

## Aksigen IVF introduces India's first immersive knowledge centre for fertility care

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**Knowledge Centre provides a guided walkthrough led by Aksigen's expert team**



Mumbai-based startup Aksigen IVF has announced the launch of India's first immersive IVF Knowledge Centre, the Bharat Daftary Knowledge Centre, in Andheri East, Mumbai.

The centre has been designed to address a widely recognised gap in fertility awareness and patient understanding, aimed at transforming how individuals and couples understand and navigate their fertility journey.

In markets like India, where in vitro fertilisation (IVF) adoption is growing rapidly and treatment decisions are often complex and emotionally charged, structured patient education remains an under-addressed component of fertility care.

Designed as an interactive, multi-zone experience, the Bharat Daftary Knowledge Centre offers visitors access to credible, science-backed fertility information through a blend of physical and digital touchpoints. The centre has been created to inform, educate, and enable informed decision-making, about fertility treatment, while ensuring privacy and dignity at every stage of their care journey.

The Knowledge Centre provides a guided walkthrough led by Aksigen's expert team, combining immersive technology Rooted in Science with a warm, human-centric design. Through accurate, patient-appropriate explanations of reproductive science, the experience demystifies complex IVF concepts, addresses common fears and myths, and builds trust through transparent education and real-world patient journeys.

The centre aims to demystify IVF by breaking down complex reproductive science into clear, reassuring, and relatable information, helping reduce anxiety and empower patients to engage more confidently and knowledgeably with their treatment options and care decisions.