

MatchBest's Xelta.ai Bets on One Creative Workflow Instead of a Stack of AI Tools

Xelta.ai brings writing, image, video, editing, voice, and publishing workflows into one AI-native creative platform powered by multiple AI models.

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EINPresswire.com/ -- In today's age, generative AI isn't suffering from a lack of tools; it's more like drowning in them. You have got a model for writing, another for images, yet another for video and voice, and even specific ones for tasks within each category. While the technology can impress anyone working on a campaign or film, managing it all can still be chaotic.

That's why [MatchBest Group](#) plans to fix this mess with [Xelta.ai](#). This new platform, introduced by CEO [Vishal Arya](#), aims to gather most of the creative process under one roof.



Overview of Xelta.ai's creative suite spanning AI Films, AI Studio, AI Ads, and SocialVerse.

Instead of being just another tool in the box, Xelta.ai is designed as an AI-native creative operating system. The concept is simple: users begin with an idea and proceed to finished content without needing to choose which AI tool handles each stage.

At the heart of Xelta is Content Flow™, the company's proprietary orchestration layer. This system links various AI models and creative tasks into one seamless workflow. Unlike platforms that rely on a single model for all tasks, Xelta integrates over 90 AI models, assigning them based on specific needs. You might start writing, then move to storyboarding, which can lead to image and video creation, followed by editing, voiceovers, localisation, and publishing.

The company aims to make the process feel less like managing multiple AI tools and more like orchestrating a production. The formats they offer are intentionally diverse. A concept can

transform into various forms: a short-form microdrama, comic, trailer, advertisement, social media campaign, or learning course. Additionally, they provide tools for AI-generated visuals, home design ideas, and professional publishing services.

When it comes to businesses, Xelta offers more than just content creation. They have a Smart Ads Engine designed for crafting and improving advertising material. Furthermore, LinkedIn AutoPost and the Thought Leadership Toolkit help professionals and companies maintain an active presence on the platform.

Xelta is also diving deeper into the world of filmmaking. The company offers a creative process tailored for long-form projects. Their platform boasts the capability to craft content up to an hour long from just a single prompt. Xelta Cut™ takes care of editing and post-production tasks, while the Microdrama Creator focuses on producing multi-episode narratives, ensuring character and scene consistency.

But why such a comprehensive approach? Arya has spent over 20 years in telecom, broadcasting, and tech infrastructure with notable positions at DIRECTV, AT&T, and Tata Play. His experience often involved large-scale system operations. The concept behind Xelta draws from this background: adding another tool is easy; making the overall system easier to operate is harder.

“When we started building Xelta.ai, our goal was never to create another AI tool,” Arya said. “We wanted to remove the complexity of working across multiple platforms.”

So, this platform caters to a wide audience, which includes filmmakers, creators, ad agencies, marketing groups, educators, business people, and large organizations. It also allows developers and tech teams to connect using APIs, CLI, MCP, and automated workflows.

As for MatchBest Group, Xelta plays a vital role in their expansive tech portfolio that spans artificial intelligence, data science, cloud services and DevOps, cybersecurity, and enterprise software.

A key concern for Xelta is whether users actually prefer an integrated creative environment as AI

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Follow-the-sun creator support • regional model hosting • enterprise delivery close to customers.

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Xelta.ai

All-in-one Generative AI Creative Platform

Ideate. Create. Elevate.

Everything you imagine, all in one powerful place.

Images
Stunning visuals in seconds

Videos
Cinematic videos powered by AI

Audio
Generate voice, music & sound

Editing
Smart tools for seamless editing

Ads
Create high-converting ads in minutes

Social Content
Engaging content for every platform

Cinematic Production
From concept to cinematic reality

Avatars & More
Realistic avatars and endless possibilities

From concept to creation in seconds

Easy to use

No complex setup

Save time create more

For creators, by creators

Create Without Limits
Start Creating Now →

Founder & CEO at MatchBest Group

Vishal Arya, Founder and CEO of MatchBest Group, showcasing Xelta.ai's all-in-one generative AI creative platform.



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Vishal Arya

tools become increasingly specialised. That’s because Xelta’s argument isn’t about needing more powerful generative AI; it’s about better organizing existing capabilities so that ideas aren’t scattered across numerous tools before they become usable.

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