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SpOvum Technologies and Khushi Fertility forge strategic alliance to redefine IVF care in India

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Alliance expected to catalyse transformative change across the Indian IVF sector



In a significant step toward advancing fertility care in India, SpOvum Technologies, a leading IVF technology company, has announced a strategic collaboration with Khushi Fertility, one of Bengaluru's fastest-growing chains of fertility clinics.

This first-of-its-kind partnership aims to elevate assisted reproductive technology by integrating SpOvum's advanced Lab Management System (LMS), cutting-edge software, and proprietary hardware across Khushi's clinical ecosystem.

As the official knowledge and R&D partner, SpOvum will lead the training and upskilling of embryologists at Khushi Fertility, ensuring standardised, high-quality practices across all centres. The partnership also enables real-time, in-clinic R&D to streamline clinical trials and enable product innovation tailored specifically to the Indian IVF landscape.

As part of this collaboration, SpOvum will establish an in-clinic R&D hub within Khushi Fertility centres, enabling seamless testing and refinement of emerging technologies in real-world settings. Innovations in AI-powered lab automation, embryo tracking, and data-driven patient care will be accelerated through this model.

This alliance is expected to catalyze transformative change across the Indian IVF sector. By embedding AI-driven protocols and automated systems, the partnership aims to boost success rates, enhance clinical decision-making, and streamline the patient journey. Continuous feedback loops enabled by the in-clinic R&D setup will also fuel ongoing innovation and sustained clinical improvement.