Tinder Newsroom

Tinder Pledges Up to $1 Million in Free in-app ads to Women Entrepreneurs in India

Tinder, the world's most popular app for meeting new people, is pledging up to $1 Million in in-app advertising to support women/anyone who identifies as women entrepreneurs in India.

Tinder is inviting applications from companies where at least 50 percent of the founding team are women or identify as women. To qualify, companies should be under 3 years old, have cumulatively raised less than INR 35 crores in equity financing, and actively target Gen-Z and millennial audiences in India. Both for-profit and not-for-profit entities may apply. Entries will be accepted on a first come first serve basis for up to 25 startups, subject to meeting all eligibility criteria, and applications will close on the 31st of March 2020. Only the first 500 applications will be considered.

Over 90% of Tinder's community is between the ages of 18-30, and for any women-owned business aimed at that cohort, the ads are intended to support their business, grow their network and help them speak directly to potential consumers. All applicants will be screened by an all-woman panel of Tinder execs in their sole discretion, and all decisions are final.

At Tinder, equal opportunity and inclusivity are core values and we recognize its impact on communities and businesses. Tinder believes in amplifying women's voices, and the initiative is designed to empower women entrepreneurs, giving them a platform to reach their audiences, raise awareness and generate relevant leads.

Tinder believes change is necessary and knows that real change—the kind that endures—must come from within. In 2018 Tinder partnered with an outside firm to do a comprehensive pay equity audit to make sure that there weren't disparities at Tinder. All statistical evidence indicates that Tinder has achieved pay equity, and they remain committed to maintaining leadership in this space.

"We are proud to have women driving growth within the organisation across various functions including management, product engineering, and design. We remain committed to our promise of opening doors for women around the world and this initiative is another step in this direction" said Taru Kapoor, GM, Tinder and Match Group, India.

How it works:

1. Sign up through this application form. You can also access this form through Tinder India's Instagram handle @tinder_india. Applications are evaluated on need, brand fit, and relevance to Gen Z and millennial audiences.
2. If you have been selected or should Tinder need additional information, Tinder will reach out to you via email in 2-14 business days.
3. Once you receive an email confirmation, you will be asked to provide marketing materials and copy for your ad. Ads are subject to Tinder's guidelines, restrictions, and formatting requirements.

About Tinder

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. It has been downloaded more than 340 million times and is available in 190 countries and 40+ languages. As of Q3 2019, Tinder had nearly 5.7 million subscribers and was the highest grossing non-gaming app globally.

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