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Yellow Fertility & IVF charts expansion plans of 100 fertility centres by 2030

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Brand projects expansion in international markets like South Asia, Africa and the Middle East

YELLOW
FERTILITY & IVF CENTER

Gurugram-based startup Yellow Fertility & IVF has unveiled its ambitious plan to expand its operations to 100 centres by 2030. This move aligns with the brand's overarching goal to become India's largest and most trusted IVF network and its mission to make high-quality, affordable fertility care accessible to millions of aspiring parents across India and beyond.

India's in vitro fertilisation (IVF) market is undergoing rapid growth. Estimated at $930 million in 2023, the market is expected to grow to $5.05 billion by 2033, with a CAGR of 16%. Contributing factors include rising awareness of infertility, increasing accessibility of fertility treatments, and greater acceptance of assisted reproductive technologies.

Yellow Fertility's expansion strategy is driven by in-depth market research to identify high-potential locations, guided by factors such as fertility rates, social dynamics, competitor presence, success outcomes, and regional pricing trends.

Yellow Fertility’s expansion will unfold in two strategic phases:

Phase 1 (2025–2027): Becoming the fourth largest IVF chain. By FY 2027, Yellow will operate 20 centres, including 8 new L2 IVF centres and 8 new L1 centres.

Phase 2 (2027–2030): Scaling to 100 centres and going global. By 2030, Yellow Fertility plans to operate 100 centres (30 L2 and 70 L1) across Tier 1, 2, and 3 cities in India.

The plan is to achieve projected revenue of Rs 750 crore. The brand also plans international expansion into South Asia: Bangladesh, Nepal, Sri Lanka; Africa: Ethiopia, Cameroon; and Middle East: UAE, Saudi Arabia, Qatar.

Yellow Fertility offers a range of advanced fertility treatments, including Surrogacy, IVF, Intrauterine Insemination (IUI), egg & semen freezing, ovarian PRP, genetic testing and more. Each treatment is tailored to the individual’s needs and budget.