BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Seeds of Innocens launches Asiaâ??s first fully integrated home IVF platform

16 July 2025 | News

Ecosystem leverages technology to deliver inclusive, expert-led fertility care for both men and women



Seeds of Innocens, a trusted name in fertility care with an international footprint, has launched Asia's first fully integrated Home IVF platform. Led by Dr Gauri Agarwal, one of India's leading gynaecologists and IVF experts with over 25,000 successful deliveries, the platform brings the entire fertility treatment journey into the comfort of patients' homes.

Launched at a time when India's fertility rate has fallen to a record low of 1.9, below the replacement level of 2.1, this innovation responds to a growing need. Factors like rising stress, delayed parenthood, and lifestyle changes have made infertility a widespread concern across both urban and rural India.

The Home IVF platform addresses these barriers by delivering private, clinically guided care remotely. It also supports egg freezing and offers genetic counselling services, helping couples reduce the risk of hereditary conditions and ensure healthier pregnancy outcomes, especially for those planning parenthood later in life.

The platform begins with a teleconsultation with a trained fertility counsellor to record medical history and review diagnostic reports. A fertility specialist then tailors a personalised plan, ranging from natural conception to IUI or IVF. Prescriptions, test protocols, medicine schedules, and progress tracking are integrated into the platform, giving patients full visibility and control.

The platform also addresses male fertility challenges, offering discreet at-home semen analysis, teleconsultations, and support for conditions like erectile dysfunction or ejaculatory issues. An in-platform AI-powered chatbot, Doctor IVF, provides 24x7 support and answers to common fertility-related queries. With automation streamlining over 90% of administrative processes, fertility experts can focus more on personalized care while patients benefit from reduced clinic visits and greater flexibility.