

From a Scholarship in Haryana to an Eight-Vertical AI Empire: The Vishal Arya Story

From a scholarship in Haryana to leading a global AI group, Vishal Arya is building eight technology businesses on a shared intelligence architecture.

PALO ALTO, CA, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- There's a moment every founder remembers as the real beginning, not the day they filed paperwork, but the day something inside them changed. For Vishal Arya, now Chairman & Group CEO of [MatchBest Group](#), that moment was a scholarship letter in a modest household between Karnal and Sonipat, Haryana.

He didn't know it yet, but that single piece of paper would become the operating philosophy behind a company now running eight AI businesses across three continents.

The House Where Expectations Ran Higher Than the Bank Balance
Arya grew up middle-class in Haryana. His father worked in sales, constantly on the road to keep the family afloat. His mother had one non-negotiable rule: education came first, no matter what else had to wait. Money was tight. Expectations weren't. Scholarships got him through school. But they left him with something that



Vishal Arya, Founder and CEO of Matchbest Group, leads the development of an AI-powered OTT ecosystem designed to unify streaming, content discovery and monetization.



MatchBest Group's global presence across the USA, Ireland, UAE, KSA, India, Singapore, and South Africa, with headquarters in Palo Alto, California.

outlasted any degree, a conviction that talent is distributed equally, even when opportunity isn't.

"I've never forgotten what it felt like to need an opportunity someone else could just assume," Arya says.

"Everything I've built since comes back to that same question: who doesn't have access to this yet, and how do we fix that?"

That question followed him for two decades, quietly shaping decisions long before anyone called him a founder.

Twenty-One Years Inside the Machines That Run at Scale

Most people who talk about "scale" have never had to keep something running at it. Arya has.

His path ran through engineering school in India, an MBA at UCLA, executive study at Wharton, and

doctoral research in generative AI at Golden Gate University. But the real education happened on the job — over 21 years at AT&T/DIRECTV, where he owned P&Ls north of \$100–200 million and helped ship platforms like AT&T TV and NFL Sunday Ticket at 99.99% uptime.

Then five years as Chief Technology & Innovation Officer at Tata Play, leading India's shift from Pay-TV to OTT-first and launching Tata Play Binge, while managing over 600 employees.

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A scholarship gave me a future I couldn't afford. Now I build companies that ask the same question: who's missing, and how do we let them in?"

Vishal Arya

Across every company, one problem kept resurfacing: fragmentation.

"Marketing teams juggling a dozen tools. Creators bouncing between five apps to finish one piece of content," Arya says.

"I kept thinking, AI shouldn't just generate content. It should simplify the whole process."

That line simplify, don't multiply became the seed of everything that came next.

The Bet: One Prompt, Every Outcome

When generative AI broke into the mainstream, the industry rushed toward another point solution chasing the hype cycle.

Arya went the other way. He set out to build something closer to an operating system: one prompt capable of producing every creative format a business might need, ideation, scripting,



design, video, voice, editing, publishing — inside a single platform, at enterprise scale.

That bet became [Xelta.ai](#): not "another startup," in Arya's words, but "the creative operating system for the AI era." It became the blueprint for every business MatchBest built afterward.

From One Platform to a Governed Ecosystem

Here's what separates a good idea from a lasting company: Arya didn't just scale Xelta. He turned its philosophy into infrastructure.

MatchBest Group runs on a Shared Intelligence Architecture, a shared layer of AI governance, orchestration, and compliance that every business plugs into. Every product goes through the same rigorous process before reaching market: trademark registration, patent filing, and strict legal compliance review. Nothing ships until it's protected and cleared.

Eight businesses now run on that backbone: Xelta.ai, the creative operating system; [HealNova.ai](#), healthcare AI improving patient access; StreamPlay.ai, cloud-native OTT infrastructure; Vitaay.ai, an escrow-secured creator-brand ecosystem; MatchBest Software Labs, enterprise digital transformation; Elite Maverick, workforce and talent scaling; Mana, AI-driven testing automation; and Vaultiq, secure credential management infrastructure.

Different industries, different customers, same nervous system underneath.

Still Asking the Scholarship Kid's Question

MatchBest now operates across the USA, UAE, Ireland, Saudi Arabia, South Africa, Singapore, and India, with expansion underway into Indonesia and Brazil. Most companies treat that complexity as friction. Arya treats it as the whole point.

"We don't treat compliance as a blocker," he says. "We treat it as the product. That's how you earn trust in a new market — not just launch in one."

It's a long way from a scholarship letter in Haryana to holding more than 25 U.S. patents and chairing a multi-vertical AI group spanning three continents, with every product registered and compliant by design. But ask Arya to sum it up, and he reaches for the values his mother instilled decades ago: opportunity, earned through discipline, made available to more people than had it before.

The Next Chapter: A Billion-Dollar Milestone, and a Debt to Pay Forward

Arya isn't shy about where he wants MatchBest to go next. The goal is a public listing by 2030, crossing into billion-dollar territory, not as a vanity number, but as proof that a business built on shared infrastructure and deep compliance can outlast companies chasing a single trend at a time.

But scale isn't what he talks about with the most energy. It's the generation coming up behind him.

Arya wants to devote meaningful time and resources toward mentoring young people particularly students who look like he once did: capable, ambitious, and one scholarship away from a completely different life.

"Technology should never be a privilege for a select few," he says.

"That was true when someone gave me a scholarship. It's why I want to spend the next chapter making sure more young people get that same shot, not by accident, but by design."

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