Tinder Newsroom

Mumbai, 9th February, 2017: This Valentine's Day, Tinder is arming its users with a new superpower – an extra free Super Like, each day for a week, starting today. With Super Likes, users have a better chance of matching, because the blue star means that someone must really like you a lot to give you their *daily star*.

In fact, conversations that start with a Super Like are 70% longer.

Super Likes, introduced in September 2015, allow users to Swipe Up or simply tap on the blue star, to catch the attention of that special someone. Typically, all Tinder users can send one free Super Like each day, while Tinder Plus subscribers can send up to five Super Likes each day. Now, Tinder is giving all its users an extra chance to find a meaningful connection.

Commenting on this, Taru Kapoor, India Head, Tinder states, "World-over, we often see spikes in Tinder use ahead of and during popular events and celebrations. Last year, we witnessed an increase nearly 20% in Tinder use in India over the course of Valentine's Day – including the week leading up to it. We foresee a similar increase this year as well, and the free Super Like is a fun way to inspire our users to make new, meaningful connections."

A Super Like improves your chances of matching with someone by 3 times. So, now that you have been given this super awesome chance at finding your Valentine's Day Date, your future partner, your soul mate or your new best friend, Taru Kapoor also offers up three tips to use your Super Like effectively. You don't always get a second chance, so use it wisely:

1. Look before you Swipe Up: The profile picture is the first thing to catch your attention. And, if you look closely, you could find some useful hints about your potential match's personality, likes or dislikes. Does the person like to travel as much as you do? Is the person a cat person or a dog person? It's true what they say about picture speaking a thousand words.
2. Read the bio: Light and frothy or deep and philosophical, a well-written bio will give you the best indication of whether or not you're well-suited for each other. Give it a read to gauge whether you have similar aspirations and expectations. And, who knows, you might even get a few ideas for a great conversation starter, once the Super Like does its magic and you have a match!
3. Shared interests and common friends: If they like the same shows as you, enjoy the same sports as you, hang out with the same people as you, you know you've probably picked a winner. Go ahead, then, and Super Like them!

Tinder is also going to be hosting **Swipe Right Night Valentine's Day parties** across 8 cities – Mumbai, Delhi, Bangalore, Kolkata, Chennai, Pune and Hyderabad – on 14th February. So stay tuned for more on this and other exciting V-day Super Specials from Tinder!

About Tinder

Launched in 2012, Tinder is the world's leading social app for meeting new people. With its global reach, people in all 196 countries around the world are swiping right to connect with others, making it a top 10 lifestyle app in more than 70 countries.

In 2015, the company introduced Tinder Plus, giving users access to premium features, Rewind and Passport. Each day, 26 million matches are made on Tinder with more than 10 billion matches made to date.

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