

EROS Universe Launches India's Biggest AI Creator Audition Across Mumbai, Hyderabad, Bengaluru & Chennai

Nationwide four-city talent discovery initiative aims to recruit AI-native writers and directors while shaping the future of AI-powered storytelling.

MUMBAI, MAHARASHTRA, INDIA, August 7, 2026 /EINPresswire.com/ -- EROS Universe has announced India's Biggest AI Creator Audition, a nationwide talent discovery initiative to identify AI-native writers and directors capable of creating cinematic stories using generative AI.

The four-city programme will travel to Mumbai, Hyderabad, Bengaluru and Chennai, bringing together creators for a one-day AI filmmaking challenge that also serves as a recruitment platform. Through the initiative, EROS Universe is looking to hire 15 AI Writers and 20-25 AI Directors, while also offering project-based engagements, retainer contracts and final interview opportunities to outstanding participants.

Ridhima Lulla, Co-Founder and Co-President, Eros Innovation, said, "The future of entertainment will be AI-native, creating an entirely new creative economy. At EROS Universe, we are investing in the talent, technology and infrastructure needed to lead that transformation. India's Biggest AI Creator Audition is the first step in building a new generation of AI storytellers who will create stories, characters and new story telling formats using AI"

Participants will create a 90-120 second AI-generated microfilm during a six-hour filmmaking challenge. The story theme and genre will be revealed only at the start of the competition. Entries must feature end-to-end AI-generated visuals and audio, without the use of real-life characters or copyrighted material. Participation is open to individuals only.



Submissions will be evaluated on storytelling, creativity, visual quality, cinematic execution, AI prompting workflows, editing and pacing. Participants will receive AI tool credits from EROS Universe with shortlisted films screened before the jury announces the winners.

The AI Creator Audition will begin in Mumbai on August 7, followed by Hyderabad on August 16, Bengaluru on September 6 and Chennai on September 12. Registrations are now open at a participation fee of ₹99.

About Eros Innovation

Eros Innovation is a Sovereign AI and Cultural Intelligence company headquartered in the Isle of Man, with operations across the United Kingdom, India, and the Middle East. The company is building trusted AI infrastructure for governments, enterprises, and consumers through proprietary foundation models, multimodal AI platforms, Digital Public Infrastructure, and intelligent applications spanning culture, education, healthcare, and the creator economy.

At the core of the platform is the Eros Large Cultural Model (LCM) family, including Eros LCM-Vision, Eros LCVM-Voice, and Eros LCMM-Music, developed in collaboration with the Indian Institute of Technology Madras. Unlike conventional large language models trained primarily on publicly available internet data, the Eros models are built on a proprietary corpus of approximately 1.5 trillion rights-cleared, ethically sourced cultural tokens, derived from more than 11,000 films, 100,000 characters, music, dialogue, mythology, and cultural knowledge accumulated over four decades. The corpus has been independently valued at US\$1.7 billion by OxValue.AI, a University of Oxford spin-out.

The Eros AI platform powers a portfolio of businesses including Eros Universe, Eros Brahmand, Eros AI Vidya, Eros Music World, Eros Wellness, Eros Experiences, and sovereign AI solutions for governments and enterprises. Built on a common AI infrastructure stack, these platforms enable the creation, protection, monetisation, and responsible deployment of cultural and domain-specific intelligence at scale.

Eros Innovation's mission is to become the world's trusted Cultural Intelligence Infrastructure by building sovereign, ethical AI systems that preserve, enhance, and responsibly commercialise culture while advancing innovation across education, healthcare, tourism, media, digital identity, and strategic national infrastructure.

Piyush Bhatia

Eros Innovation

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932166083>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.