

Durga Puja: Tinder Survey Reveals 43% of Gen Z in Kolkata Choose Festivals to Introduce Dates to Their Social Circles

India, October 1, 2024: As India's festive season kicks into high gear, young singles are turning to cultural celebrations as their ideal first-date settings. A recent Tinder survey reveals that 43% of GenZs in India choose festivals and cultural events as their top first date choice.¹ These vibrant gatherings offer a unique opportunity to connect in a fun, low-pressure environment. Additionally, nearly 30% of Gen Zs in India actively seek out potential partners during these events, making the festive season a prime time for new connections.¹

In Kolkata, where the buzz around Durga Puja is at its peak, 43% of young Gen Z in the city believe that festivals and cultural events are the perfect time to introduce a date or match to their family and friends, keeping it low-pressure.¹ Notably, 1 in 3 young singles in the city have used Tinder to find a date during a festival or cultural event, reflecting the city's enthusiasm for blending tradition with modern dating practices.¹

[Tinder Matchmaker™](#), which was introduced last year, supports festive dating by allowing friends and family to recommend potential matches, adding a collaborative and supportive element to the dating process. The feature lets friends and family asynchronously access Tinder to recommend profiles to a user. According to a survey, 37% of Gen Z in India have swiped on dating apps for a friend, and close to a third have had friends swipe for them.²

Joshua Benjamin, a 27-year-old Tinder user from Kolkata, shares his story *"During last year's Durga Pujo, I matched with someone on Tinder who, like me, was excited about the whole Pujo vibes. We decided to do some pandal-hopping together, and what started as a casual plan turned into an unforgettable day. From getting lost in the crowd at Maddox Square to relishing bhog at a neighbourhood pujo, dancing to the dhak beats, and grabbing puchka from the roadside stalls, everything just clicked. It didn't feel like a 'first date'—it was more like two people celebrating Kolkata's biggest festival, no pressure, just the festive magic pulling us together."*

Aditi Shorewal, Communications Lead, Tinder in India, *"Festivals in India are a vibrant celebration of connection, and with [Tinder Matchmaker™](#), we're transforming how friends and family participate in your dating journey. Our data shows that festivals uniquely unite dates and social circles, which are essential in shaping meaningful relationships, so embrace the festive spirit and let your loved ones help you discover your perfect match!"*

With Kolkata's festivities just around the corner, **Dr Chandni Tugnait, Dating & Relationship Expert**, is teaming up with Tinder in India to share some fresh tips for acing those festive first dates:

1. **Update Your Profile:** Revamp your Tinder with festive pictures in your best traditional gear and fun Ganesh Chaturthi icebreakers.
2. **Match Over Interests:** Use interest tags to find matches that vibe with your hobbies and passions.
3. **Pick Festive Spots:** Hit up lively markets or cafés decked out in festival decorations for a great date atmosphere.
4. **Dress The Part:** Rock an outfit that matches the celebration and shows off your festive spirit.
5. **Keep It Chill:** Soak up the festive fun without stressing about the date's outcome.
6. **Savour Local Treats:** Share local delicacies to add fun and flavour to your date.

7. **Consider Group Outings:** If nervous, make it a group event and use [Tinder Matchmaker™](#) to get friends involved in finding the right match.
8. **Be Open and Safe:** Embrace new experiences, and use Tinder's [Share My Date](#) feature to ensure safety while enjoying the festivities.

This festive season, let Tinder guide you to memorable connections and unforgettable moments!

¹*A study of 1000 18-25-year-old dating singles across Delhi, Mumbai, Bangalore, Kolkata, Chandigarh, Chennai, Kochi, Jaipur, Hyderabad, and Guwahati between April - May 2023 conducted by OnePoll on behalf of Tinder*

²*A survey of 1000 18-25-year-old singles in India commissioned by Tinder and carried out by One Poll for the period 26/04/2022 - 08/06/2022*

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 97 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

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