

# AVEYA – A BEACON OF HOPE FOR INFERTILE COUPLES IN INDIA



**Dr Sahil Gupta, Founder of Aveya**

**T**he World Health Organization estimates that more than 10% of all couples face infertility problems. This percentage is almost homogenous across the globe, but nowhere is it felt more deeply than in the regions where most cannot afford suitable treatment. Aveya, a disruptive IVF clinic in India, was born of a doctor's dream to help these couples.

In India, a standard In Vitro Fertilization (IVF) treatment costs between Rs. 150,000- Rs 200,000. These figures translate into around twice the annual average income, putting such treatment out of the reach of over 80% of Indian families. Dr. Sahil Gupta saw a great need among his community and converted it into an impressive business opportunity. With an international group of fertility experts from Germany, Japan, Israel and the US, he established Aveya – soon to become the fastest growing IVF clinics in India.

"I come from a family of entrepreneurs, so it was obvious for me that it is my obligation to remedy problems that I have identified in my line of work," says Dr. Gupta. His bet on disruptive low-cost IVF turned out quickly to resonate with an eager Indian population. In 2017, less than 2 years after he offered his low-cost IVF treatment for Rs 35,000 in New Delhi, Aveya

was grossing over USD 2 mn in annual revenues and carrying out more than 1000 cycles per year – making it one of the foremost IVF clinics in the city.

With his pioneering insights into identifying inefficiencies in the IVF process and how to cure them, he has been able to reduce costs dramatically. Couple that with his high volume, lower cost business model, and Dr. Gupta has single-handedly revolutionized the IVF industry as a business enterprise.

The young visionary did not stop there –he soon brought the concept to other Indian cities and built an IVF chain, which currently comprises 7 clinics across the country. Aveya has been disruptive in making new treatments like Natural IVF, egg freezing and ovarian cryopreservation available to cancer patients in India, who were previously unable to consider these options.

"We are in the process of creating the biggest fertility chain in India, expanding rapidly in Tier 2 and tier 3 cities," Shares Dr. Gupta. "Infertility is a widely recognized and yet a deeply unexplored topic in many countries. Its consequences are far-reaching, both physically and psychologically, for women and men alike," he adds. Conscious of the globalized effect of modern lifestyle and career choices on fertility, Aveya has already branched out to Nepal and more locations are underway. Asked about the potential for an Indian-born IVF clinic in the western-countries, Dr. Gupta answers, "The potential to grow IVF doesn't stop in developing countries. Take the United States for example, which is home to some of the highest IVF costs in the world and the percentage of couples that cannot afford it is similar to what we see in India, in spite of significantly higher incomes. There is definitely great potential for global expansion."

According to the young entrepreneur, IVF treatment is also becoming increasingly international on the demand side. Many families travel across the world for IVF treatment, based on financing needs, efficiency rates or availability of suitable donors, aligned with future parents' expectations, ethnicity and beliefs. Additionally, more and more multinational corporations try to help their employees in family planning and fertility preservation through egg banking and freezing. Dr. Sahil Gupta is spearheading these programs in India and ready to go international. "There is no greater joy, than to help loving parents in bringing to this world a new life that you know will be cared for and cherished. Family, as a concept, knows no borders and so should modern IVF clinics," he says.

*Dr. Sahil Gupta, founder of Aveya, is a businessman and recurrent entrepreneur. At the age of 28 he started a revolutionary network of low-cost IVF centers in India, bringing hope to thousands of families. Building on his success, he is on a personal mission to develop high-quality, affordable reproductive care, globally.*