

## Why Are Indian Matchmaking Apps Gaining Popularity in the USAaa

Matchmaking apps have been around for a while, but in recent years, Indian matchmaking apps have become a hit, especially among the Indian diaspora in the USA. People are no longer just swiping left or right for casual dates; they are looking for genuine connections with someone who understands their background and values. Indian matchmaking apps cater to this specific need by bringing together people looking for long-term relationships or marriage. They make finding someone with shared traditions, language, and cultural understandings easier, which is especially important for those living away from home.

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