

Tinder Unveils ‘Her New Dating Rulebook’ this International Women’s Day: Is Men Paying on the First Date a Thing of the Past?

NEW DELHI, 05 MARCH 2025 -On this International Women's Day, Tinder in India is celebrating “Her New Dating Rulebook.” Today's single women are setting fresh standards—expecting genuine connections, shared values, and a modern approach to chivalry that prioritizes safety. Forget the old fairy-tale promises and outdated gender roles. 44% of young female Tinder users in India are excited about meeting new people, with 38% seeking new experiences, and 29% appreciate the reduced pressure of finding a ‘happily ever after.’ Imagine a date where both partners meet at a quirky, independent café, bond over a recent art exhibit, and simply enjoy each other's company without pressure. When the bill arrives, they split it, showcasing mutual respect and modern chivalry. All the while, they rely on Tinder's safety features—verifying their profiles, matching only with verified users, and sharing their plans with friends using the ‘Share My Date’ feature. That's the new rulebook in action.

“Modern dating is about rewriting the rulebook. It's no longer just about old-fashioned gestures, but about genuine respect and real connections. Women today prioritize mutual care over outdated norms, embracing relationships that truly resonate. Let's celebrate this new era where every connection is built on the freedom to choose what feels right and safe,” says **Dr Chandni Tugnait, Relationship Expert for Tinder in India.**

Rule #1: Respect over Outdated Gender Roles aka Chivalry 2.0

According to a recent in-app survey* conducted on Tinder in India, 51% of young female users say that keeping promises—like following through on a planned call or meeting on time—defines modern chivalry, proving that consistency beats mere gestures such as opening a door. Meanwhile, 36% value being given full attention on a date (think putting the phone away and really engaging) over symbolic acts. While 31% of young female Tinder users expect basic respect for all genders and identities—such as using respectful language—as essential in dating, only 23% consider an offer to pick up the tab on the first date a must. This shift moves beyond traditional gestures to prioritize respect and equality. For 36% of young female Tinder users, true modern chivalry means a partner who supports their career ambitions. It's all about moving from outdated rituals to real connections, where genuine effort and inclusivity truly count.

Rule #2: Safety as a Standard

More than half of young female Tinder users in India say that they would unmatch if they receive inappropriate messages—highlighting that respect truly begins with how one is treated. Tinder's AI-powered features, such as “Are You Sure?” and “Does This Bother You?”, proactively warn users before potentially inappropriate messages are sent and encourage reporting of any inappropriate behaviour. Not having enough clear profile pictures to identify a person is a big no when it comes to a Tinder profile for more than half (53%) of the young female users on Tinder in India. Shirtless mirror selfies are also a no-go for more than a third of female Tinder users in the country. In fact, when looking at profiles on Tinder, young female Tinder users in India prioritize authenticity, with 44% valuing verified profiles to ensure genuineness. Additionally, 50% of young female Tinder users say that checking in after a date to ensure a safe arrival home is a genuine sign of care. In modern dating, online safety and genuine consideration are not just add-ons—they form the new baseline for meaningful connections, not just an afterthought.

Rule #3: Connection and Compatibility

For 47% of young female Tinder users, an incomplete profile is a big no—they want enough detail to see genuine interest and effort. Meanwhile, 37% prefer profiles with multiple photos that showcase personality, and 35% value shared interests and lifestyle. Additionally, 41% say they dislike bios full of clichés, favouring originality, genuine self-expression, and authenticity over generic phrases. In short, they're not just looking for a pretty face—they want a well-rounded profile that shows real compatibility.

Aditi Shorewal, Communications Lead for Tinder in India says, “As modern dating evolves, Tinder is at the forefront—empowering women with features like 'Are You Sure?' and 'Does This Bother You?' to keep interactions respectful, and 'Share My Date' to ensure their circle is in the loop. Tinder is full of possibilities, and we're committed to creating a space where women can write their own dating stories, free from outdated norms. This International Women's Day, we are excited to spotlight how women are reshaping the dating landscape in India, defining modern chivalry through respect, genuine effort, and the freedom to choose what feels right.”

Tinder is embracing modern dating by prioritising safety, authenticity, and genuine connections. As the dating landscape evolves, the world's most popular dating app remains committed to empowering its users and fostering meaningful relationships.

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

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