

## Fertility care platform Janani.life secures Rs 8 Cr seed investment

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Janani.life, the country's first and only digital tech-enabled fertility care platform, recently raised Rs 8 crore in a round of funding led by major institutional investors. Prominent institutional investors such as Venture Catalysts, Apollo Hospitals, Inflection Point Ventures, and Lets Venture participated in the seed and angel rounds, along with existing investors including 9unicorn and AL. The start-up will utilise the funding to build its technology stack and initiate full-fledged operations in three metro cities in the country.

Leveraging technology to transform the fertility management industry, Janani aims to establish itself as a leading end-to-end digital fertility care service provider.

The Bengaluru based startup distinguishes itself by providing a first of its kind science-backed, phase-wise answer to the problem of infertility, assisting patients right from conception planning till the end of the pregnancy. All their services including sample collection and diagnostic tests can be accessed from the comfort of the patients' homes.

Speaking on the investment, Nilay Mehrotra, Co-founder, Janani, commented, "We will leverage the funding to strengthen our tech infrastructure and extend our operations to three metro cities. The capital support has come a shot in the arm for us and will help us take a firm step forward in the direction of becoming India's largest fertility virtual tech clinic that offers all fertility services at the patient's doorstep."

Apoorv Ranjan Sharma, Co-founder, Venture Catalysts added, "Janani's innovative approach gives us the confidence that it

will lead the way in revolutionising the fight against infertility. We are committed to supporting its growth and wish them continued success.”

Mitesh Shah, Co-founder, Inflection Point Ventures said, “We are excited to support Janani as it sets off to redefine fertility care in India.”