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Yellow Fertility partners with CARE IVF to strengthen footprints across East and North-East region

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Expansion forms part of Yellow Fertilityâ??s long-term plan to establish 100 IVF centres across India by 2030



Yellow Fertility, one of India’s most affordable fertility care providers, has partnered with CARE IVF to expand access to structured and evidence-based fertility treatment across Eastern and North-Eastern India, where demand for advanced reproductive healthcare is steadily rising.

As part of the partnership, the two organisations plan to open 8 additional centres across key locations in the East and North-East over the next two years. The expansion aims to improve access to affordable in-vitro fertilisation (IVF) and assisted reproductive technology (ART) services, while reducing the need for patients to travel long distances for treatment.

The partnership will begin with collaboration across two existing centres operated by CARE IVF in Kolkata. These centres offer a comprehensive range of fertility services, including in-vitro fertilisation (IVF), intrauterine insemination (IUI), fertility preservation, advanced assisted reproductive technology (ART) procedures and personalised treatment pathways. Patients are expected to benefit from standardised clinical protocols, experienced medical teams and integrated care systems designed to improve treatment outcomes.

Commenting on the partnership, Ambika Bhaik, CEO of Yellow Fertility, said the collaboration reflects the company’s long-term and measured approach to expansion. “Our focus has been on scaling in a manner that does not compromise clinical quality or ethical standards. CARE IVF brings strong regional insights and deep clinical expertise, making it an important ecosystem partner as we expand our footprint in Eastern and North-Eastern India."

Dr Mukesh Sirohia- Partner/Director, Care IVF, said Eastern and North-Eastern India are emerging as important markets for fertility care, driven by changing demographic trends and rising awareness.