

Birla Fertility & IVF announces the acquisition of ARMC IVF Fertility Chain

Plans to expand its footprint to 100 clinics with an investment of over Rs 500 crore

8 May 2024, New Delhi: Birla Fertility & IVF, one of India's leading IVF networks, a part of the USD 2.9bn C K Birla Group, announced its acquisition of ARMC IVF Fertility Centre, marking the network's entry into South India. Currently, Birla Fertility & IVF operates 30 centres and with this acquisition, it will expand its presence across Kerala, Karnataka, and Tamil Nadu, now operating a total of 37 centres across the country.

The acquisition marks Birla Fertility & IVF's reach as a leading partner, meeting the growing nationwide demand for people looking for a trustworthy and proficient partner to go to for their fertility needs.

With a legacy of over 50 years of delivering high-quality healthcare, the C K Birla Group operates hospitals in Kolkata, Jaipur, Gurugram, and Delhi that are supported by state-of-the-art medical infrastructure and technology. Through Birla Fertility & IVF, in just over three years, the group has established itself as one of India's fastest growing and most trusted fertility care brands. The brand is known for excellence in clinical outcomes, industry-leading IVF success rates, and an exceptional service experience, leveraging its deep medical research and innovation capabilities.

ARMC IVF was founded in 2009 by Dr.K.U. Kunjimoideen, a leading fertility expert, and has been committed to providing advanced and comprehensive fertility treatments to patients in the South.

Speaking on the occasion, **Avanti Birla, Founder, Birla Fertility & IVF, C K Birla Healthcare**, said, "At Birla Fertility & IVF, our proposition of 'All Heart. All Science' means bringing care into the science of conception, and we believe in a multi-disciplinary approach where fertility specialists, andrologists, and counselors come together. We have a holistic approach to promote good fertility health and treatment and partner with people on a variety of topics, like fertility preservation, including ovarian tissue freezing for cancer patients. ARMC IVF and its Founder and Medical Director, Dr. K.U. Kunjimoideen, have served the patients in the southern region with the highest level of fertility care, and through this partnership, we will continue to uphold this commitment."

Commenting on this strategic move, **Akshat Seth, Vice Chairman, C K Birla Healthcare**, said, "With this step, Birla Fertility & IVF moves closer to its vision of building the world's most clinically reliable and renowned institution in reproductive medicine. We aim to raise awareness and provide reliable fertility treatments, and with this acquisition, we will expand and strengthen our presence in the South, enabling us to address a larger audience and reaffirming our commitment to becoming a leading fertility and IVF provider in India. With ARMC, we have found a like-minded partner who has a similar care model. We warmly welcome ARMC and its doctors and providers to our family and network."

Speaking on the occasion, **Abhishek Aggarwal, Chief Business Officer, Birla Fertility & IVF**, said, “We will leverage our global expertise, state-of-the-art equipment, and exceptional success rates to deliver premium reproductive care and advanced fertility treatments that adhere to international standards. In addition to IVF, we offer a comprehensive range of services, including gynecological procedures, male fertility procedures, laparoscopic procedures, genetic screening, diagnostics, and donor services.”

Following the acquisition, Dr. K.U. Kunjimoideen and the existing team, including doctors, will continue to oversee operations at these centers along with Birla Fertility & IVF.

India is home to over 28 million couples facing fertility-related challenges, but less than 1% seek assistance. The growth of the IVF segment will be driven by heightened awareness and enhanced accessibility to best-in-class treatment nationwide.

About Birla Fertility & IVF

Birla Fertility & IVF, a C K Birla Healthcare company is part of the USD 2.9 billion C K Birla Group. C K Birla Healthcare operates C K Birla Hospital a nation-wide chain of multi-disciplinary hospitals and Birla Fertility & IVF, a comprehensive fertility solutions company. It started its operation in 2020, and in just over 3 years of its launch, it has expanded its network to 37 centres across 32 cities and 18 states.

With its proposition of 'All Heart, All Science,' Birla Fertility & IVF brings care into the science of conception. It is committed to transforming the future of fertility globally, through outstanding clinical outcomes, research, innovation, and compassionate care.

Birla Fertility & IVF offers comprehensive and specialized fertility treatments like in-vitro fertilization (IVF), Intracytoplasmic-Sperm Injection (ICSI), Intrauterine Insemination (IUI), Frozen Embryo Transfer (FET), Blastocyst Culture, Male and Female Infertility treatments, Cancer Fertility Preservation, Preimplantation Genetic Screening (PGS) and Preimplantation Genetic Diagnosis (PGD).

Birla Fertility & IVF has been awarded the IHW Silver Award for Excellence in ART & IVF 2024, ET Healthworld.com National Fertility Awards 2024 -IVF/Fertility Chain of the Year (East), and IVF Clinic of Year (East) for its unparalleled services and contributions in the field.

About C K Birla Group

The C K Birla Group, with a revenue of USD 2.9 billion, is an Indian multinational conglomerate. With over 35,000 employees, the group operates 49 manufacturing facilities across India and internationally, with a presence in diverse sectors, including technology, automotive, home and building and healthcare.

The companies share a common ambition of serving customers, partners, and communities to create long term value through trust-based relationships and philanthropy. The Trusts and Foundations established by

the family over the last seven decades, actively support social development and healthcare advancements, through the promotion of science, technology, education, art, and culture.

The C K Birla Group companies include Birlasoft Limited, HIL Limited, Orient Electric Limited, C K Birla Healthcare Private Limited which operates C K Birla Hospital and Birla Fertility & IVF, GMMCO Limited, National Engineering Industries Limited (manufacturer of NBC Bearings), Orient Cement Limited, Orient Paper & Industries Limited, AVTEC Limited, and Neosym Industries.

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