

Festive Beats and BFFs: Why Tinder’s Double Date is the Move This Ganesh Chaturthi

Mumbai, 28 August 2025 – Ganesh Chaturthi is here, and singles aren’t just stepping out for *modaks* and music; they’re pairing up with their besties for double the fun, double the dating energy. Tinder’s new [Double Date](#) feature is helping friends match in pairs and take the festive vibe to a whole new level.

For Mumbaiers, festivals are more than just celebrations —they’re a natural place to connect. Nearly 38% use festivals like Ganesh Chaturthi events to introduce matches¹, while 43% of Gen Z in India say cultural celebrations are their go-to first-date pick.¹

Add your BFF to your Tinder profile with Double Date, and suddenly you’ve got built-in banter, zero awkward silences, and the perfect excuse to say yes to a *postaarti* street food crawl with your bestie and your respective dates.

Dr. Chandni Tugnait, **Tinder’s Relationship Expert in India** shares, “Group settings and festivals like Ganesh Chaturthi naturally take the pressure off a first date. You get to observe how someone interacts with others, revealing qualities like kindness, patience, and inclusiveness. These small, unfiltered moments of community connection let authenticity shine.”

Why Gen Z is vibing with Double Date this festive season:

- **Double > Solo:** Over 37% of Gen Z in India have already been on a double date², while 66% say they’d be interested in trying one². And it’s not just about showing up in pairs — Double Date users send 35% more messages³.
- **Festive flex:** “Cultural events are a natural conversation starter. Whether it’s at a *pandal* or a *visarjan* after-party, conversations flow easier as such shared experiences give daters a ready-made script to connect,” says Dr. C.
- **Keeping it low-pressure:** 1 in 3 young singles in Mumbai have used Tinder to find a date during a festival or cultural event¹, showing that blending friends, festivities, and dating makes first-meet jitters easier to handle.

Dr. Chandni Tugnait further adds, “For Gen Z, friends are their emotional safety net. Bringing them along on a Double Date creates instant ease. *Pandal hopping* or soaking in the festive buzz with a buddy lets you lean on shared humour, inside jokes, and familiar energy while still exploring someone new. It lowers the stakes, reduces awkward silences, and helps you show up as your most authentic self.” Nearly 36% of users say feeling comfortable and safe throughout the date is what makes it successful.²

Since its launch in July, Double Date has quickly become a Gen Z favourite, with 92% of users under 30³ and mentions of “double dates” in Tinder bios up 65% since January³, proving that dating with a plus-one is more than a trend, it’s a movement.

So, this Ganesh Chaturthi, skip the awkward vibes, grab your bestie, hop pandals, sneak a *modak* (or two), and let the festival set the stage for a Double Date to remember.

¹ A study of 1000 18-25-year-old dating singles across Delhi, Mumbai, Bangalore, Kolkata, Chandigarh, Chennai, Kochi, Jaipur, Hyderabad, Guwahati between April - May 2023 conducted by OnePoll on behalf of Tinder

² A 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

³ Tinder Internal Data - July 2025

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

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