Tinder Newsroom

Scoop, There It Is: Tinder's Sweetest Way to Move On

New Delhi, July 31, 2025: Tinder in India is back with a bold new scoop on moving on—literally. As part of its Move On campaign, Tinder is teaming up with Mumbai's cult artisanal brand Indu Ice Cream to create four limited-edition flavours that give heartbreak the cold shoulder and self-worth a sugar rush.

"At Tinder, we believe breakups aren't just endings—they're powerful beginnings," said **Aditi Shorewal**, **Communications Lead for Tinder in India and Korea**. "Each chapter of the Move On campaign is about turning heartbreak into a reset – helping you let go, heal, and move forward with Tinder by your side. From boxing it out (with trainers at a Tinder event), to throwing it out (with our viral *Ex-press Disposal Truck*), and now– scooping it out–we're celebrating how Gen Z is reclaiming heartbreak with self-worth and humour. This collaboration with Indu Ice Cream is an expression of self-care, it's a reminder that closure doesn't always come from a conversation – it can come from choosing yourself, one scoop at a time."

Saloni Kukreja, founder of Indu Ice Cream, added: "This is a playful collaboration between Indu Ice Cream and Tinder, where modern dating meets our bold, Indian-inspired flavours. We have created four limited-edition ice creams to turn heartbreak into delicious move-on moments."

Just how Gen Z is redefining heartbreak with self-care—mentions of self-care in Tinder bios in India have jumped 4x in the past year[1]—each flavour channels self-love and moving on, the Tinder way:

- ***Dil Ka Falooda:*** A bold ode to self-respect – with a swirl of desi drama. Because when someone messes with your heart, you don't just move on – you upgrade the menu.
- **Not Your Match Ya:** For the one who made you doubt your taste, in people and dessert. This flavour is your palate cleanse and power move. Because some matches were just mistakes... and better flavours (and dec
- **Your Ex's Tears:** Salty, satisfying, and best served cold. A bold reminder not to melt for someone who vanished faster than their last text. Ghosts don't deserve your glow-up.
- **Toxic Expresso:** Bitter. Bold. Barely worth the crash. This dark roast of a flavour is your final sip of emotional whiplash – because you've outgrown the chaos.

Let these limited edition flavours, available only in Mumbai on Swiggy and Zomato, be your soft serve of self-care, move on!

[1] *India Data from Tinder Bios, Descriptors, and Interests collected between -01/01/2024 - 15/4/2024 and 01/01/2025 - 15/4/2025*

Additional assets available online: **Photos** (2)

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