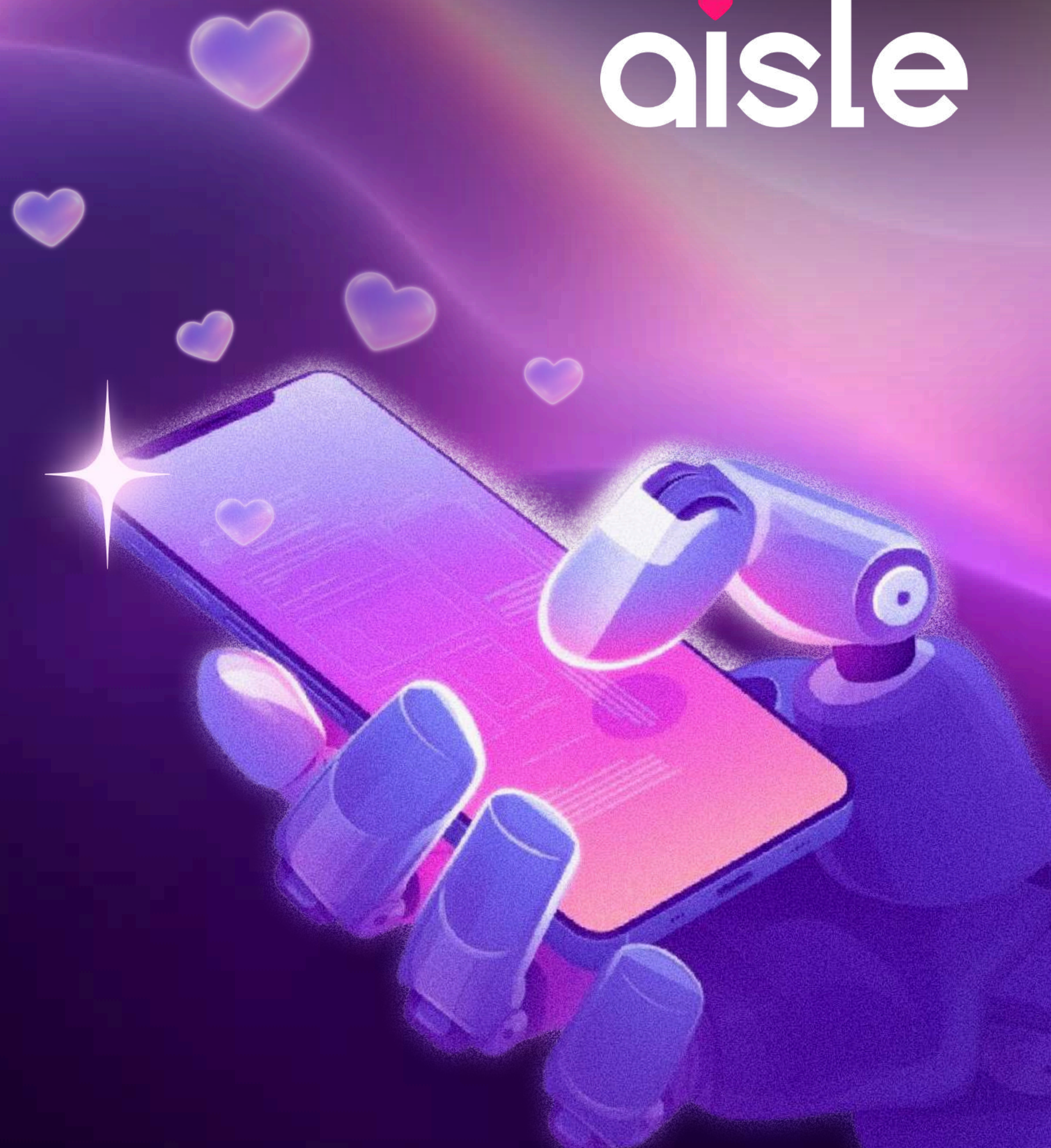


Aisle Industry Report 2026



How India Is Using Technology to Navigate Love

Insights from 8,240 Urban Indian Singles



Chandni's Note

Executive Vice President & Head of Aisle

Indians have never dated alone: parents, friends, and group chats have always been our handholders. AI is just the newest one: always available, endlessly patient, part practical, part the quiet dopamine hit of an instant, validating response. **This report looks at where AI fits into modern Indian dating: where people turn to it, where they trust it, and where they still draw the line.**



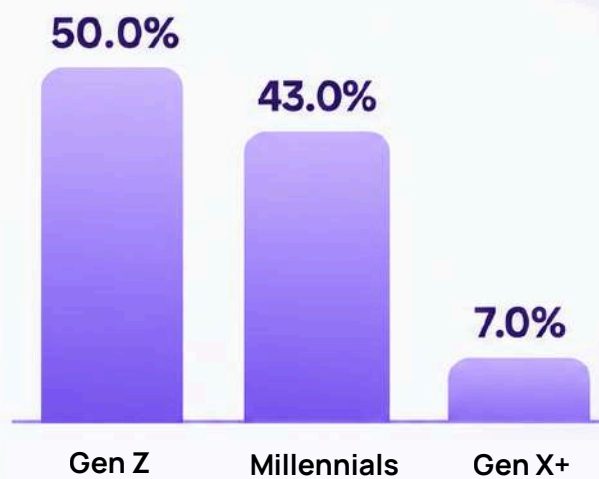
The real question isn't whether AI replaces human connection, but how it sits alongside the need to be seen and understood.

At Aisle, we've built our approach around exactly this tension. **Over 2.5 million people have connected on the platform: faster, safer, always backed by human verification.** But a match is only the beginning. AI can open the door. Love still has to walk through it.

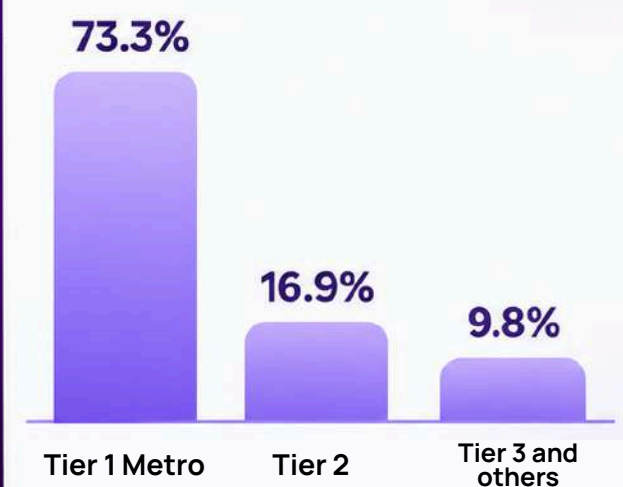


8,240
respondents

Age split

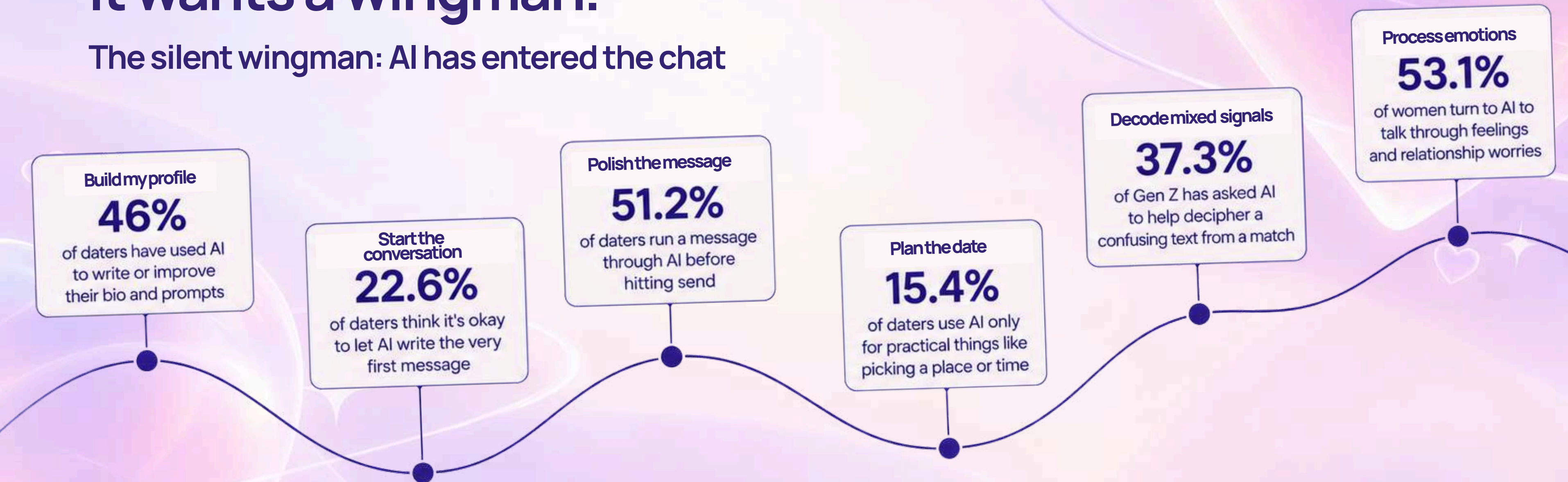


City tier split



India doesn't want an AI matchmaker. It wants a wingman.

The silent wingman: AI has entered the chat





“For the first time, people have a space to process their emotions before they process them with another person. AI isn’t replacing support systems - it’s becoming the waiting room before them.”

Arouba Kabir, in association with Aisle

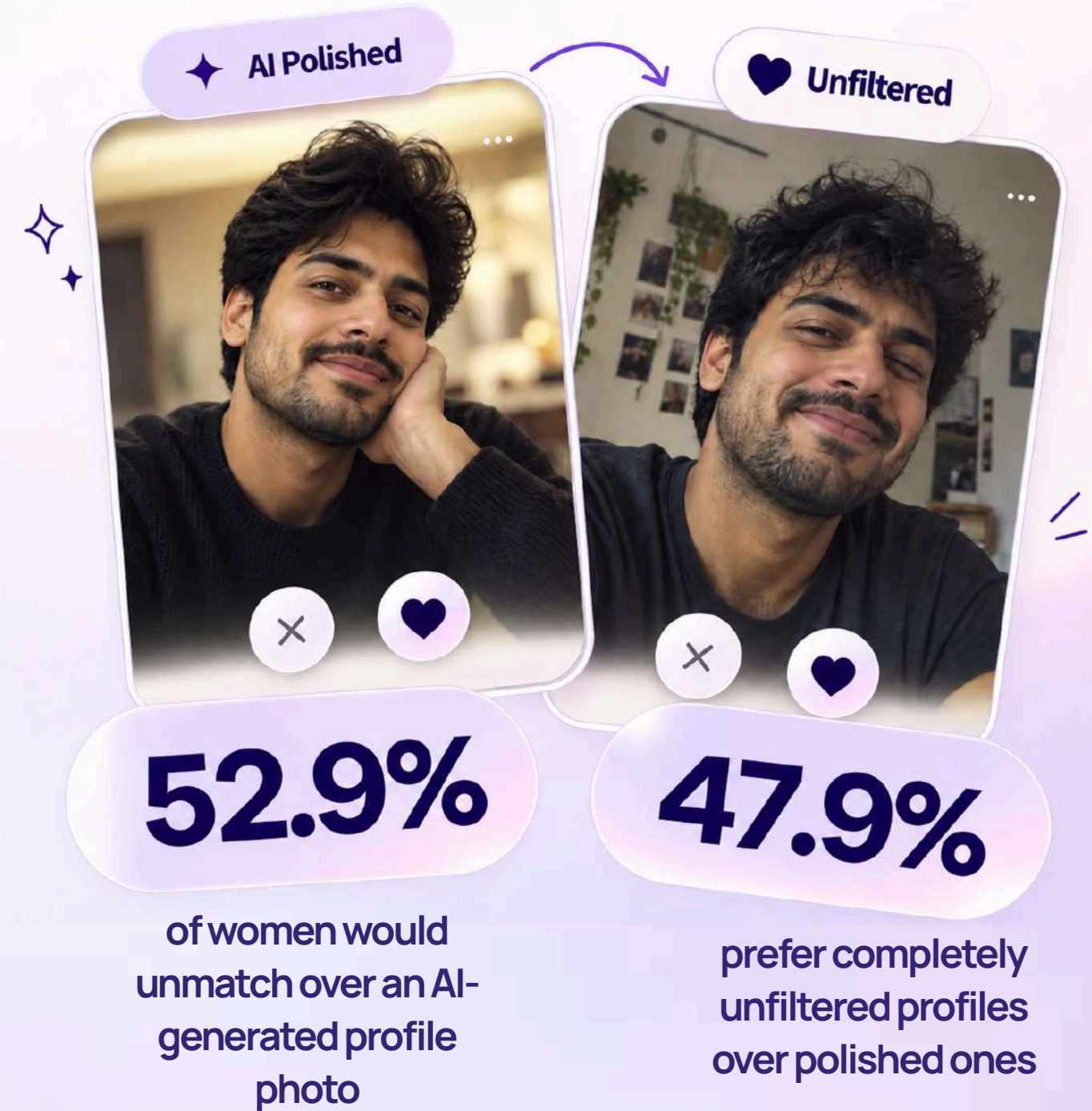
Counselling Psychologist and Relationship Consultant



Earlier generations had their friends and family to give romantic advice, but the new generation does not have the privilege of having a village around. AI has become the new private confidant - not because it knows us better, but because it’s available before anyone else is.

When everyone has access to AI, what becomes the new dating Supercurrency?

Authenticity!

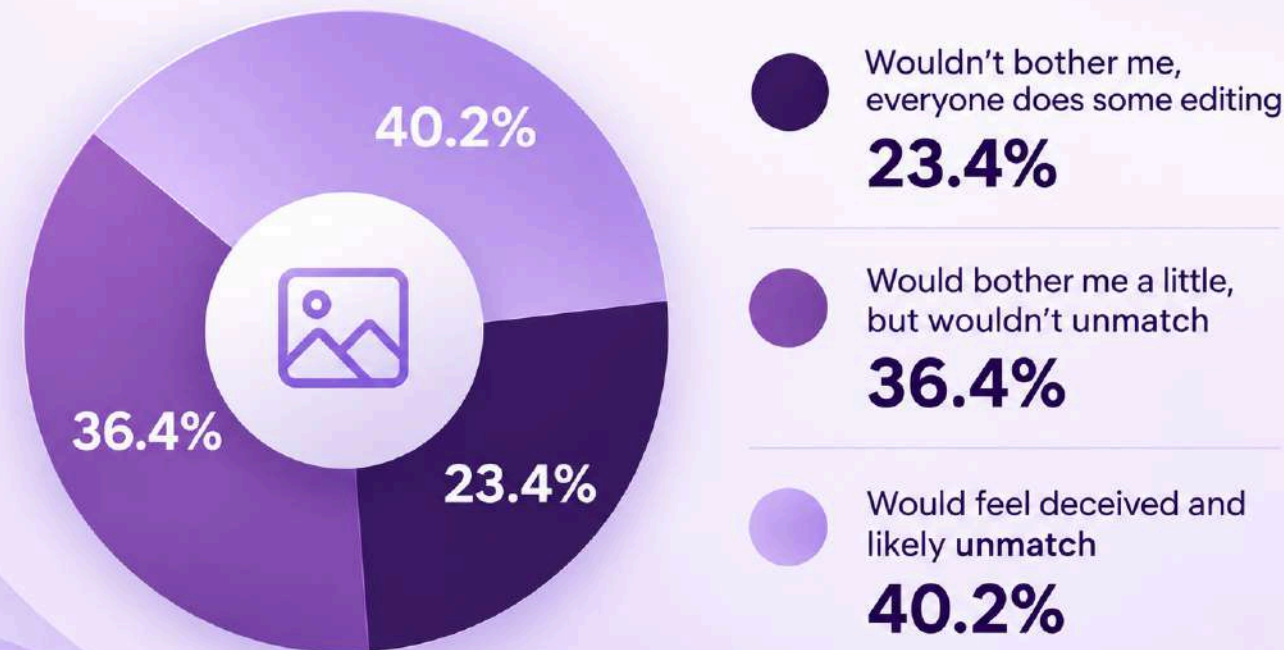


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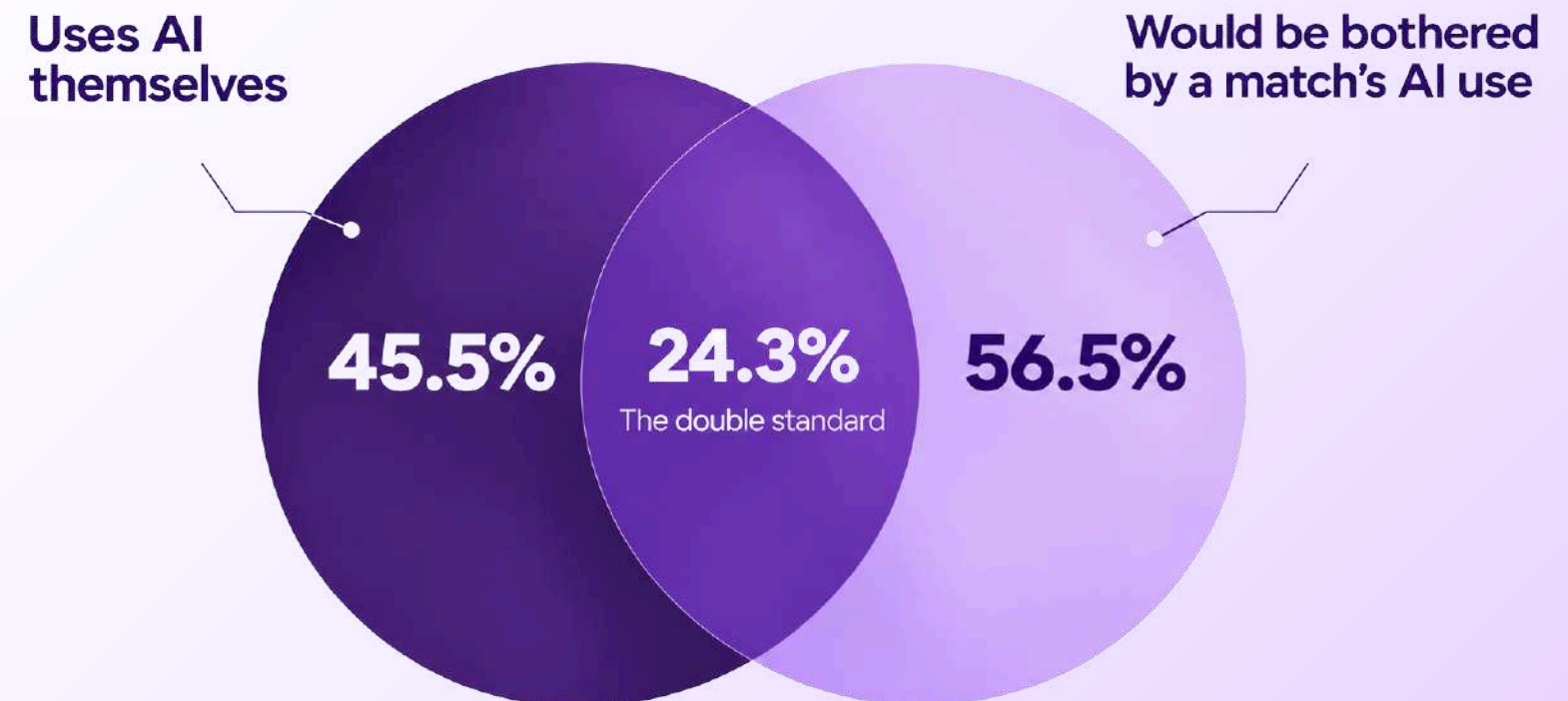
AI can improve presentation, but it cannot manufacture authenticity. In relationships, trust begins long before the first date with believing the person you're seeing is real.

1 in 4 Indians Uses AI for Dating - But Wouldn't Want Their Match To Do the Same

How would you feel if you found out a match's profile photo was AI-enhanced or AI-generated?



How many Indians would use AI themselves but would be bothered if their match did the same?



*respondents who selected neither are excluded from this view

*Percentages reflect the share of each group that selected a given option.

★ For India, text-based AI reads as assistance. But photo-based AI reads as betrayal.

“

This isn't hypocrisy - it's about perceived authenticity. People use AI to organise their thoughts, but they still want to believe the emotion, vulnerability and intention came from the person themselves.”

Arouba Kabir, in association with Aisle
Counselling Psychologist and Relationship Consultant

Men Want a Wingman. Women Want a Filter.

The AI conversation becomes even more interesting when we look at what dating friction actually needs solving.



AI - Assist for him, Armour for her.

For Men

-  **48%** use AI for dating prompts
-  **24.1%** use AI for profile pictures
-  **35%** say AI boosts confidence
-  **63.2%** still trust gut over AI
-  **38.6%** use AI to draft the opening message

For Women

-  **60.5%** think using AI does not count as being yourself
-  **52.9%** would unmatched over an AI photo
-  **26%** think it helps boost confidence
-  **69.4%** still trust gut over AI
-  **51.9%** ignore AI-sounding first messages

*Percentages reflect how many respondents from each group selected a particular option

AI as Wingman

Help me say it better



-  Open the conversation
-  Write a better compliment
-  Express personality
-  Reduce dating anxiety
-  Keep the conversation moving

AI as Filter

Help me know what's real.



-  Verify who's behind the profile
-  Detect suspicious behaviour
-  Reduce ambiguity
-  Understand intent
-  Make online dating safer

“

Men are asking AI, 'How do I say this?' Women are asking, 'Can I trust this?' Both behaviours are responses to the same emotional need: reducing uncertainty.”

Arouba Kabir, in association with Aisle
Counselling Psychologist and Relationship Consultant

THE GROUP CHAT HAS A NEW COMPETITOR: AI Chatbot

A human hand with pink nail polish reaches out from the bottom left, while a glowing, translucent digital hand with circuit patterns reaches out from the bottom right. The background is a deep purple with soft, out-of-focus heart shapes and a bright light source on the left.

India isn't replacing friends.
It's replacing the fear of asking.

Why AI is becoming the new confidant



Vulnerability without judgement

Talk about insecurities, confusion and feelings without worrying about how you'll be perceived.



Advice without baggage

Unlike friends, AI doesn't know your history or carry opinions about your past relationships.



Validation without accountability

AI can hear you out and validate how you feel without immediately telling you what you should do.



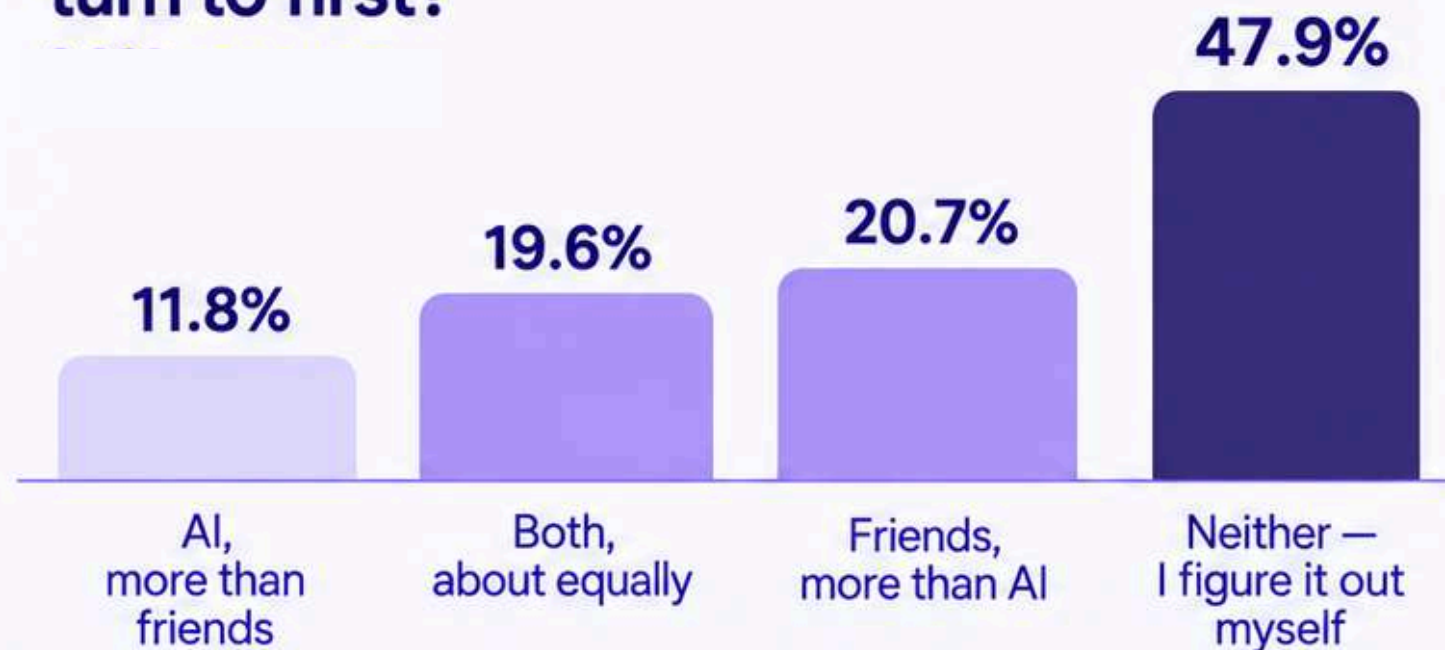
Support without a time limit

You can revisit the same question, overanalyse the same text and keep talking - AI doesn't run out of patience.

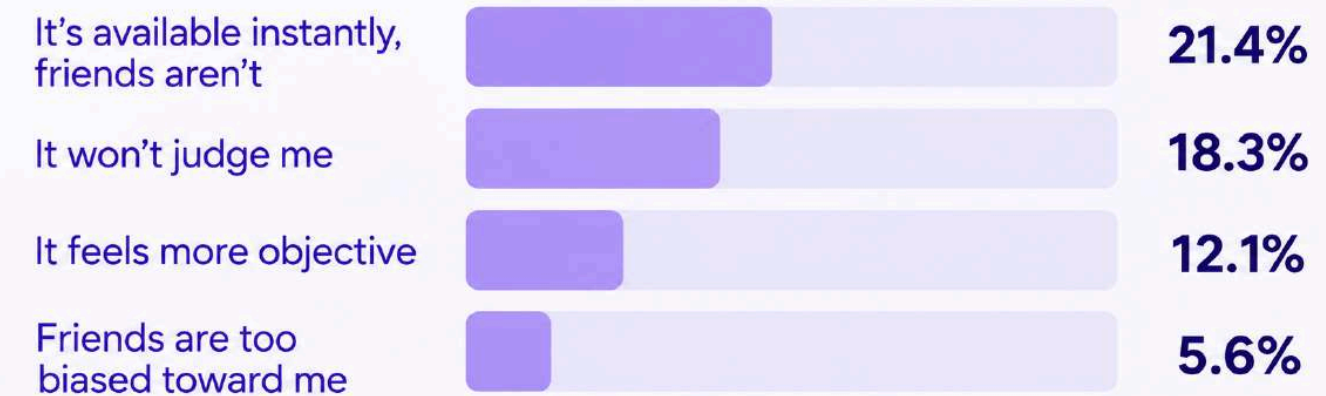
Do you trust your own instincts less since AI became available to “check” your texts and decisions for you?



When you get mixed signals from a match/partner, who do you turn to first?



Why do you turn to AI rather than friends for this? (select the closest reason)



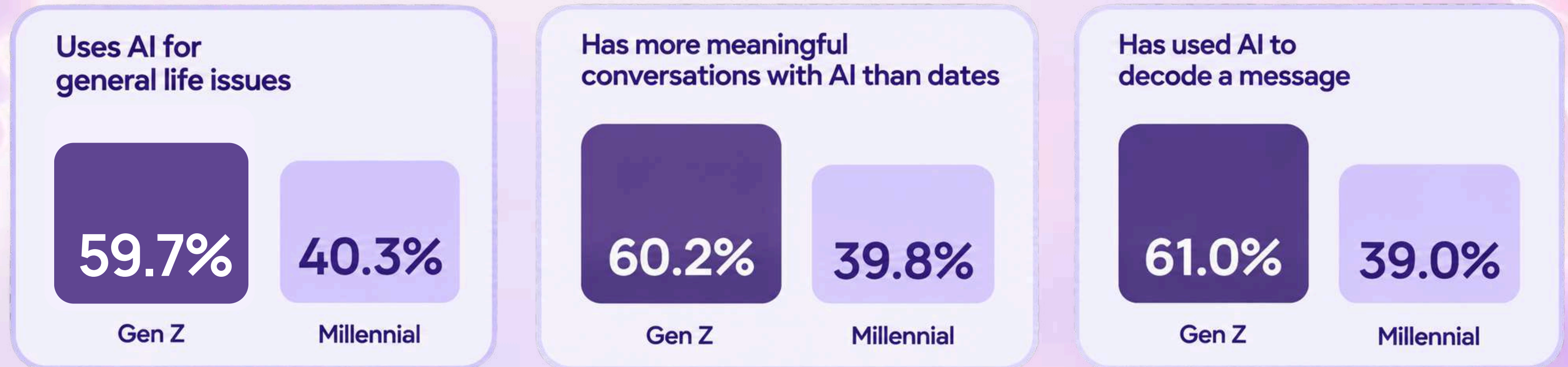
*Percentages reflect the share of each group that selected a given option; only the top reasons are shown.

“

What stands out isn't that people turn to AI over friends it's why. The top two reasons, instant availability and freedom from judgment, aren't about technology being better; they're workarounds for the quiet risk every human relationship carries: being perceived, remembered, and judged. AI isn't replacing emotional support it's absorbing the vulnerability we've never been fully comfortable extending to even our closest friends.

Arouba Kabir, in association with Aisle
Counselling Psychologist and Relationship Consultant

Gen Z isn't outsourcing love. It's outsourcing the overthinking.



*Figures reflect the Gen Z–Millennial composition of each response (summing to 100%)
*Percentages reflect how many respondents from each group selected a particular option

Uses AI for
dating prompts

60.5%

Gen Z

39.5%

Millennial

Trusts AI more
than gut feeling

62.7%

Gen Z

37.3%

Millennial

AI makes them
significantly more confident

59.9%

Gen Z

40.1%

Millennial

*Figures reflect the Gen Z–Millennial composition of each response (summing to 100%)

*Percentages reflect how many respondents from each group selected a particular option



For Indians, AI is becoming the confidant that carries no social consequences. In a dating culture shaped by “log kya kahenge,” friends and family don’t just offer advice, they come with judgement, memory and the risk of the story travelling. AI offers something fundamentally different: a private space to be vulnerable, confused and repetitive without anyone else knowing. This isn’t simply Gen Z choosing technology over friends; it’s Indians choosing privacy over social scrutiny.

THE GEOGRAPHY OF MODERN LOVE

Why India's biggest metros have a different
relationship with AI



Bengaluru

- **56%** can spot AI-written text.
- **88%** believe AI-written first messages are already inevitable.
- Yet **65.1%** still trust their gut over AI.

In a city shaped by engineers, startups and early adopters, AI is treated less like magic and more like software: useful, expected and ultimately imperfect. The result is a uniquely mature relationship with technology: high adoption without blind trust.



Delhi NCR

- **40.5%** say conversations with AI feel more meaningful than conversations on dates - the highest among Indian metros. Delhi also records the strongest use of AI for general life issues.

Delhi has always been shaped by strong social networks, large families and constant opinion sharing. In such an intensely social culture, AI offers something rare: a private, judgement-free space to process thoughts, reflect honestly and think before speaking.



Mumbai

- **69.1%** trust their gut over AI—the highest instinct score among major metros—while showing the lowest everyday AI usage.

Mumbai doesn't reject AI; it simply gives intuition a higher social value. In a city built on ambition and speed, romantic decision-making remains remarkably analogue. Technology may advise, but instinct still closes the deal.

Pune

- **42%** say AI significantly boosts their dating confidence, and Pune shows the lowest resistance to AI.

Pune sits at the intersection of university culture and India's growing knowledge economy. Young professionals aren't asking AI to become more interesting, they're using it to become less anxious. Here, AI functions as confidence infrastructure more than identity.



Hyderabad

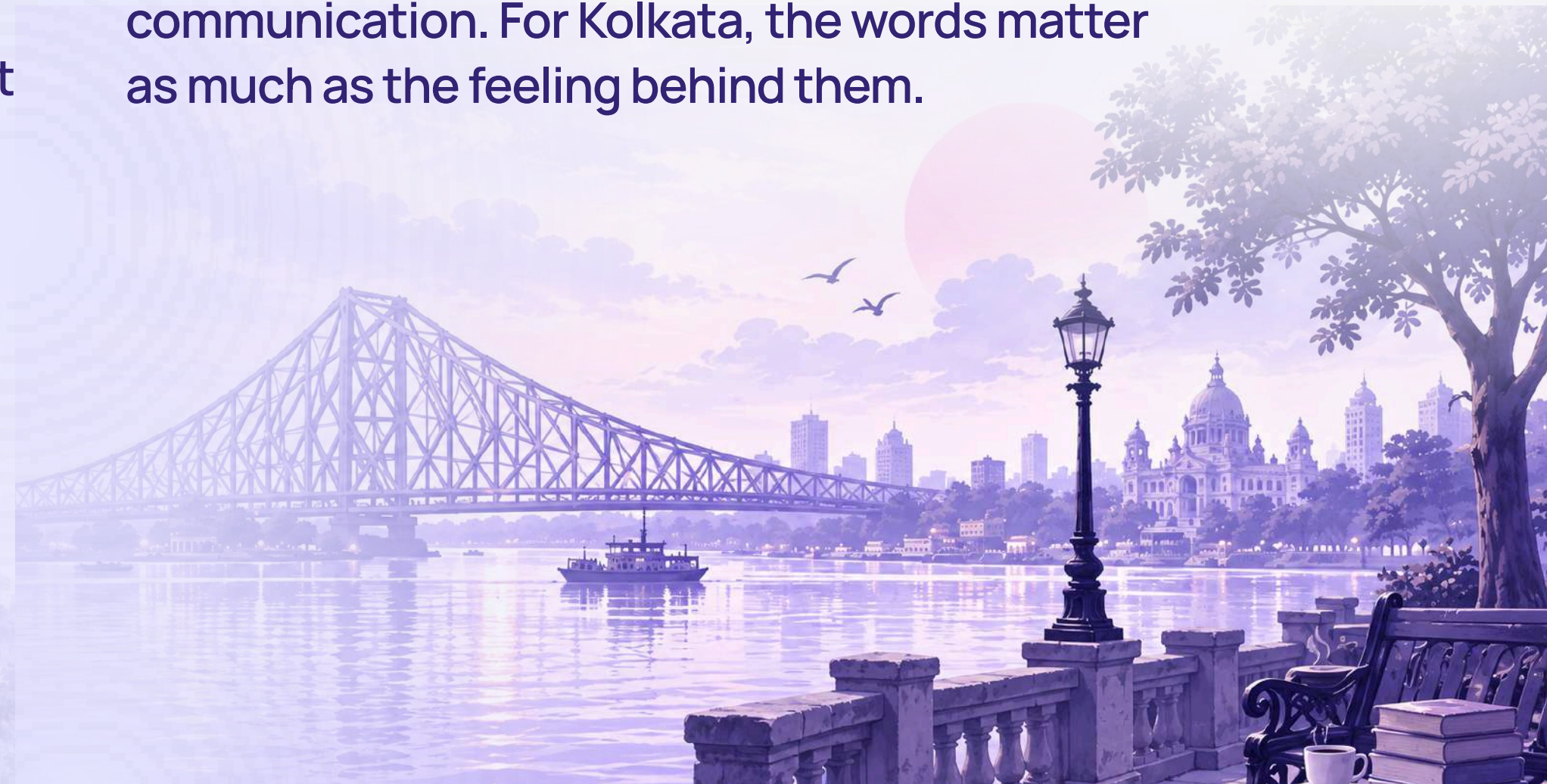
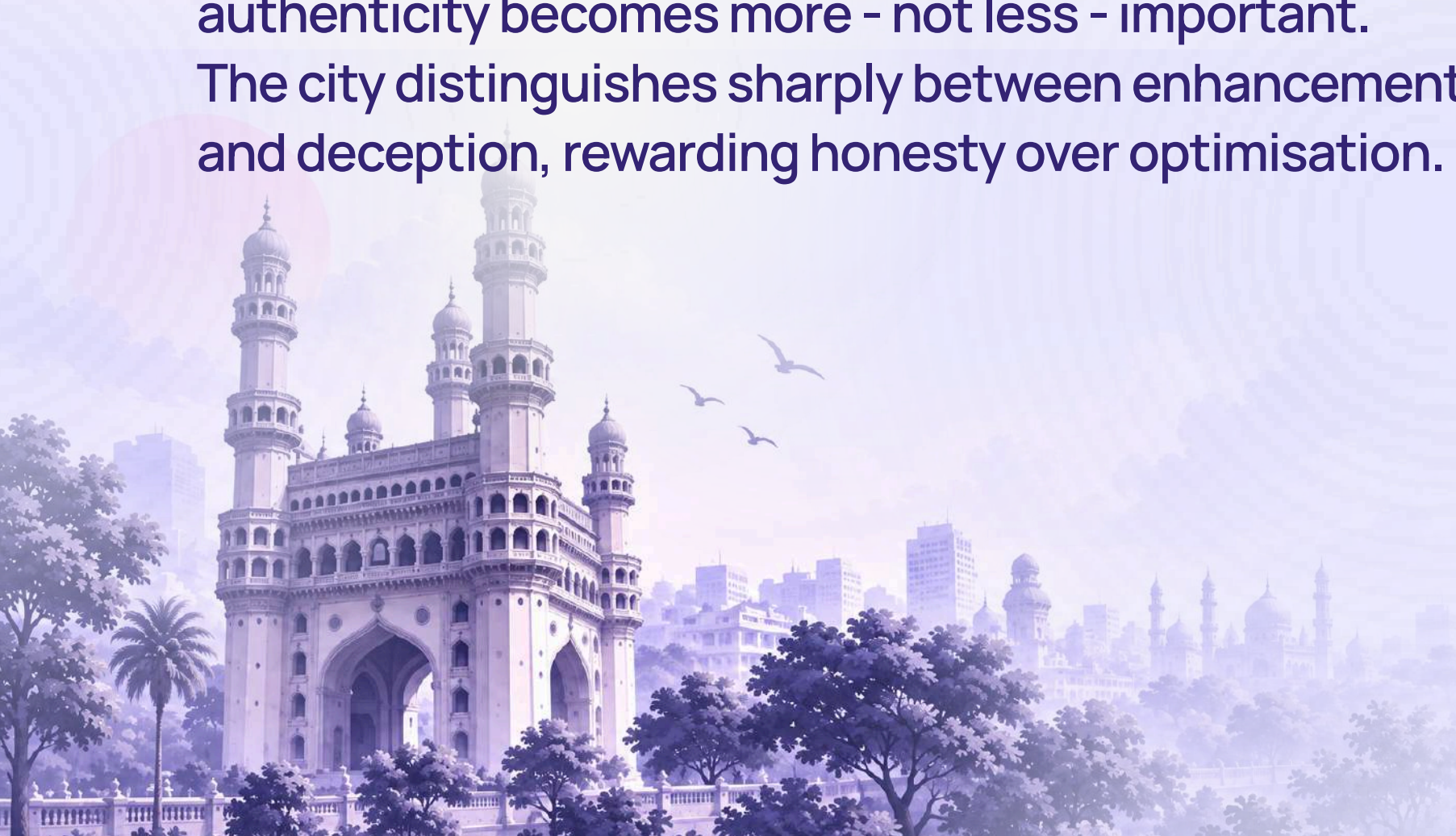
- 55% prefer unfiltered profiles
- 45.5% would unmatched over an AI-generated photo.

Hyderabad reflects a fascinating balance between rapid tech growth and deeply rooted relationship values. As digital tools become commonplace, authenticity becomes more - not less - important. The city distinguishes sharply between enhancement and deception, rewarding honesty over optimisation.

Kolkata

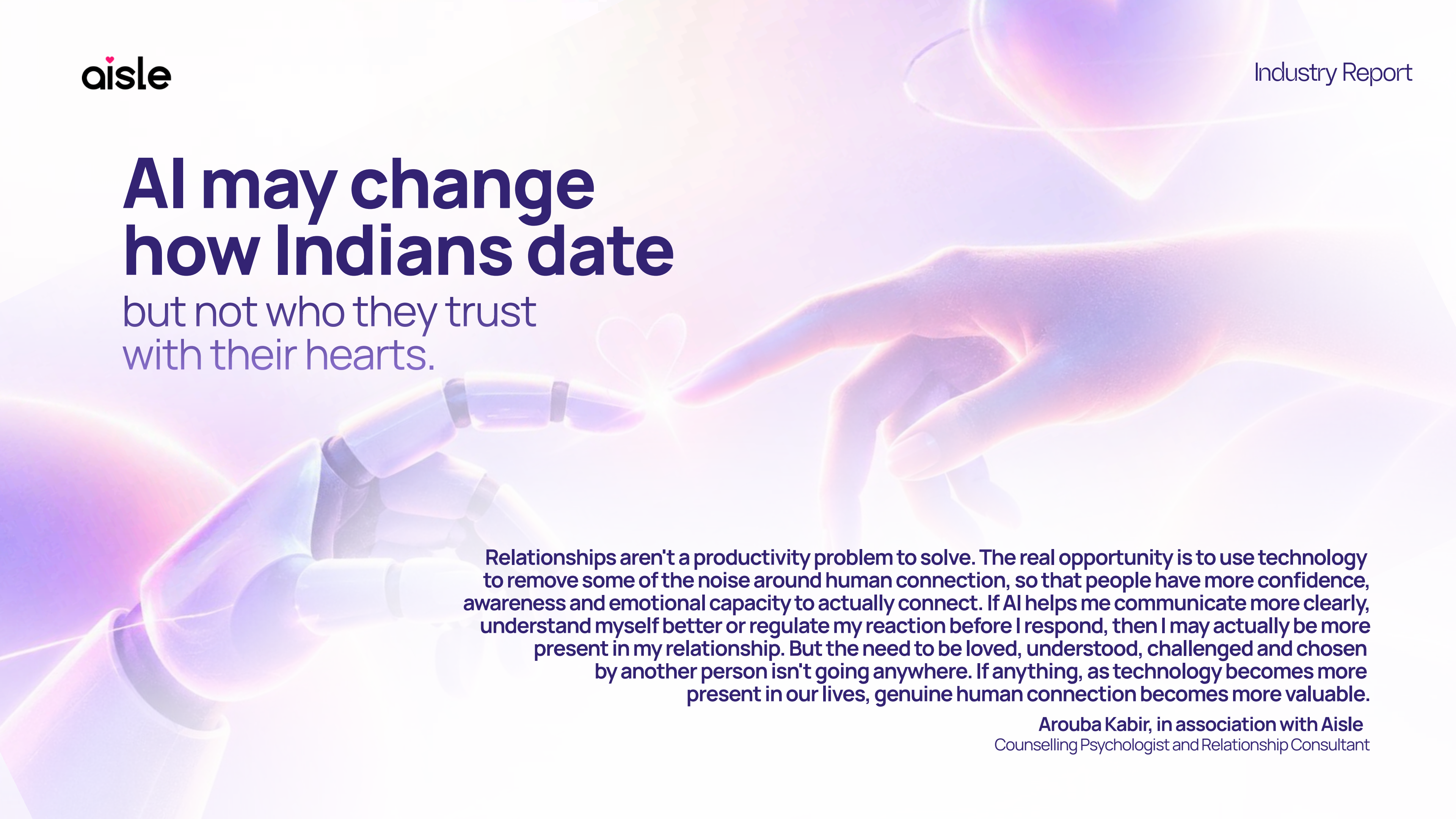
- 46.6% say AI should never be used in dating - the strongest resistance in the country.

Kolkata has historically celebrated conversation as romance itself - from coffee houses to literature and poetry as courtship. It's perhaps unsurprising that this is the metro most resistant to outsourcing communication. For Kolkata, the words matter as much as the feeling behind them.



AI may change how Indians date

but not who they trust
with their hearts.



Relationships aren't a productivity problem to solve. The real opportunity is to use technology to remove some of the noise around human connection, so that people have more confidence, awareness and emotional capacity to actually connect. If AI helps me communicate more clearly, understand myself better or regulate my reaction before I respond, then I may actually be more present in my relationship. But the need to be loved, understood, challenged and chosen by another person isn't going anywhere. If anything, as technology becomes more present in our lives, genuine human connection becomes more valuable.

Arouba Kabir, in association with Aisle
Counselling Psychologist and Relationship Consultant

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