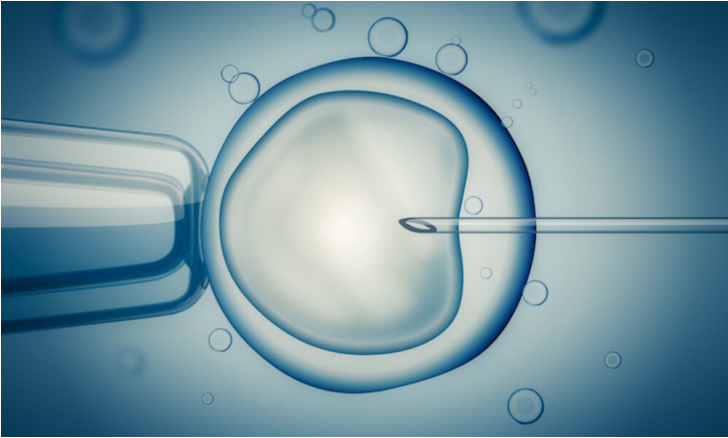


## Seeds of Innocence goes international, opens first IVF centre in Oman

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**This newly launched centre in Oman is the first in the larger growth plan**



New Delhi-based firm Seeds of Innocence has become the first home grown and family-owned chain of in-vitro fertilisation (IVF) clinics to establish state of the art full-scope IVF Centre overseas with their newly launched centre in Muscat, Oman.

The premier medical facility has been established in partnership with Oman's largest private healthcare group, Badr Al Samaa. The centre is powered with advanced infrastructure and a multidisciplinary team of infertility specialists and embryologists. This newly launched centre in Oman is the first in the larger growth plan envisioned by Dr Gauri Agarwal, Co-Founder & Director of Seeds of Innocence, and there will soon be expansion in Gulf Cooperation Council (GCC), Africa & South America.

The new IVF Centre is the group's first International Centre and offers high-end genetic diagnostic tests for embryos such as Preimplantation Genetic Screening (PGS) and Preimplantation genetic diagnosis (PGD) to eliminate genetical anomalies or inherited genetic diseases like Down Syndrome and other chromosomal disorders in foetus.

Seeds of Innocence currently owns and operates 15 IVF & fertility centres across 8 states and is also the first IVF centre in the country to have an in-house genetic testing lab, which opened back in 2017.

Seeds of Innocence CEO, Chetan Kohli said "The roadmap plan of Seeds of Innocence in the region is to deal with the lack of access faced by couples in getting global standard quality and reliable treatment of infertility, and we couldn't have asked for better partners than Oman's largest healthcare Group, Badr al Samaa who are one of the most trusted name there. Our Muscat Centre is now operational and we look forward to expanding our footprint in Bahrain and Qatar in GCC in addition to Africa and Latin America soon."