

Tinder's Swipe Ride series celebrates all ways in which women choose to date

Kusha and Sara drive a Tinder member to her date and you don't want to miss this!

India, 22 October 2021: Tinder, the world's most popular app for sparking connections with new people, is set to spotlight uninhibited, meaningful conversations about what women really want from their dating lives in India. Social media content creator, Kusha Kapila, takes the driver's wheel as she picks up a Tinder member to meet her date and bond over dating, intimacy and dilemmas caused by the confluence of age-old traditions and modern beliefs in our world. Joining the two ladies this week is none other than Sara Ali Khan, Bollywood's sassy queen!

The trio chat about all things dating - from fun Tinder bios to first date jitters, the rules of dating to the importance of being authentic. And a lot more. The first episode of the Swipe Ride series will premiere on **Friday, 22nd October, 2021** on **Tinder's [YouTube channel](#)**.

"It's so important to be who you are because if you're not, it's easy to tell. Over the years, I have also learnt that there is no way to please everyone - individualism and being your authentic self is key," said **Sara Ali Khan**. *"Tinder understands how Indian women date and I had so much fun being a part of the Swipe Ride series - a non-judgmental, safe space where the truths about our love lives universally experienced but rarely shared are laid out in the open. It's as raw as it gets and I am thrilled to be a part of the conversation, and a generation that is redefining the rules of dating!"*

"Indian society has often defined how a woman must conduct herself in all aspects. With the Swipe Ride series, to see Tinder female members redefine such age-old societal ideas and rewrite their narratives was almost like talking to my younger self, different but yet so similar. Being in the driver's seat, literally and metaphorically, is what women need today and I am really proud to have a role to play in facilitating these meaningful discussions." added **Kusha Kapila**.

"Young people face constant pressure and judgement to conform to someone else's ideas of good relationships, acceptable partners and rules of romance. All women are wonderfully different and unique, and with the Swipe Ride series, we want to celebrate and encourage the diverse perspectives of young Indian women and their dating journeys," said **Taru Kapoor, GM, Tinder and Match Group India**. *"At Tinder, we've always focused on making our app inclusive by enabling autonomy, choice and creative ways to express oneself to create a better experience for our members."*

Co-created with film director **Debbie Rao** along with popular ace comics and writers -**Shreeja Chaturvedi** and **Supriya Joshi**, the *Swipe Ride* series, is a product of the coming together of these women who like to call their own shots whether it's in their careers, or their dating lives. Aside from making the dating experience fun and accessible, Tinder continues to invest in technology that reduces anonymity, increases accountability, and helps to keep members stay safe.

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.

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