

Tinder Brings Back Queer Made Weekend and Drops Exclusive In-App Pride Stickers

New Delhi, June 10, 2025: This Pride Month, Tinder brought back the fan favourite [Queer Made Weekend in New Delhi](#) on June 8 at DLF Promenade and is gearing up for the Mumbai edition on June 21 at Famous Studio. Curated by Gaysi, the event celebrates queer creativity, connection, and community through powerful performances and a vibrant showcase of queer-owned businesses. The events are ticketed but free to attend with RSVP. Don't miss your chance to celebrate Pride with music, art, and community!

Bringing bold and brilliant homegrown talent to the forefront, Delhi's lineup included:

- [Bani Ko-HE-Nur aka Sushant Divgikar](#) – an internationally acclaimed performer, recording artist, and human rights activist.
- [DJ Della](#) – a dancefloor queen known for high-energy sets blending Bollywood, Afro, and Techno House.
- [Lola & Mohan](#) – a genre-blending duo fusing classical, Arab-rooted vocals with immersive, multi-instrumental soundscapes.
- [DUA](#) – a Delhi-based pop collective that blends Hindi pop with English hits, delivering lush harmonies and genre-fluid performances. The group features Ishmeet, Surabhi, Tushar, Rudra, and Rohit.
- [LadyFingers](#) – an electric singer, songwriter, and rapper blending music, comedy, and theatre.
- [Pavani Mehra](#) – a rapper-singer known for her raw, heartfelt, and magnetic sound.

But that's not all – beyond the stage, Queer Made Weekend also spotlighted a vibrant marketplace of queer-owned businesses. Attendees explored unique offerings from illustrators and designers like [FruitySideUp](#), handcrafted scented candles by [House of Hestia](#) and [Ro's Apothecary](#), slow fashion labels such as [Palat](#) and [Planet](#), and empowering jewellery brands like [Astiva](#) and [Sheer](#). More than just shopping, it is a space to hear the makers' stories, show support, and celebrate pride in every purchase.

"We're proud to bring back Queer Made Weekend as part of our ongoing commitment to the LGBTQIA+ community," said **Anukool Kumar, Head of Marketing at Tinder in India**. "At Tinder, authenticity and inclusivity are values we actively invest in. This annual event is our way of taking the celebration beyond the screen and into vibrant, real-world spaces where creativity, joy, and pride come alive. Queer Made Weekend is dedicated to celebrating, supporting, and amplifying businesses and products that are made, owned, and run by India's LGBTQIA+ community — and we're honoured to help create a platform where their stories and talents can shine."

"At Gaysi Family, we've always believed that Pride is more than just a celebration — it's about building platforms for queer voices, talent, and dreams. With this year's Tinder Queer Made Weekend, we're turning up the volume not just on queer musicians, but also on queer-owned businesses. It's a space for our community to take center stage — to be seen, heard, and supported, not just during Pride, but year-round," shared **Sakshi Juneja, founder of Gaysi Family**.

Tinder data showed that 30% of all matches on the dating app are between LGBTQ+ users.¹ In fact, according to 2024 data collected by Tinder, it saw a 66% increase in total queer matches when compared to the prior year, reflecting a powerful shift toward greater visibility and connection within the LGBTQ+ community internationally¹. This growth is a reflection of evolving identities, stronger representation, and a generation unapologetically seeking love, connection, and community on their own terms.

"At Tinder, Pride isn't just a month — it's a mindset," said **Aditi Shorewal, Communications Lead, Tinder India & Korea**. "In India and across the region, we're inspired by how queer people use Tinder to connect, find love, and show up as their true selves. Our latest insights reflect this cultural shift — 76%² of young people say their generation is more open to gender and sexual fluidity, and 33%³ have experienced that fluidity in their own identity. Tinder mirrors this evolution in real time, offering a space where over 50 gender identities and nine sexual orientations empower members to express themselves freely. In fact, 54%³ of 18-25 year old LGBTQIA+ people say they've come out on a dating app before doing so in real life — a powerful reminder that platforms like Tinder don't just enable connection, they help people become who they are."

Tinder has also reintroduced its annual in-app Pride profile stickers, transforming self-expression into real-world impact. The in-app stickers will be introduced with new options—*Happy Pride*, *Proud*, *Ally*, *Protect Trans People*, *Pride Flag*, and *Shine On*. For every sticker added to a user's profile in June, Tinder will donate \$1 USD to the Human Rights Campaign (HRC), up to \$50,000 USD—contributing to a total donation of up to \$100,000 USD to HRC.

Tinder's Pride stickers are available now through July 1. Users can add, change, or remove a sticker by heading to the Stickers section in the Edit Profile screen.

¹Internal Tinder Data. New and returning users May 2023- May 2024

²A OnePoll Survey among 1000 Tinder users aged 18-25 in IN who are single and use dating apps. Data was collected between 15/7/2024 - 23/7/2024

³A survey of 4000 18-25 year olds in the US, the UK, Canada and Australia between April 21, 2023 and April 25, 2023 conducted by Opinium on behalf of Tinder

Additional assets available online: [Photos \(2\)](#)

<https://in.tinderpressroom.com/QMW2025>