Tinder Newsroom

Tinder Introduces Astrology Mode as Young India Moves Towards More Intentional Dating

(New Delhi, India) (May 11, 2026): Dating in India isn't playing it cool anymore, it's playing it real. The era of "let's see where this goes" is quietly being replaced by "I know what I want, and I'm not afraid to express it. According to Tinder's Year in Swipe™ 2025, young singles are moving away from ambiguity and embracing clarity, 64% say emotional honesty is what dating needs most, while 73% say they know they like someone when they can truly be themselves.[1] No guessing games, no mixed signals but just vibes that actually make sense.

And the way people are finding those vibes? It's getting a lot more personal. Star signs are having a main-character moment. Whether it's "only water signs allowed" or simply sharing your sign, astrology has become a fun way for young singles to express personality, decode compatibility, and spark more meaningful conversations.

Dr. Chandni Tugnait, Tinder India's relationship expert, sees this shift as part of something deeper. "There is a rise in self-awareness. With greater exposure to conversations around therapy, attachment styles, and boundaries, young people are becoming more intentional about how they date. They are less willing to invest time and energy into connections that feel misaligned."

Tapping into this shift, Tinder's Astrology Mode is designed for exactly this kind of dating energy, where compatibility isn't just about looks or one-liners, but about aligned personalities and connections that feel right from the start.

Astrology Mode: Turning Self-Awareness into Compatibility

For a generation increasingly turning to astrology as a means of self-discovery, Tinder's Astrology Mode brings cosmic compatibility into the dating experience in a structured and insightful way.

Astrology has emerged as a strong marker of identity on Tinder in India, with star signs frequently featured on profiles as a way to express personality and explore compatibility. Insights from Tinder's Year in Swipe 2025 reflect this growing trend, highlighting how astrology is increasingly influencing the way young singles present themselves and navigate dating online. The most commonly represented signs on Tinder in India include:

- Leo - 11.8%
- Scorpio - 11.0%
- Libra - 9.1%
- Aquarius - 8.8%
- Aries - 8.3%
- Virgo - 8.1%
- Capricorn - 8.0%
- Gemini - 7.8%
- Cancer - 7.2%
- Saggi - 7.0%
- Pisces, Taurus - 6.4%

Dr. Chandni points to a broader cultural evolution at play. *"Astrology is shifting from a rigid matchmaking tool to a flexible self-expression tool. Earlier, it was often used to determine compatibility in a fixed, prescriptive way. Today, young singles are using it more as a way to understand themselves and communicate their personality. It has become conversational rather than authoritative, young people are not rejecting astrology, but they are redefining how it fits into their lives. It is less about fate and more about self-awareness."*

How Astrology Mode Works

Accessible from the top of the match stack, Astrology Mode allows users to unlock their astrological “Big 3” by entering their date, place, and time of birth. This reveals:

- Sun Sign – Core personality traits
- Moon Sign – Emotional tendencies
- Rising Sign – How others perceive them

Users are first introduced to a personalized “About You” analysis, offering insights into their personality, emotional behavior, and social traits, setting the stage for more self-aware interactions.

Deeper Compatibility, Built Into Every Match

A key feature within this mode, “View Compatibility,” allows users to explore how they align with a potential match across:

- Big 3 comparisons
- Cosmic Spark (vibes, communication, emotions, attraction)
- Element Mix (Fire, Earth, Air, Water dynamics)

This layered approach transforms matches into more informed and intentional choices, while also giving users natural conversation starters rooted in shared traits and differences.

Dr. Chandni's Tips for Dating with Intention

As young singles explore new ways to connect, Dr. Chandni shares a few grounded perspectives:

- **Use Compatibility as a Starting Point, Not the Conclusion -**Astrology can be powerful entry points, but they should be treated as conversation starters, not decision-makers.
- **Focus on What Actually Builds Relationships -** Real compatibility is built through how someone communicates, handles conflict, shows up consistently, and makes you feel over time.
- **Aligned Zodiac Signs≠ Sustained Connection -** It is easy to feel aligned on zodiac signs, but relationships are sustained by behaviour.
- **Find the Balance -** The balance lies in enjoying such filters without letting them limit genuine connection.
- **Dating is Becoming Multi-Dimensional -** What we are really seeing is a move toward multi-dimensional attraction. People are no longer relying on just looks or basic compatibility.

A Shift Towards More Meaningful Compatibility

Astrology Mode reflects a broader shift in how young India is approaching dating, moving beyond surface-level attraction to compatibility rooted in personality, emotional alignment, and self-awareness.

As dating becomes more intentional, tools that enable self-expression and deeper understanding are becoming increasingly relevant. By bringing astrology into the dating journey in a way that feels insightful, playful, and personal, Tinder is helping young singles connect in ways that feel more natural, meaningful, and true to who they are.

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 100 billion matches, serving 185+ countries and 60+ languages - a scale unmatched by any other app in the category.

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