

## Cloudnine Group of Hospitals expands footprint in Bengaluru

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**Cloudnine announces the launch of its dedicated fertility centre at HRBR layout.**



Cloudnine Group of Hospitals, India's leading chain of maternity and childcare and fertility group of hospitals has announced the expansion of its nation- wide footprint by launching its dedicated fertility centre in Bengaluru at HRBR layout. Headquartered in Bengaluru, HRBR layout will third standalone clinic for the Cloudnine Group in Bengaluru and first clinic in North Bengaluru specializing in offering fertility treatments. The state-of-the-art centre, would provide high-quality assisted reproductive services to help and support couples at every stage of their parenting journey. This fertility centre in North Bengaluru will offer quality treatment for fertility related issues backed by world class infrastructure and a team of experienced clinicians.

The facility was inaugurated by Dr. R. Kishore Kumar, Founder Chairman and Neonatologist at Cloudnine Group of Hospitals in the presence of several dignitaries and doctors from Cloudnine Group of Hospitals.

The new centre at HRBR layout comprises of advanced medical infrastructure, personalized patient care and OT labs. It will offer end to end treatment at the clinic for procedures such as Intrauterine insemination (IUI), In vitro fertilization (IVF), Intracytoplasmic Sperm Injection (ICSI), egg/embryo freezing, TESA, embryo biopsy, laser assisted hatching , laparoscopy, hysteroscopy, blastocyst transfer, consultation, counselling, PGS, micro TESE, comprehensive male and female fertility solutions will be offered at the unit. The team of specialists include experienced doctors in fertility, reproductive medicine, reproductive endocrinology, embryology, andrology among others. All this will enable the patients to avail all the services under one roof. While the hospital group has been offering fertility treatments across all its units, this is a dedicated fertility centre at HRBR layout, North Bangalore.

Speaking at the inauguration of the clinic, Dr. R. Kishore Kumar, Founder Chairman, Cloudnine Group of Hospitals said "Fertility has always been an important part of the services we offer and the launch of our unit in HRBR will be a testimony to the organization's commitment to fertility as a specialization. These days late marriages, stress and a career centric lifestyle has led to a rise in infertility among couples in the millennium city. This has led to awareness and acceptance of fertility treatments such as, in-vitro fertilization (IVF). The launch our unit in HRBR opening will cater to the longstanding

requirements of our patients seeking quality treatment for fertility related issues”.

Speaking at the sidelines of launch Nitin Nag, Regional Director (South), at Cloudnine Group of Hospitals said, “At Cloudnine, we believe in offering a colocation model of hospital and fertility centres within it. This will be our first venture for opening a stand-alone unit especially in North Bangalore as we felt there is an increasing need and the lack of availability of quality fertility care in the vicinity. With this this fertility unit, our team of specialists and trained staff will provide the best possible care and advanced fertility services to the patients who are facing problems in conceiving.

Adding further he said “Our specialized and dedicated unit at HRBR will help us reach out to markets & micro markets in North Bengaluru. This launch will help us expand our footprint in Bangalore”

“We recognize that fertility issues can happen due to multiple causes and reasons such as genetic disorders, stress, urbanization, and late settlement in life as well as the rising incidence of an unhealthy lifestyle contribute to it. As a result, many couples are facing issues with conception and child birth. With the availability of advanced medical technology, it is imperative that timely interventions can be attempted and the root cause and the treatment is mapped which in turn is very crucial to enable couples embrace parenthood at the right time and in memorable manner. We are very happy with the launch of our dedicated fertility clinic at HRBR layout” said Suresh Pandiyan – Vice President, Fertility, Cloudnine Group of Hospitals.