



## #startupoftheday 12- Janani

16 September 2021 | Features

### Revolutionising reproductive healthcare

**Inception-** 2020

**Location-** Bengaluru

**Domain-** Reproductive Healthcare

**Founder-** Nilay Mehrotra (Chief Executive Officer); Raj Garg (Chief Technology Officer); and Dr SS Vasani (Chief Medical Officer)

**Total team strength-** 30+ (20 % in R&D; 40% in support and operations; 40% in sales and marketing)

**Total funds raised-** Rs 9.5 crore

**Investors-** Venture Catalysts, Apollo Hospitals, Inflection Point Ventures, and Let's Venture, along with 9unicorn and AL

**Revenue generated since inception-** NA

### Key Highlights-

- Launched first-of-its-kind at-home semen collection kit
- Created proprietary nutraceuticals for sexual, reproductive and general health problems for both men and women
- To expand into cryofreezing of semen
- To raise awareness about fertility-related issues among cancer patients
- To reach multiple cities

**Founder Speaks-**

*"The most common challenge for us is the lack of awareness, especially in India. There is a prevalent stigma around infertility in India and we aim to minimise it by creating informative and engaging content. Issues like stress, late marriages, and a sedentary lifestyle have led to a lot of infertility-related issues. Going by current estimates, around 20 per cent of Indian couples will experience problems with infertility. The kind of volumes that we are seeing on our platform every day makes us very optimistic about our future."*

**- Nilay Mehrotra, Chief Executive Officer, Janani, Bengaluru**