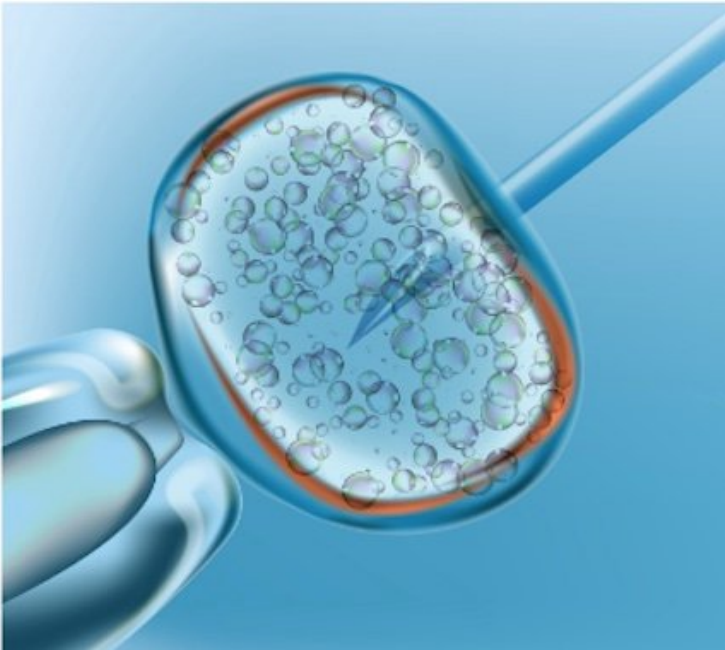


Janani.life offers free at-home fertility tests to first 500 pre-registered men and women

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The brand launched its services in Bengaluru on April 7, 2021 on the occasion of World Health Day



Janani.life, the first of its kind and only virtual tech-enabled fertility care platform in India, offers free at-home fertility tests to the first 500 men (semen test) and 500 women (hormone-based infertility test) to register on its platform, as part of their launch. The brand launched its services in Bengaluru on April 7, 2021 on the occasion of World Health Day.

The brand aims to spur conversation about fertility issues across ages and genders by launching its platform on World Health Day. The free fertility tests are a part of Janani's quest to spread awareness about non-gender biased sexual wellness and fertility care in India. Within just two days of the launch, Janani life received 100+ responses. Among the respondents, the first 50 people got their sample collection/testing done at comfort of their home on April 10, 2021.

Leveraging technology to transform the fertility management industry, Janani aims to make the process of infertility treatment and assisted fertilisation free of gender biases, and hence more accessible and affordable for the masses. The start-up 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 launch, Nilay Mehrotra, Co-Founder, Janani, said, "We hope to make fertility tests in India more comfortable and accessible to everyone. Hence we are today the first in India to offer fertility tests in the comfort of your homes."

