

## Communication, Kindness, and Chemistry: Zeenat Aman Gives a Crash Course on Modern Dating on Tinder's Swipe Ride

India, September 15, 2023: Tinder, the world's most popular app for meeting new people, is back with an all new episode of Swipe Ride, a show that celebrates uninhibited, meaningful conversations about what Indian women want from their dating lives, with Zeenat Aman as the surprise celebrity guest! Popular social media content creator and actor, Kusha Kapila, takes the driver's seat once again to pick up Tinder users to meet their dates. The episode will premiere on Friday, 15th September, 2023 on Tinder's [Youtube channel](#) and stream exclusively on [JioCinema](#).



Veteran Actress and eternal beauty Zeenat Aman shares her advice for young women on the latest episode of Tinder's Swipe Ride, "Dating is an incredibly personal journey, and you must navigate it on your terms. As women, we are subjected to so many pressures in life, but here's what I've learnt: go with the flow, pursue your passions, experiment, cherish your relationships, and build a life that fills your soul. Then, when love comes along, it'll simply enhance the beauty of your existence, not define it. This episode of Tinder's Swipe Ride is a reminder for all women to talk openly, express your desires and share your hopes and dreams. Finding true chemistry is rare, and when you do, seize it with both hands!"

During the conversation, Zeenat talks about how dating has transformed into a healthier landscape for the younger generation today with conversations around mental health, therapy and depression no longer being taboo. This sentiment resonates with 43% women daters in India who believe dating is healthier (more honest, more open, with a focus on prioritizing mental health) for 18-25 year olds today than it was before.<sup>1</sup> The trio also chat about how dating apps like Tinder offer a vast pool of choices for Gen Z today. Unlike the pre-Tinder era when dating was limited to introductions through parents' friends, dating apps enable choice and agency. This holds true for 57% young women daters in India who agree that dating apps allow them to meet people they would otherwise never have met – even those outside their social circle opening them up to a world of endless possibilities.<sup>1</sup>

"Swipe Ride celebrates the diverse perspectives of young Indian women and their dating journeys in a relatable context. At Tinder, our focus has always been to encourage inclusivity, autonomy, and create a safe, non-judgmental space where women are free to choose, discover and interact with like-minded people, and be their most authentic, comfortable self - this show is an extension of that IRL." said Anukool Kumar, Marketing Director, Tinder India

To empower young women in India to navigate the world of online dating and prioritise their wellbeing, Tinder has recently launched [Tinder Love and Care \(TLC\)](#), a dating wellness guide developed in collaboration with [That Sassy Thing](#). TLC features advice and insights from 15 prominent female experts and queer voices in India, covering a range of topics such as sexual health, intimacy, and fostering honest conversations with dates, all while prioritizing self-care.

Co-created with film director Debbie Rao along with popular writer Supriya Joshi, Swipe Ride series is a product of the coming together of these women who like to call their own shots whether it's in their careers, or their dating lives.

1A study of 1000 18-25 year old dating singles pan-India between April - May 2023 conducted by OnePoll on behalf of Tinder

#### ABOUT TINDER

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

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