

Clairva Launches in Southeast Asia and India to Build the Dataset Backbone for Video AI

New platform will license structured, culturally representative video datasets to train the next generation of AI models.

Singapore, Singapore Jul 23, 2025 ([IssueWire.com](https://www.issuewire.com)) - Clairva, a video dataset infrastructure company, announced its official entry into Southeast Asia and India today, aiming to supply structured, licensed, and culturally grounded video content to AI developers, sovereign labs, and enterprise platforms across the region.

As generative AI evolves from text and images to rich video and multimodal interfaces, demand for high-quality training data has intensified. While many AI systems are built on scraped or unlicensed content, Clairva offers an alternative: ethically sourced, annotated, and rights-cleared video datasets tailored to the specific linguistic, cultural, and regulatory contexts of Asia.

“AI models are only as good as what they are trained on. For most of the world, especially across Southeast Asia and India, that training data does not yet reflect local languages, cultural nuance, or real-world complexity,” said **Sabari Raju**, co-founder of Clairva. “We are fixing that, from the ground up.”

Clairva’s platform works directly with creators, production studios, content owners, and archives to curate and license video libraries that can be transformed into machine-learning-ready datasets. Each dataset is enriched with metadata, multimodal alignment (video, audio, text), and clear usage rights, enabling safe deployment in high-stakes use cases such as sovereign AI, brand-generated content, and enterprise copilots.

The company’s early access program, already live in select markets, is onboarding creators, enterprise partners, and public sector institutions. Clairva’s goal is to enable both frontier and fine-tuned AI models that reflect the visual, cultural, and linguistic realities of Asia.

“The future of AI requires diverse and defensible data. Clairva provides exactly that, with regionally relevant content and compliance built in,” said **Dushyant Verma**, Clairva co-founder. “Our datasets not only power better models but reduce risk for developers and regulators alike.”

As part of its go-to-market strategy, Clairva will prioritize collaborations with content creators across India, Indonesia, the Philippines, the UAE, and Singapore. It will also partner with academic institutions, media networks, and government-backed AI initiatives looking to build more representative foundation video generation models.

With global AI companies facing increasing legal scrutiny over training data and sovereign governments accelerating national LLM projects, Clairva sees a clear opportunity to become the default infrastructure layer for video datasets in the Global South.

For more information, visit www.clairva.ai

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