

Tinder Introduces Festival Mode in India: An app experience to connect festival-goers

New Feature Helps Connect Festival Attendees Before They Arrive Onsite

Mumbai, 19th November 2019 -- Tinder, the world's most popular app for meeting new people, announces the launch of a new unique in-app user experience, Festival Mode, in India. Users can add a badge to their profile highlighting their planned festival destination. From there, they have the ability to match and chat with other users attending the same event before they arrive.

Festival Mode will begin rolling out on Tinder starting November 19th and users will have access to event-specific badges. After festivals including EDC Las Vegas, Bonnaroo, British Summer Time and EDC, Orlando, Festival Mode will have its debut in India with Bacardi NH7 Weekender in Pune.

"We are constantly working towards making the Tinder experience more intentional and seeking ways for users to not only find Matches with like-minded interests but also to showcase themselves in a more purposeful manner. We know our diverse community values connecting over shared interests, and with Festival Mode we are introducing an innovative new way for Tinder users to make IRL connections. Tinder is a reflection of its community, and as our members seek new, varied experiences, we are excited to be there to enable more meaningful connections." Taru Kapoor, GM, Tinder and Match Group

Here's How It Works:

Get on Tinder and look for the Festival Mode card. Match with it to add your festival badge to your profile. From there, you can check out everyone else going to that festival, so you can match and chat before you attend.

Tinder's presence at NH7 Weekender will be more than digital this year; they will bring their much loved Camp Tinder set up to NH7 Weekender. Camp Tinder is Tinder's after-hours, secret stage featuring acoustic sets by epic artists. It encapsulates Tinder's mission- to connect people who wouldn't have met otherwise over unique experiences and shared discovery, and has been a crowd favourite at festivals for years.

About Tinder

Tinder is the world's leading app for meeting new people. Available in 190 countries and 40+ languages, Tinder was the top-grossing non-gaming app globally in 2018.

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

<https://in.tinderpressroom.com/Tinder-Introduces-Festival-Mode-in-India-An-app-experience-to-connect-festival-goers>

