

Tinder urges Gen Z members in India to check in on their mental health

Partners with Visit Health to give all members access to free resources & therapy sessions

India, June 24, 2021: Tinder India is offering free mental health resources that include access to therapy sessions to all its members in the country, in collaboration with [Visit Health](#). Starting today and through July, existing and new members will have free access via the Tinder app to emotional wellness content curated by VisitHealth including guided meditations, fitness videos and more. Every Tinder member will have access to up to two free sessions with licensed therapists across all major Indian languages, and continued support at discounted rates for beyond the first two sessions.

More than half of all Tinder members are Gen Z (18 to 25-year-old young adults). The loss, longing, and loneliness created by the pandemic has accelerated a new normal in every aspect of their lives including being more open on Tinder. It has led Tinder members to be more truthful and vulnerable about who they are, how they look, and what they're going through with mentions of 'anxious' growing by 20% and "normalize" by 11X in Tinder bios in India between the start of the pandemic in 2020 to now.

"The pandemic has put things in perspective for all of us. Covid-19 has been hard on mental health, especially for our young members who are dealing with a new normal across all facets of their lives. The last couple of months have been particularly hard with nearly everyone dealing with heightened levels of grief, stress, anxiety and loss. We recognise that every once in a while, one needs to pause and check-in and hope that with this initiative, our members find comfort in the fact that now support is just a click away on Tinder", says Ms. Taru Kapoor, General Manager - Tinder & Match Group, India.

Dhruva Kalra, Head of Strategy & Growth, Visit Health stated "As an integrated digital healthcare platform, our mission is to make quality care available to all and also destigmatize mental health. Through our partnership with Tinder, we wish to provide a safe space to young adults and support their emotional and social wellbeing. We believe empathy is the key during these challenging times, and our coaches understand that and customize care to each individual's needs.

"The pandemic has been hard for everyone, including young people. Many are feeling lonely in their own homes. Their safe spaces whether college, workplaces or even the freedom to spend time with friends have been impacted. The feeling of time slipping away is present and they are grieving for missed opportunities, for friendships, dating or even the ability to be out and about in the world. This increased loneliness, frustration along with privacy concerns has added to the anxiety the young are experiencing today. At a time like this, reaching out and addressing emotional concerns can be the first step towards one's own well-being", said Sonali Gupta, Mumbai-based clinical psychologist.

How to access:

Sign up or log in to your Tinder account

Look out for the in app card with details and swipe right on the card

Register with your phone number

Browse through resources and guides or book an appointment with a therapist of your choice for a therapy session over chat, audio or video.

Tinder members will have access to resources, content and up to two free sessions.

Free sessions are valid till 31 July 2021. Post which unlimited discounted sessions will be available until 31st Dec.

ABOUT VISIT HEALTH

Founded in 2016 as a Psychologist counseling platform, Visit Health has now become a 360° Health Benefits solution that seamlessly brings together all healthcare needs under one, connected platform. It uses a data smart approach to engage and guide users throughout their care journey. From managing mental wellness, nutrition, online doctor consultations to OPD Benefits, Visit serves over 160+ corporates, 800+ SMEs across 1.3M+ lives across India.

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 60 billion matches.

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