

Break Up. Glow Up. Move On - Tinder's Got You!

New Delhi, India - April 29, 2025 Tinder in India is flipping the script on heartbreak with the second leg of its *Move On* campaign — a high-energy fitness lineup across Delhi-NCR designed to help singles shake off the past, glow up with purpose, and maybe even spark a new connection along the way. Tinder's planned an [Ex-presso 2K run](#) with GNC on May 3rd in Delhi for anyone who's running from a bad relationship towards something better. This is not about speed. It's about solidarity, shedding the past, and crossing that finish line feeling stronger, together. The run ends with a Coffee Rave which will mark a celebration of resilience, recovery, and fresh starts over beats, caffeine and real connection.

The rise of intentional dating is shaping how people present themselves online. From January 1 to April 15, 2025, mentions of “self-care” in dating bios have surged more than fourfold compared to the same period last year, and nearly doubled just since the start of this year¹. Whether it's through long runs, meditation, or boxing, singles are increasingly signaling a desire to grow and do better both emotionally and physically. In fact, 28%² of Gen Z on Tinder say they prefer bonding over shared interests like fitness, a trend that reflects how shared passions are becoming the new foundation for connection.

According to Tinder's *Year in Swipe 2024* “Gym” ranked among the top interests for Indian Gen Zs³. The Modern Dating Report (Asia) also reveals that 35% of young daters in India say they hit the gym when dealing with dating drama, while 21% say they are most likely to meet someone new through a hobby or interest group.⁴ It's a cultural shift that's visible in the Tinder bios too: one woman writes, “Love boxing and kayaking regularly... Maybe you could introduce me to something new?” A man puts it simply: “Let's meet up for a coffee, a walk, or a gym/boxing workout?” Another bio leans all in on partnership, saying, “I want to work on myself with you by my side, and I want you to work on yourself with me by yours.” It's not just about the activity - it's about shared energy, aligned values, and matching intentions.

As part of the campaign, Tinder also introduced its first-ever Ex-press Disposal Truck in Mumbai — a vibrant, custom-built mobile breakup recovery unit inviting people to literally dump the baggage of past relationships. From old hoodies to bittersweet love notes, singles tossed out memories that no longer served them, creating a social spectacle and a powerful symbol of fresh starts. Reflecting Gen Z's growing prioritization of mental well-being and self-care, the truck became a moving celebration of release, resilience, and renewal.

In another bold move, Tinder further partnered with Knox, the studio, redefining training through community and holistic wellness, to launch a weekend of endorphins, empowerment, and epic connections by hosting back-to-back high-octane boxing sessions in Gurugram. Embracing the unapologetic Ex-orcise theme, the sessions turned working out into a celebration of strength, healing, and fresh starts, with participants punching out the past and powering into new possibilities.

“Shared interests have become a meaningful way for people to connect,” said **Anukool Kumar, Head of Marketing, Tinder in India**. “We've seen a steady rise in self-care mentions in Tinder bios in India, highlighting how Gen Z is turning to wellness and workouts not just as a coping mechanism after breakups, but as a way to reset and grow. Through activities like the Ex-press Disposal Truck, we also showed how letting go of physical reminders of the past is a powerful expression of closure and self-care. Our collaborations with Knox and GNC brought that to life through high-energy boxing and running sessions — celebrating strength, resilience, and the power of moving forward. At Tinder, we're proud to open a world of possibilities for people and support them in finding meaningful connections.”

¹India Data from *Tinder Bios, Description and interests from January 1 to April 15, 2025*

²A survey of 4000 18-30 year olds who are actively dating in the US, UK, Canada and Australia between September 25, 2024 and November 4, 2024 conducted by OnePoll on behalf of Tinder. Referred to in the YIS 2024 report.

³India Data from Tinder Bios, Descriptors, and Interests from 1 Jan to 1 Oct 2024

⁴A OnePoll Survey among Tinder users aged 18-25 in IN who are single and use dating apps. Data was collected between 15/7/2024 - 23/7/2024

Additional assets available online:  [Photos \(3\)](#)

<https://in.tinderpressroom.com/MoveOn2-0>