Tinder Newsroom

# From Green Forests to Kalesh Magnets: Tinder Takes Astrology Off-Screen and Onto the Streets

**(New Delhi, India) (July 01, 2026)**: For a generation that can decode a situationship faster than a birth chart, astrology is increasingly becoming one of dating's favourite conversation starters. Whether it's stalking zodiac compatibility before a first date, blaming Mercury retrograde for a failed talking stage, or swearing off an entire sun sign after one bad experience, singles today aren't just checking profiles — they're checking the stars.

To explore this cosmic corner of dating culture, Tinder took its Astrology Mode feature beyond the app and onto the streets of Mumbai through a series of social experiments that asked one simple question: just how much does astrology influence modern dating?

Tinder's Astro Awards campaign featured social media creators such as Prannay Joshi and Jinal Modi. The creators explore how young people in India approach astrology as a dating language to express themselves, assess compatibility and spark conversations with potential matches.

Through a series of creator-led social experiments, Tinder takes astrology out of the group chat and onto the streets. A satirical astrologer jokingly predicts romantic futures, strangers passionately debate which signs are green forests and which are walking red flags, and unsuspecting singles agree to dates based on zodiac compatibility alone. The result is a playful exploration of how astrology has evolved into one of dating's favourite tools for decoding personalities, assessing compatibility and making sense of modern romance.




**Astrology: The New Dating Icebreaker**

The rise of astrology in dating reflects a broader shift in how young adults are approaching relationships today. According to Tinder's Year in Swipe™ 2025 report, singles are prioritising authenticity, intentionality and deeper compatibility, moving beyond surface-level attraction towards more meaningful ways of understanding potential partners. [1]

In this environment, astrology has emerged as a cultural shorthand, offering an accessible and often playful framework for discussing personality traits, relationship expectations and dating preferences. Whether taken seriously or simply used as a conversation starter, zodiac signs have become a common part of the dating lexicon.

Tinder's Astrology Mode taps into this behaviour by allowing Tinder users to showcase their Sun, Moon and Rising signs and discover astrological compatibility insights with potential Tinder matches, helping transform one of dating's most common questions into a richer starting point for connection.

**What the Stars Say About Modern Dating**

The conversations unfolding on the streets closely mirrored findings from Tinder's Astro Awards, an in-app survey that explored how young singles in India associate zodiac signs with different dating personalities and relationship behaviours. The results suggest that astrology has become more than just a compatibility check; it has evolved into a cultural framework through which singles discuss attraction, red flags and relationship dynamics.

If Tinder's Astro Awards are anything to go by, every sign comes with a reputation:

- Sagittarius won the "Green Forest Award" — the partner most likely to take care of you and restore your faith in dating.
- Leo claimed the "Serial Ghoster Award" — the sign most likely to disappear from your inbox without warning.
- Aries was crowned the "Delusional Dater" — already planning the wedding after a great first date.
- Cancer took home the "Kyu Nahi Ho Raha Move On?" Award — proving that getting over an ex can sometimes be a full-time job.
- Virgo earned the "50% Pookie, 50% Freaky Award" — sweet and wholesome on the surface, but full of surprises underneath.
- Scorpio emerged as the ultimate "Kalesh Magnet" — never too far from drama, intensity or emotional plot twists.
- Pisces won the "Blind in Love Award" — the sign most likely to miss every red flag in the name of romance.
- Libra took home the "Maska Maar Award" — voted the smoothest flirt in the zodiac.
- Aquarius was named the zodiac's biggest "Over-Overthinker" — reading into every delayed text, every emoji and every full stop.
- Gemini earned the "512GB Award" — remembering every tiny detail, every inside joke and every conversation from months ago.
- Taurus won the "Coconut Award" — tough on the outside, complete softie on the inside.
- Capricorn was crowned the "Professional Adult" — the mature one in the relationship who somehow always has their life together.

As astrology continues to become part of everyday dating conversations, Tinder's Astrology Mode reflects how young singles are using shared interests and cultural cues to connect more authentically. By bringing these conversations off-screen and onto the streets, Tinder celebrates the many ways today's generation breaks the ice, expresses themselves and discovers meaningful connections, whether they're guided by the stars or simply by curiosity.

**Click below to watch the Tinder Astro Awards social experiment series:**

- Video 1: https://www.instagram.com/reels/DaA4fDlzhdp/
- Video 2: https://www.instagram.com/reels/DaA4uwtt6fT/

**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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