

## Tinder U Launches in India, Revolutionising University Dating

**From finding a study buddy to a festival partner or maybe something more, Tinder U is designed for university and college students to connect and meet.**

**New Delhi, March 18, 2025:** Imagine walking around campus and spotting someone special friend-of-a-friend you've secretly liked, that batchmate you can't help but notice in between classes, or someone charming at an inter-college music festival. These are the moments when your heart skips a beat. With the launch of Tinder U in India, an in-app feature on Tinder, making that first move is becoming as simple as tapping 'Like' or 'Super Like.' It's all about turning those campus crushes into real life connections — without any awkward DMs getting in the way.

Tinder U is built exclusively for university and college students. By opting in with your valid college email address (.edu.in, .ac.in, or .in in India), you'll unlock a fresh, personal, and authentic space where you can connect with other students. Once verified, you can personalise your Tinder profile with your college details, clubs, and interests—making it easier to find matches who really get your vibe.

Given young singles inclination towards online dating—a recent OnePoll survey found that 57%\* of young adults in India (18-25) have formed meaningful relationships through dating apps—Tinder U ensures their connections feel closer to home by focusing their Discovery experience on fellow students, making it easier for them to expand their social circle and create lasting college memories. When it comes to dating, 67% of survey respondents said, “I have dated someone I met on a dating app,” while 55% noted they've become friends with someone they met on it. When asked how people most commonly meet, 45% cited online dating apps, with work and educational institutions each at 34%.

What sets Tinder U apart? Students can add their college details, and showcase the clubs and societies they belong to, making it easy to match with peers who share similar interests.

The survey shows that 39% of Tinder users find shared interests the most appealing aspect of a dating profile. Meanwhile, 35% prefer starting conversations with a question about common hobbies, and an impressive 54% would rather discuss shared interests. Tinder U supports these insights to help make first conversations natural, engaging, and genuine.

“University life is all about new experiences, and with Tinder U as your trusty sidekick—whether you're looking for a study buddy, concert partner, or something a little more special—you can truly thrive. It offers Gen Z a safe and inclusive space where genuine connections happen as naturally as bumping into someone interesting in the library or in the corridor. We're thrilled to empower university and college students to connect safely, authentically, and on their own terms,” says **Aditi Shorewal, Communications Lead for Tinder in India.**

### What makes Tinder U the ultimate campus dating experience?

- **Tailored for Students:** You can share your graduation year and major to spark conversations and highlight your involvement in college clubs and societies to connect over shared passions.
- **Local Connections:** Meet your campus crew by connecting with peers from your university and nearby colleges.
- **No More Awkward DMs:** Spot someone you like? Give them a 'Super Like' and skip the awkward messages.
- **Safe, Authentic, and Fun:** Tinder U isn't just about meeting new people, it's about fostering a safe space for real connections where you know everyone is a student.

### To apply for Tinder U:

1. Open Tinder and tap the Profile icon.
2. Tap the Edit Info icon.
3. Scroll down to School or College and add your school/college information.
4. Tap Apply for Tinder U.

5. Enter and verify your student email address.
6. Once enrolled, you can also update your app icon to our special Tinder U icon—either by navigating to 'App Icons' in Settings or by following the prompt that appears upon completing Tinder U™ onboarding (iOS only).

Tinder U is now available across university and college campuses in India, offering a dating experience that's personal, relevant, and, most importantly, safe and fun. So, whether you're a fresher, a senior, or somewhere in between—explore the endless possibilities with Tinder U.

\*All information and data mentioned above has been sourced from an 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.

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Additional assets available online:  [Photos \(1\)](#)

<https://in.tinderpressroom.com/Tinder-U-Launches-in-India-Revolutionising-University-Dating>