

Press fact sheet

The Indian Dating Conversation: What 262,502 Reddit Posts Reveal About Dating, Matchmaking and Marriage in India

Pinnaya · Published 19 August 2026 · Analysis period 3 August 2024 to 3 August 2026

Study: <https://www.pinnaya.com/research/india-dating-conversation-study>

Methodology: <https://www.pinnaya.com/research/india-dating-conversation-study/methodology>

Aggregate dataset (CC BY 4.0): <https://www.pinnaya.com/research/pinnaya-india-dating-study-2026-aggregate-data.csv>

Required disclosure

Pinnaya published this study and competes in the market it examines. Pinnaya is an intentional dating app for urban Indian professionals, live on iOS and Android. Any coverage should carry that disclosure. We would rather it be stated than discovered.

What the study is, in one line

An analysis of 262,502 public Reddit posts and 2,996,169 comments from 48 India-focused and India-relevant communities, using an analytical base of 127,140 posts, published with its full methodology, precision estimate and aggregate dataset.

What the study is not

It is not a survey. It is not representative of Indian singles. It does not rank dating apps, measure market share, or claim any product solves the problems it describes. Every figure describes the captured conversation.

Pre-cleared statistics

Each line below is checked against the published dataset. The denominator is stated because a statistic without one is not a statistic.

Statistic	Figure	Base
Relational and structural frictions	33.3% of posts	127,140 analysed posts
Product-supply frictions	3.2% of posts	127,140 analysed posts
Ratio between them	roughly 10 to 1	127,140 analysed posts
Most common single friction: trust and infidelity	8.19% (95% CI 8.04-8.34)	127,140 analysed posts
Location and distance friction	7.48%	127,140 analysed posts
Family, caste and religion friction	6.79%	127,140 analysed posts
Consent and boundary friction	6.29%	127,140 analysed posts
Ghosting	4.96% overall, 8.73% in dating contexts	127,140 posts; 57,624 dating-context posts
Ghosting in matrimonial contexts	1.36%	13,041 matrimonial-context posts
Dating fatigue, first two quarters to last two	3.95% to 6.55%, a 66% rise	analysable posts by quarter
Burnout and exhaustion language	2.13% to 4.92%, a 131% rise	analysable posts by quarter
App-deletion language over the same period	0.61% to 0.62%, no change	analysable posts by quarter

Statistic	Figure	Base
Safety, harassment, privacy and consent frictions combined	12.60% (16,025 posts)	127,140 analysed posts
Women reporting offline-meeting safety friction	5.80% vs 4.01% for men	23,536 women, 41,699 men (self-stated)
LGBTQ+ context harassment friction	5.65% vs 2.05% for all others	3,029 vs 124,111 posts
Location friction, smaller cities vs metros	31.48% vs 5.74%	3,215 vs 10,335 posts
Catfishing and scams, metros vs smaller cities	7.03% vs 4.95%	10,335 vs 3,215 posts
Posts stating a safety incident	0.93% (1,177 posts)	127,140 analysed posts
Negative vs positive stated outcomes	13.12% vs 6.70%, about 2 to 1	127,140 analysed posts
Explicit preference for family or offline discovery over apps	0.02% (31 posts)	127,140 analysed posts
Classification precision, high-relevance tier	92.8% (95% CI 84.0-96.9%)	151-post manual audit

Three story angles, with the honest caveat attached to each

1. India's dating apps are being blamed for the wrong thing.

The frictions dating products engineer against reach 3.2 percent of posts. The frictions they do not own reach 33.3 percent.

Caveat: this describes what people write about, and people write about relationships failing more readily than about software underperforming.

2. Dating fatigue is measurably rising, and nobody is leaving yet.

Fatigue language up 66 percent, burnout language up 131 percent, app-deletion language flat. *Caveat: people who leave stop posting, so this study cannot show what happens next.*

3. Arranged and app-based matching fail in opposite directions.

Family and caste pressure is 3.7 times more common in matrimonial conversation; ghosting is 6.4 times more common in dating conversation. Consent friction is higher on the matrimonial side, at 8.08 percent against 6.13 percent. *Caveat: context is inferred from the text of the post, and 50,801 posts signal neither context and are excluded from that comparison.*

Findings we tested and did not publish as findings

Journalists asking what we threw away should be given these.

- **Rising safety concern.** Discussion of offline-meeting safety appears to rise from 3.24 to 4.12 percent with separated confidence intervals. It disappears when the test is restricted to the eight exhaustively-collected communities, so it reflects a changing community mix rather than a change in behaviour. Published as a negative result.
- **The return to arranged marriage.** Explicit statements preferring family-assisted or offline discovery appear in 31 posts, 0.02 percent, and did not grow. This corpus contains no evidence for a widely-repeated claim.
- **Demand for offline introductions.** The friction "nowhere to meet people" is both the rarest complaint at 0.33 percent and the least-answered, at an engagement index of 60 against a mean of 100. Two readings fit the data and we cannot separate them. Published as an open question.

Attribution line

Pinnaya, The Indian Dating Conversation (2026), an analysis of 262,502 Reddit posts and 2,996,169 comments about dating and marriage in India between August 2024 and August 2026. Pinnaya is an intentional dating app and competes in the market the study examines.

Boilerplate

Pinnaya is an intentional dating app for urban Indian professionals. Every member is verified with government ID and face matching, women's profiles stay hidden by default until they choose to reveal them, and each user holds a maximum of three active matches at a time. Pinnaya is live on iOS, Android and at Pinnaya.com. Pinnaya is incubated at IIMA Ventures and has filed two provisional patents. Pinnaya.com

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Press enquiries, data questions, methodology challenges and corrections all go to the same address. If you find an error in this study we want to hear it, and we will publish the correction on the study page with a dated note rather than editing quietly.

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