

Invideo and Google Cloud Partner to Transform Global Video Creation

BENGALURU, INDIA, Oct. 7, 2025 – Google Cloud today announced a strategic partnership with Invideo, one of the world's largest cloud-based video creation platforms, to bring cutting-edge generative AI capabilities to millions of creators, marketers, and businesses worldwide.

This collaboration represents a pivotal leap forward in democratizing professional video production — making it possible for anyone, anywhere, to turn ideas into cinematic-quality videos in just a few clicks. By integrating Google Cloud's advanced, multimodal AI models directly into Invideo's creative workflows, the partnership delivers an end-to-end “prompt-to-final-video” experience that redefines speed, quality, and accessibility in content creation.

Invideo has been at the forefront of simplifying video creation – from ads and explainers, to stories and films – transforming it from a complex, time-consuming process into something as intuitive as writing a sentence. Now, integrated with Google's next-generation AI models, Invideo's vision takes a major leap forward:

- Gemini 2.5 Pro and 2.5 Flash act as the creative intelligence layer — interpreting user intent, researching topics, drafting scripts, and designing detailed storyboards.
- Imagen and Gemini 2.5 Flash Image (Nano Banana) enrich scenes with photorealistic assets — from lifelike characters to immersive backgrounds — eliminating the need for stock footage or manual editing.
- Veo 3, Google's state-of-the-art video generation model, converts scripts into cinematic, high-definition narratives.

Using Google Cloud's AI tools enables Invideo to take care of all the technical complexities, giving users the freedom to focus on their creative vision. Together, this delivers production-quality videos at scale, enabling creators to move from concept to publish-ready content in record time.

“Our collaboration with Google Cloud allows us to utilize Google's leading AI models, providing creators with powerful yet user-friendly video editing capabilities. This partnership drives our goal to democratize video creation globally, ushering in a new era of digital storytelling,” said Sanket Shah, Co-founder and CEO, Invideo.

“At Google Cloud, we're driven by the belief that AI can spark meaningful transformation across industries, and our collaboration with Invideo showcases the full potential of Google Cloud's cutting-edge AI to redefine the future of content creation. With our end-to-end multimodal AI stack, Invideo is accelerating the democratization of professional media production and making it possible for millions to create high-quality, cinematic videos in just a few clicks,” said Karan Bajwa, President, Asia Pacific, Google Cloud.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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