

Ganesh Chaturthi: Tinder Survey Reveals 38% of Gen Z Mumbaikars Choose Festivals to Introduce Dates to Their Social Circles

India, September 6, 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 Mumbai, where the buzz around Ganesh Chaturthi is at its peak, 38% of young Mumbaikars 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

Pratik, 26-year-old Tinder user from Mumbai, shares his story *"Ganesh Chaturthi has always been one of my favourite times of the year, so I figured, why not meet someone new during the festivities? I started using Tinder, and it felt like the perfect time because everyone's in such a happy, celebratory mood. I matched with someone who loved the festival as much as I did. We decided to visit a pandal together, and even ended up bonding over our love for modaks! There was no pressure—just two people enjoying the festival, good food, and great company. It was honestly such a fun way to meet someone new."*

Aditi Shorewal, Communications Lead, Tinder in India, *"Festivals in India are all about connecting people, and with [Tinder Matchmaker™](#), we're making it even easier for your friends and family to join your dating journey. Community and social circles play a huge role in dating, and nothing brings everyone together like festivals and our [Tinder Matchmaker™](#) feature. Embrace the festive vibe and let your loved ones help you find your match!"*

With Mumbai'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 who 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!

¹A study of 1000 18-25-year-old dating singles across Delhi, Mumbai, Bangalore, Kolkata, Chandigarh, Chennai, Kochi, Jaipur, Hyderabad, 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 time period 26/04/2022 - 08/06/2022

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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<https://in.tinderpressroom.com/2024-06-09-Mumbaikars-are-Choosing-Festivals-to-Introduce-Dates>