In 2021, a scandal erupted in India, stirring a nationwide media debate. It was about an obscure "auctioning" of women online, largely women from the Muslim community. Tech savvy youth espousing religious nationalist ideology started a site on Github, sourced images and videos of women without their consent or knowledge from the Internet, and posted them as "Deals of the Day". Once these images were online, users could browse and "rate" each "item", and "auction" them off to one another. Drawing attention to a corpus of such provocative content and online practices surrounding it, this talk will explore new social dynamics of hateful cultures emerging at the intersection of gender, religion and platform affordance. I will suggest that consumption of pornography is central to this intersection. I will engage with Rae Langton’s thesis that brings hate speech and pornography into the same analytical frame but will depart from the pragmatic model and instead suggest a social interactional model that can more fully account for the affective charge of such obscure online practices.