Tinder Newsroom

TINDER COMES ONBOARD AS 'THE OFFICIAL CASTING PARTNER' FOR NETFLIX'S FIRST INDIAN DATING REALITY SHOW IRL - IN REAL LOVE

Mumbai, July 13, 2021: Tinder, the world's most popular app for sparking connections with new people, is partnering with Netflix as **the official casting partner** for its first ever Indian dating reality show, *IRL: In Real Love*. In tune with fan favourites like *Indian Matchmaking, Love is Blind,* and *Too Hot to Handle, IRL: In Real Love,*produced by Monozygotic, is set to sweep this generation off its feet with a true to its time dating format.

This July, singles on Tinder can apply for *IRL: In Real Love* by just making one Swipe Right in-app. Swipe Cards will appear in between Tinder members' stack of potential matches - so all they need to do is Swipe Right on the in-app casting callout and they will be redirected to a registration page*.

Interested? Sounds like a good time for members to also get those bios spruced up!

1. **LET YOUR BIO PAINT THE REAL YOU –**Don't shy away from showing-off the different shades of your personality.

2. **ALL EYES (should be) ON YOU –** Show us what you've got with some of your amazing single shots on Tinder. We're affirmative that you can win hearts, let your profile picture too..

3. **THERE'S NO OTHER WAY THAN BEING SINGLE, FOR REAL –**To be on *IRL* you've **got to be** single. Get actively looking for sparks on Tinder!

"Tinder is thrilled to partner with Netflix to offer this generation's hopeful romantics a chance to go after a flame that can't be put out. Right from the casting process to its distinctive dating format, this show brings to the table, an opportunity to experience new connections, some heartbreaks, unmatched chemistry and a whole lot of fun. With Tinder's diverse community of young singletons actively looking for real sparks, this show will provide them with exactly that and more. It's a perfect match!", **said Taru Kapoor, GM, Tinder and Match Group, India.**

Tanya Bami, Director, International Originals, Netflix India, said, *"IRL: In Real Love is an indigenous dating format and the association with Tinder will help us keep it as real as the times today. Authenticity is key to any reality series and Tinder will help us find a cast whose preferences and choices will enable us to understand the everyday dating conundrums. We can't wait for the Tinder members to swipe right for IRL: In Real Love on Netflix!"*

-ENDS-

* *Selection of participants and all casting decisions will be at Netflix's and/or its appointed casting organizer's sole discretion.*

About Tinder

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 65 billion matches.

Tinder was introduced on a college campus in 2012 and is the highest grossing non-gaming app globally.

About Netflix

Netflix is the world's leading streaming entertainment service with 208 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

Additional assets available online: Photos (1)

https://in.tinderpressroom.com/news?item=122517