After Two Decades in Big Technology, Vishal Arya Is Betting on a Different AI Model

After 21 years at AT&T/DIRECTV and Tata Play, Vishal Arya is building MatchBest Group around shared AI infrastructure and multiple technology ventures.



Xelta.ai: An All-in-One AI Creative Platform

PALO ALTO, CA, UNITED STATES, September 24, 2026 / EINPresswire.com/ -- Vishal Arya spent most of his career at major tech companies with little to no room for failure. He gained experience at AT&T/DIRECTV, managing platforms that had to run efficiently at massive scale. Arya also played a crucial role in Tata Play, where he oversaw the shift from traditional pay TV to streaming services. Today, he is applying that experience to MatchBest Group, the technology company he founded and now leads.

> Technology should reduce complexity, not add another layer to it. We are building shared infrastructure that lets different businesses use AI in practical, scalable ways."
>
> *Vishal Arya*

Instead of building a single AI-driven product and keeping adding features to it, Arya has built a set of technology-driven businesses around a shared infrastructure. This strategy is the backbone of MatchBest Group, which spans areas such as content creation, healthcare, OTT services, enterprise technology, talent management, and digital security.

For a young AI team, that's a relatively unusual structure. That's because it also reflects a recurring problem Arya often faced in his past jobs: technology systems tend to expand quickly instead of getting simpler.

Take content creation, for example. A creative process might need separate tools for writing, images, video, voiceovers, editing, and distribution. Each tool works great on its own, but problems surface when you have to move work between them. And this exact challenge inspired

the creation of Xelta.ai.
The platform unifies different parts of the creative workflow into one workspace where users can streamline their tasks without hassle. You can now turn an idea into various types of content without having to set up the workflow manually across different apps. The latest updates to the platform have branched out into areas like video, image creation, microdramas, comics, advertising, and other creative formats. But for Arya, Xelta is just a piece of a bigger puzzle.



MatchBest Group's Expanding Global Footprint


Vishal Arya, Co-Founder of Xelta.ai and CEO of MatchBest Group.

MatchBest's lineup now boasts HealNova.ai in healthcare, StreamPlay.ai in OTT services, Vitaay.ai in the creator and brand space, MatchBest Software, Elite Maverick, among other tech ventures. According to the company, these projects are linked by a unified technology and governance structure rather than being completely independent entities. This strategy takes some inspiration from Arya's earlier career path, who dedicated 21 years at AT&T/DIRECTV before transitioning to Tata Play as the Chief Technology and Innovation Officer. He studied engineering in India and earned an MBA from UCLA. Additionally, he pursued executive and doctoral-level courses in the US. His public profile highlights his focus on building technology that functions effectively at scale, not just showcasing its potential. But there's a deeper layer to his story.

Arya's roots trace back to Haryana, where he grew up in a family valuing education despite financial constraints. Scholarships played a key role in his educational journey, and this experience fuels his passion for creating technology and expanding opportunities for others. The goal is to make technology and opportunity available to people beyond those who already have the means. This idea is now part of a big business plan.

MatchBest aims to grow worldwide, with India, the US, and the UAE already on board and plans for new markets like Indonesia and Saudi Arabia. The company has shared its vision of becoming a billion-dollar enterprise with an IPO by 2030. However, success hinges on more than just having a large portfolio; it’s about whether different businesses can effectively benefit from the same technology without becoming complicated. That’s Arya’s gamble. After years in major tech firms, he is now focused on building his own system.

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