

## Merck launches fertility technologies in India

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Merck has launched its fertility technology in India recently. The business launched two devices, namely Geri® and Gavi®, as well as Gems®, a complete culture medium suite. This will be made available in partnership with Genea Biomedx, to IVF clinics and hospitals.

This new technology provides an environment that helps to reduce external stresses on the embryos of patients undergoing fertility treatment. Individually-controlled chambers allow the embryos of each patient to grow separately and real-time cameras attached to each chamber reduces the frequency of opening and closing the chambers in Geri®. Not only does this allow observation of the progress of embryo growth without removing the embryo from the chamber, it also reduces the impact on the embryo of factors such as changes in gas concentration and temperature.

Anandram Narasimhan, General Manager –India Cluster, Merck Biopharma said, “Merck has a market-leading portfolio of drugs and offers an array of clinic optimization services. Fertility lab procedures involve various steps and variables which can impact the overall success rate of IVF treatment. The introduction of cutting-edge fertility technology complements our portfolio and promises to decrease manual labor, increases precision and thus optimizes IVF outcomes for patients in India. Studies say nearly 27.5 million\* Indian couples are actively seeking solution for infertility and with this technology are in position to offer them better access to world class treatment.”

Gavi® is the automated vitrification instrument, developed with the aim to achieve a consistent and standardized vitrification process.

Geri® is a benchtop incubator with individually controlled incubation chambers per patient to minimize disruptive events to the early-stage embryo. It also incorporates a time-lapse camera to capture images of embryos as they develop.

Gems® is the latest generation of Genea Biomedx's culture media suite for high-quality embryo cultivation.

Gavi®, Geri® and Gems® are created by Genea Biomedx, a company that creates and manufactures practical, accessible and precise fertility technologies that help standardize and automate fertility treatment.