

## Tinder Celebrates A Journey Of Firsts With Their Latest Campaign

Unveils a series of heart-warming short films to showcase how countless dating stories started on Tinder



**India, 12<sup>th</sup> Jan 2022:** Tinder, the world's most popular app for meeting new people recently unveiled a collection of heart-warming **short films** in India that depict real moments of countless dating stories and diverse connections that started on the app.

Anchored to the tune by Hanita Bhambri, the feel-good campaign showcases four separate short films that are versions of the millions of first kisses, first dates, first move, making up and more, that all started on Tinder. The series of films bring alive how Tinder's new features such as Explore, Hot Takes and Vibes continue to expand the possibilities of online dating. The new suite of industry-leading features and social experiences gives members new ways to discover the right person and navigate connections by mutual interest, laying a foundation for a deeper, richer next-generation of Tinder.

Tinder has played a pivotal role in helping young India make their own rules about love, dating, life and everything in between. Whether it is looking for love or finding someone to match your vibe, Tinder has always celebrated the importance of forging human connections. With this new campaign, Tinder is encouraging Gen Z in India to put themselves out there and spark connection, chemistry and serendipity in this world of endless possibilities.

**Speaking on the new campaign, Taru Kapoor, General Manager, Match Group India said,** *"Tinder is the world's most popular app for sparking connections with new people. Millions of our members get the chance to meet a very diverse set of people every day based on shared interests. This new campaign is a reflection of countless journeys of firsts, and celebration of endless possibilities, that started on Tinder."*

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