

PRESS RELEASE

BIF Welcomes the Launch of Indigenous AI Video Model ‘Varya’, a Significant Milestone in India’s AI Innovation Journey

New Delhi, 16 June 2026: BIF has welcomed the launch of **Varya**, an indigenous AI-powered video generation model developed by Avataar.ai with support from the India AI Mission, describing it as an important step towards strengthening India’s sovereign AI capabilities and advancing the country’s vision of becoming a global hub for affordable, inclusive and population-scale artificial intelligence solutions.

Varya has been designed to significantly reduce the computational requirements associated with AI-based video generation while making high-quality content creation more affordable and accessible. According to information released by the Government, the model reduces video generation steps from 50 to 4 and has been developed with a strong focus on efficiency, affordability and relevance for Indian use cases. Innovations that improve efficiency and reduce the cost of AI deployment have the potential to accelerate adoption across startups, MSMEs, educational institutions, public service platforms and local language ecosystems.

The emergence of indigenous AI models reinforces the need for continued investments in broadband connectivity, digital infrastructure and compute ecosystems, which together form the foundation of a globally competitive AI economy.

Commenting on the development, Mr. T.V. Ramachandran, President, Broadband India Forum, said:

“The launch of Varya represents the growing maturity of India’s AI innovation ecosystem and demonstrates the value of public policy initiatives aimed at fostering indigenous research, compute infrastructure and next-generation digital technologies. We congratulate the Ministry of Electronics & Information Technology, the IndiaAI Mission and the developers of Varya for demonstrating how cutting-edge AI capabilities can be made more affordable, accessible and relevant to India’s unique requirements.”

He further added:

“As AI applications become increasingly integrated into education, healthcare, governance, commerce, manufacturing and citizen services, the importance of robust digital infrastructure becomes even more critical. Affordable AI at population scale will require not only advanced models but also widespread availability of high-capacity broadband networks, fibre infrastructure, data centres, cloud resources and next-generation connectivity platforms.”

About Broadband India Forum

Broadband India Forum (BIF) is an independent policy forum and knowledge-based think-tank that works for the development and enhancement of the entire broadband & broadcasting ecosystem in a holistic, technology - neutral and service-neutral manner. BIF has established itself as a thought leader and a credible and effective voice, to help propel the nation to achieve the country’s ambitious vision of creating a Digital India. To achieve this, BIF works to promote the rapid development of policies, to facilitate affordable and high-speed ubiquitous broadband throughout the country.