

Eros Innovation Launches Cultural AI Platform: Large Cultural Voice Model and Persona AI Available in 34 Languages

World's first Cultural AI for characters, artists, and digital personalities to speak, sing, or perform while preserving identity, emotion and cultural context.

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/EINPresswire.com/ -- The [Eros Cultural AI Platform](#), first unveiled at the IndiaAI Impact Summit in February 2026, is now live.

Available in 34 global languages, the platform comprises Eros LCVM (Large Cultural Voice Model) and Eros Persona AI, two interconnected systems designed not simply to generate content but to understand, preserve, and express culture. LCVM delivers

continuous five-minute performances while retaining voice, emotion, lip-sync, and cultural nuance across languages. Persona AI provides the identity layer, enabling characters and personalities to remain consistent across platforms, experiences and audiences.

Together, they represent a new category of artificial intelligence: Cultural AI. While traditional AI systems focus on language, Eros focuses on culture, the character behind the voice, the tradition behind the music, the emotion behind the words, and the identity behind the performance.

Built on more than 11,000 films, 100,000 characters and one of the world's largest rights-cleared cultural datasets, the Eros Cultural AI Platform combines cultural intelligence, multilingual voice, music generation, character performance and persistent digital identity within a single architecture. Available through the Eros Universe Super App, it enables creators to build, animate and interact with culturally intelligent digital characters across languages and experiences.



(L-R) Alagarsamy Mayan, Chief AI Officer, Eros GenAI; Vikram Tanna, CEO, Eros Universe and Eros Now; Shri S. Krishnan, Secretary, MeitY, Government of India; Piyush Bhatia, Group CMO, Eros Innovation & CEO, Eros Wellness Digital; Ramkumar M V, Head — AI Research.

THE EROS CULTURAL AI PLATFORM

- Eros LCM: The Brain of Cultural intelligence, reasoning, storytelling, and context.
- Eros LCVM: The Cultural Voice Dubbing, music generation, singing, voice transformation, and multilingual performance.
- Eros Persona AI: The Cultural Identity Persistent digital characters and personalities that can speak, sing, perform, teach, and interact across languages.
- Eros Creator: The Creation Agent Tools for creators, studios, brands, and enterprises.
- Eros Universe: The Distribution Layer, a consumer platform connecting creators, audiences and digital identities.

PERSONA AI

At the core of the platform sits Persona AI, the identity layer of the Eros Cultural AI Platform. A Persona is a persistent digital identity capable of operating across 34 languages while maintaining a consistent voice, personality, and emotional signature over time. Eros owns more than 100,000 characters drawn from a library of over 11,000 films, each representing a potential Persona.

Major studios own characters but lack the AI infrastructure required to bring them to life at scale. Major AI companies possess advanced AI infrastructure but do not own enduring character ecosystems. Eros combines both. Powered by LCVM, Persona AI enables characters to exist as persistent digital entities that can engage with audiences across languages, platforms and experiences. Each Persona is a distinct fictional identity and does not depict, reproduce, or represent any real-world actor, performer, or public figure.

Eros Music Worlds, the first consumer product built on the Eros Cultural AI Platform, launches next week. A global music label of virtual artists powered by Persona AI, Eros Music Worlds transforms characters from the Eros universe into persistent musical performers capable of singing, creating, and engaging with audiences across 34 languages. Debut albums and performance videos will begin rolling out across major streaming platforms from 15 June 2026.

“The Eros Cultural AI Platform is the culmination of years of work on one foundational question: can AI be built to understand culture, not just language? LCVM and Persona AI are the answer. The platform is live today. The first consumer product follows next week. And what comes after that is only possible because of what we built here.” — Ridhima Lulla, Co-Founder & Co-President, Eros Innovation

“The LCM family launched at the IndiaAI Summit as a sovereign AI initiative of India. LCVM is its voice — the layer that makes cultural intelligence audible, performable and distributable across 34 languages. Everything that follows is built on this foundation.” — Kishore Lulla, Founder & Chairman, Eros Innovation

“India has the opportunity to lead not only in language AI, but also in the development of AI systems that understand culture, identity and context. As we build India’s sovereign AI

capabilities, preserving our linguistic diversity, cultural heritage and creative traditions in the digital age will become increasingly important. I am pleased to see Indian industry and academia collaborating in this direction. Today, I am delighted to launch Eros LCM and Persona AI, an important step towards the future of Cultural AI.” — Shri S. Krishnan, Secretary, Ministry of Electronics & Information Technology (MeitY), Government of India

ABOUT EROS INNOVATION

[Eros Innovation is a global cultural artificial intelligence company.](#) Built on more than four decades of the Lulla family's leadership in Indian cinema, its Eros Large Cultural Model family — Eros LCM, Eros LCMV, Eros Persona AI and Eros Universe — is trained on approximately 1.5 trillion rights-cleared cultural tokens drawn from 11,000 films and 100,000 characters, independently valued at USD 1.7 billion by OxValue.AI, a University of Oxford spin-out. The Eros LCM family is recognised by the Government of India's Ministry of Electronics and Information Technology (MeitY) as a sovereign AI initiative, with the research anchor at IIT Madras under Professor V. Kamakoti. Eros LCMV and Eros Persona AI were launched by Shri S. Krishnan, Secretary, MeitY, on 5 June 2026 in Delhi. Eros is establishing a sovereign-grade British Cultural AI capability in partnership with the United Kingdom, announced at London Tech Week on 9 June 2026.

Eros Innovation is incorporated in the Isle of Man with operations across India, the United Kingdom, the United States and the United Arab Emirates.

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