

## **Tinder and Centre for Social Research Launch Dating Safety Guide in Indian Languages to Make Dating Advice More Accessible**

**Launched initially in 2023, Tinder's Dating Safety Guide in India is now available in four regional languages—Hindi, Marathi, Kannada, and Bengali—and will be promoted through an in-app safety campaign.**

**February 7 2025, New Delhi:** Ahead of Safer Internet Day, Tinder in collaboration with the [Centre for Social Research \(CSR\)](#) - a leading non-profit dedicated to building a safer, more equal world, free from violence and gender inequality - has launched its industry-leading Dating Safety Guide in four Indian languages—Hindi, Marathi, Kannada, and Bengali. Tinder has partnered closely with CSR India, drawing on the NGO's expertise, research, and insights at the intersection of technology and violence against women. This collaboration has played a key role in shaping the safety efforts for this guide, as part of Tinder's ongoing commitment to education and awareness around online dating safety in India.

In a recent Tinder survey, **Indian singles said that “safety and security” was their #1 priority before going on a first date with someone they met through a dating app.<sup>1</sup> Plus, 37% said they would video call their match before going on a real-life date!<sup>1</sup>** By translating the guide into Hindi, Marathi, Kannada, and Bengali, Tinder is addressing what we have heard from regional language speakers, many of whom may feel more comfortable engaging with educational content in their native languages. This reflects Tinder's commitment to creating an inclusive and more informed dating experience for diverse users in India.

First introduced in English, the [Tinder Dating Safety Guide](#) is designed to empower young adults with practical tips and tools to navigate online dating and in-person dates confidently and responsibly. Since its launch, the guide has received **over 1M views and 50k downloads**. By localizing this resource, Tinder and CSR aim to build on this success, reaching more young adults across India and encouraging safe dating practices across the country.

Through February 2025, people using Tinder in India will see in app cards highlighting the Dating safety guide available for download across the regional languages. These cards will show helpful tips from the localized Dating Safety Guides and will direct users to the online resource destination with more information about how to stay safe while meeting new people online and in real life.

**Yoel Roth, Vice President of Trust & Safety at Match Group - Tinder's parent company, said** “At Match Group, we're committed to making dating safer for millions of people worldwide. For Safer Internet Day, we're launching the Tinder Dating Safety Guide in multiple languages, empowering young daters in India with essential tools and tips. Partnering with the Center for Social Research, we're raising awareness of practical steps people can take for safer dating, reinforcing our commitment to stronger safety standards across our platforms and communities, and industry.”

**Jyoti Vadehra, Digital Trust and Safety Lead at CSR, added** “For over four decades, the Centre for Social Research has been at the forefront of advancing gender equality, and in the past decade, we have focused on making online spaces safer and more inclusive. In this endeavor, my team has collaborated with Tinder to create this Dating Safety Guide, which is now being released in Indian languages to reach a wider audience. We hope this guide empowers individuals, particularly women, to navigate the online dating landscape with confidence, fostering genuine and respectful connections while prioritizing safety.”

### **Empowering Safe Connections in Your Own Language**

Dating should always be fun and safe, and this guide is here to help! Packed with all the essentials, it's your go-to for navigating the online dating world confidently and responsibly:

- **Spotting the good and bad signs:** Learn how to look for “red flags” (things that might not feel right) and “green flags” (signs of respect and kindness). The guide helps you identify green flags like respectful communication, active listening, genuine interest, and clear intentions.

- **Making consent clear and empowering:** Consent means agreeing to something in a clear and enthusiastic way. It's super important! This guide teaches why consent is key to making dating experiences better, whether online or in person. Plus, you'll find resources like Tinder's [www.letstalkconsent.com](http://www.letstalkconsent.com) and the details about free "Let's Talk Consent" course on Coursera by Tinder and Yuva to learn even more.
- **Using smart safety tools:** Complementing Tinder's [Safety Centre](#) that equips users with essential resources and guidelines, the guide will aim to educate users on how to make the most of their dating experience, while also staying alert, both online and offline. Features like [Photo Verification](#), [Unmatch](#), and [Block Contacts](#) give you control over your Tinder experience. These tools help you check if your matches are real, keep away unwanted interactions, and stay in charge of who you connect with.
- **Reporting bad behavior and finding help:** If something doesn't feel right, the guide explains how to report harassment or inappropriate behaviour straight through the app. To report someone, the user needs to go to their profile, scroll down and tap [Report](#). You'll also find links to trusted resources and organizations that can provide support if you ever need it.

Tinder continues to invest in safety and has built innovative, best-in-class features, such as its updated AI functionalities including '[Are You Sure?](#)' and '[Does This Bother You?](#)'. Read more about Tinder's safety features in India [here](#).



## ABOUT TINDER®

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

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## About CSR India

Centre for Social Research (CSR), India, a non-profit organisation based in New Delhi, India, is dedicated to creating a violence-free, gender-just society through social research, capacity building and advocacy. It operates at the local, national and regional levels to mobilize students, conduct specialized training, resource building and dissemination as well as growing and maintaining a mentorship program.

<sup>1</sup> A survey of 7,000 18-25 year olds polled in Asia Pacific in July 2024, conducted by OnePoll on behalf of Tinder

<https://in.tinderpressroom.com/Tinder-and-Centre-for-Social-Research-Launch-Dating-Safety-Guide-in-Indian-Languages>