

Tinder Celebrates The Peak Season of Making New Connections With a New Brand Film

‘You Up’, releasing ahead of Dating Sunday, marks one of the busiest dating period of the year where Tinder users respond 19.4 minutes faster than on other Sundays of the year¹

India, January 4, 2024 - Tinder releases the year's first brand film made for India - [‘You Up’](#) as a part of the brand's global message [“It Starts with A Swipe”](#). As Tinder continues to redefine the narrative around dating by exploring the possibilities that extend beyond the search for 'the one', the brand film celebrates young adults using the online app to build new experiences and memories that bolster their own personal stories. The 90-second film releases ahead of the peak season for making new connections on Tinder (from Dating Sunday which falls this year on January 7 until Valentine’s Day on February 14) as singletons bring their new year energy and intentions into their quest for making new connections. Last year during this period, **58.7 million more likes were sent compared with the rest of the year.²**

Conceptualized by Toaster, the brand film centers on a young woman who chooses a variety of first date experiences without worrying about the outcome. Young 18-25 year old singles, who make up more than half of Tinder globally, nowadays are ditching the pressure of rushing to a “happily ever after” and are **Not Attached To Outcomes (aka N.A.T.O)**, a dating trend revealed by Tinder’s [Year in Swipe](#) 2023.

Crafted through the eyes of a young woman, the brand film's narrative highlights the diverse dating adventures she encounters when using the Tinder app and explores who and how she likes to date. Whether it is a date that teaches her to dance spontaneously or a familiar face from the office, she is able to explore her individuality and fluidity with endless new experiences that await at every turn. Set to the iconic track 'Zindagi Meri Dance' (My life is dance) by Vijay Benedict and Alisha Chinai, the soundtrack embodies the euphoria of putting yourself out there for all kinds of possibilities, syncing perfectly with characters’ dating experiences.

Anukool Kumar, Marketing Director, Tinder India said, *“This campaign is a reflection of the new generation of daters who are embracing a low-pressure, zero-labels approach to dating that opens them up to new types of relationships. In India, 65% of 18-25-year-olds using Tinder’s [Relationship Type](#) feature say they are “open to exploring”, and a quarter (25%) using the [Relationship Goals](#) feature say they are “still figuring it out”.³ Tinder doesn’t tell you who or how to date, but we empower all kinds of possibilities. With newly launched features like [Tinder Matchmaker™](#), bringing your trusted circle into the dating journey, we remain committed to ensuring that Tinder continues to be the go-to platform for the next generation of daters in India.”*

The brand film will be live across Tinder India’s social channels.

¹Internal Tinder data comparing 8 January 2023 with yearly averages.

²Internal Tinder data comparing the period of 1 January to 14 February 2023 with yearly averages

³Data from Tinder’s Relationship Goals feature from 1 Jan to 1 Oct 2023.

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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