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## Oval Fertility inks MoU with Merck to strengthen reproductive care standards in India

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Partnership aims to explore AI-enabled treatment planning, digital patient engagement tools, scientific collaboration



At a time when access to high-quality reproductive treatment remains limited, Oval Advanced Fertility Care and Merck Specialities, the Indian healthcare arm of Merck KGaA, Darmstadt, Germany, and a global leader in fertility sciences with decades of scientific leadership in reproductive medicine, have signed a strategic Memorandum of Understanding (MoU).

The collaboration aims to enhance access to advanced fertility care by strengthening clinical capabilities, improving transparency and patient experience, and driving more predictable, high-quality outcomes through integrated expertise, technology, and data-led approaches.

India's IVF market, valued at approximately \$2.35 billion in 2024, is projected to reach \$5.03 billion by 2034, growing at a compound annual growth rate of 7.9 per cent. However, market growth alone does not ensure better outcomes for patients, and the collaboration aims to address the disconnect between rapid market expansion and consistent treatment standards.

This collaboration seeks to address the gap between growth and consistent standards of care by combining scientific expertise, digital innovation, patient support frameworks, and clinical capability building to improve both access and treatment outcomes.

Veena Reddy, Co-Founder & Director, Oval Fertility, said, "The partnership with Merck brings together shared values around transparency, clinical excellence, and putting the patient at the centre of every decision."

Pratima Reddy, Managing Director, Merck Specialities Private Limited, said, "Fertility care in India is evolving rapidly, with patients seeking greater transparency, a more seamless experience, and stronger confidence in outcomes. As a leader in IVF, Merck is well positioned to partner with progressive care providers to address these expectations through an integrated approach, combining clinical expertise, advanced technologies, and data-driven insights."

With a longstanding legacy in reproductive healthcare, Merck brings deep expertise across fertility treatments, IVF technologies, and clinical education, supporting healthcare professionals in delivering evidence-based fertility care.

Oval Advanced Fertility Care is backed by GVK, one of India's most established business conglomerates, and is led by an internationally acclaimed medical team.