecoins to governance and utility tokens, without needing complex tools like external wallets or bridges.

“Web3 Coins opens the door to a wider world of decentralized tokens with the simplicity of INR transactions,” said Ashish Singhal, Co-founder of CoinSwitch. “We are addressing the technical barriers that have kept millions of Indians from fully participating in DeFi.”

Unlike traditional centralized platforms, Web3 Coins connects to decentralized exchange (DEX) infrastructure on the backend. However, CoinSwitch handles all technical complexities, allowing users to transact with the ease of a regular INR-based app. Transactions remain compliant with Indian regulations, including Know Your Customer (KYC) and tax reporting requirements.

To address security and reliability, CoinSwitch introduced its proprietary **TRACE framework**, which evaluates tokens based on smart contract safety, liquidity, audit history, tokenomics, and community activity. Only tokens that pass this vetting process are made available to users.

The company said that nearly 34% of active traders have shown interest in emerging tokens over the last six months. It expects at least **25% of its 20 million-user base** to explore Web3 Coins in the coming months.

Industry experts see this as a step forward in India’s Web3 adoption, particularly as retail investors seek early exposure to new blockchain projects without navigating complex decentralized tools.

CoinSwitch plans to expand the feature set further with options such as staking, governance participation, and broader DeFi access, all from within its simplified trading interface.