

From Scattered Government Bulletins to a Single Source of Truth

How Setu Labs built a production-grade AI intelligence platform that lets a legal & regulatory advisory firm monitor, verify, and distribute regulatory updates at a scale no manual research team could match.

28

government sources unified into one platform

0.93

minimum accuracy score required before publishing

3x

faster editorial turnaround, source to published brief

We used to have three analysts doing what a search engine should be doing — reading circulars, cross-checking dates, copy-pasting into a newsletter. Setu Labs gave us a system that reads faster than we ever could, and it doesn't miss things.

— Head of Research & Advisory, the Client

About the Client

The Client is a legal and regulatory consulting firm that helps corporates track and interpret regulatory, policy, and compliance developments across India. Its core value isn't just legal opinion — it's speed and reliability of information: knowing what changed, where, and what it means, before a client's own compliance team finds out the hard way. That business model depends entirely on staying current across a firehose of government sources that update on no fixed schedule and in no fixed format.

The Challenge: When “staying current” Becomes a Full-Time Research Operation

For years, the Client's research team tracked regulatory and policy updates the way most advisory firms do — manually. It worked, but it didn't scale, and it was quietly fragile.

1 Fragmented sources

Relevant updates were scattered across 25–30 government sources with no unified feed or API, so tracking meant checking each site individually.

2 **Slow detection**

Manual monitoring meant delays of hours to days between a notification going live and clients hearing about it — sometimes after a competitor's newsletter already had.

3 **Manual production**

Turning a raw circular into a clear, client-ready brief was entirely manual: reading, verifying, summarizing, and formatting by hand for every item.

4 **No accuracy guarantee**

There was no consistent way to guarantee accuracy at scale — a single missed nuance in a summary could mean a client acted on wrong information.

5 **Fragmented distribution**

Distribution was split across email, WhatsApp groups, and LinkedIn, each updated separately — duplicated effort, inconsistent timing.

The Solution: A Platform Built in Four Clear Stages

The Client engaged Setu Labs to design and build a production-grade AI intelligence platform that could ingest, verify, and distribute regulatory content at a scale no manual team could match — while meeting the accuracy bar a legal advisory brand can't compromise on. The build followed a clear sequence: get the data in, make it searchable, make it trustworthy, then get it out the door.

01

Pulling everything into one place

Automated feeds built from 28 different government sources — ministry sites, regulator portals, gazette notices, and state bulletins — each with its own format and update schedule, so nothing had to be checked by hand again.

02

Making it searchable, not just stored

The system finds both “things like this” (a similar past ruling or circular) and “this exact clause” (a precise keyword match), so analysts get relevant results instead of a pile of documents to sift through.

03

A quality check before anything goes out

Every AI-written summary is automatically scored for accuracy before it can publish. Anything below the bar is routed to a human for review instead of going out unchecked — non-negotiable for a firm whose reputation depends on getting details right.

04

One dashboard, three channels

Analysts review and approve every AI-drafted brief in a single dashboard, then publish simultaneously to WhatsApp, email, and LinkedIn — instead of updating each channel by hand.

Built to adapt, not just to launch

Midway through the build, the Client's requirements changed in a significant way. Rather than patch around the original design, Setu Labs rebuilt the core of the system to match what was actually needed — without blowing up the timeline. Everything was built on modern, reliable, low-maintenance tools, chosen so a small team could run and grow the system without needing a large engineering department behind it.

Impact: From Reactive Monitoring to a Proactive Intelligence Product**28**

government sources unified into one platform

0.93

minimum accuracy score required before publishing

3x

faster editorial turnaround, source to published brief

For the Client's Clients

Faster notice of regulatory changes that matter to their business, delivered consistently across the channel they actually check — instead of waiting for a weekly digest.

For the Client's Own Team

Analysts shifted from full-time manual monitoring into a review-and-approve role — spending expertise on judgment calls, not reading bulletins line by line.

The firm now runs what was previously a headcount-scaling problem as a product — the same intelligence operation, without linearly adding researchers as coverage grows.

Key Differentiator**Accuracy first, speed second**

Most “AI summarization” tools optimize for speed alone and quietly accept a higher error rate. Setu Labs built the opposite: a pipeline where nothing reaches a client until it clears an explicit, measurable quality bar. Broad automated coverage, plus a hard accuracy gate, plus a human editorial layer that stays in control — that combination is what let a legal advisory firm put AI in front of its clients without putting its credibility at risk.

Organisation	The Client — legal & regulatory consulting firm (name withheld under NDA)
Partner	Setu Labs
Channels	Web platform · WhatsApp · Email · LinkedIn
Industry	Legal & Regulatory Advisory

Product	AI Intelligence Platform (custom build)
Use case	Regulatory Monitoring · Automated Summarization · Multi-Channel Distribution