

Bollywood Made Double Dates Iconic. Now Tinder Lets You Star in Yours.

Double Dates have been a movie and rom-com staple for decades and now Tinder's recently announced feature is turning them into a social first, low-pressure way to meet people, with 35% more messages exchanged than in one-on-one chats

New Delhi, August 28, 2025 – Dating has never really been a solo mission and that is something Tinder and Gen Z (**with 92% of users being under 30**¹) can agree on. That's where Double Dates comes in - a feature that lets you and your bestie match with other pairs. It's giving support system. It's giving advice on outfits. It's giving "we're in this together".

Since its launch in July, Tinder's [Double Date](#) has proven the following¹:

- **92% of Double Date users are under 30**
- **Users send 35% more messages per match compared to one-on-one chats**
- **Group chats in Double Date are 7x more likely to lead to meet-up planning**
- **Tinder data reveals mentions of "double dates" in Tinder bios have spiked 65% since January, with 66% of those coming from Gen Z daters.**

Oh, and in case you were wondering, yes, women are leading the charge. **They're 3x more likely to Like a pair and 4x more likely to match than individual profiles**².

We've Been Double Dating Since the '80s (Tinder just made it easier)

The truth is, double dates never left. You've seen it in every sitcom and now you're the one starring in it. Here are a few reminders how everyone's favourite characters have always been double dating:

- **80's (Golden Girls):** In multiple episodes, the girls set each other up or head out on double dates together, usually ending in light-hearted chaos, but always with support and strong opinions.
- **90's (Friends):** There was the famous Joey and Chandler double date with Monica and Rachel (yes, the one when Joey brings the wrong twin). Unlikely to happen on Tinder though!
- **00's (Gilmore Girls):** Rory and Lane go on a double date with Dean and Todd. The chemistry is non-existent and Lane sneaks out earlier.
- **10's (The Office):** In one of the show's most famous episodes, Jim and Pam join Michael and Jan for what's meant to be a cozy couples' dinner. It didn't go as planned and that's totally fine.
- **20's (Anyone But You):** Oh, the endless double dates of Bea and Ben with their mutual friends. Tinder's Double Date channels that same social chaos, except it's intentional.

And in India, we've had our share of iconic duos too:

- **Jai and Veeru** backed each other through everything in *Sholay*.
- **Munna and Circuit** were the ultimate wingmen to each other in *Munna Bhai MBBS*.
- **Naina and Aditi** brought the power of best friends to every moment in *Yeh Jawaani Hai Deewani*.
- And **Rani** found her freedom with **Vijaylakshmi** cheering her on in *Queen*.

What's more, Tinder's Modern Dating Report reveals that over one-third (37%) of Gen Z in India have already been on a double date, and nearly 66% say they'd be interested in trying one. Double dates have always been part of the story, on-screen and in real life. Tinder's Double Date has made them intentional, accessible, and actually easy to plan.

¹ Tinder Internal Data - July 2025

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

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