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Why Global Patients Choose India for Affordable, World-Class Healthcare

From cutting-edge medical care to holistic wellness, India is redefining global healthcare. With a medical tourism market projected to reach USD 16.2 billion by 2030, the country is rapidly becoming the destination of choice for patients worldwide.

DR. GAURI AGARWAL
THE FERTILITY
ARCHITECT

A YURVEDA
TOURISM IN INDIA

CRACKING
CANCER'S CODE
DR. TAPASREE ROY

>>>



THE FERTILITY ARCHITECT

HOW DR. GAURI
AGARWAL BUILT
SEEDS OF INNOCENS
INTO ONE OF INDIA'S
MOST TRUSTED IVF
NETWORKS

*Infertility is more than a diagnosis — it is an emotional journey for millions of couples, especially in a society where parenthood carries deep cultural meaning. At the intersection of science and empathy stands **Dr. Gauri Agarwal**, a fertility specialist and founder of Seeds of Innocens, reshaping IVF care in India. With over 15 years of experience and international training in Belgium and Singapore, she has built one of the country's fastest-growing fertility networks by combining global clinical standards with personalized care — turning uncertainty into hope and hope into parenthood.*

*In an interview with **Medical Tourism Today**, Dr. Agarwal shares her perspective on ethical IVF care, patient counselling and the future of fertility treatment.*

Q Dr. Gauri, your journey spans more than 15 years in gynecology and infertility, with international training in Belgium and Singapore. What inspired you to specialize in IVF, and how has your global experience shaped your clinical philosophy in India?

A Dr. Gauri: My journey into IVF evolved naturally through years of gynecology practice. I met many couples who were medically fine but emotionally distressed by infertility, especially due to social pressures in India. That deeply impacted me.

My training in Belgium and Singapore exposed me to a more ethical, evidence-based, and patient-centric approach, where IVF is seen not just as a procedure but as a partnership with the patient. Those global experiences shaped my philosophy in India to focus on personalized care, transparency, and compassion rather than a one-size-fits-all approach. Balancing international standards with sensitivity to Indian social realities continues to guide my work.

Q Seeds of Innocens was founded in 2015 and has expanded to more than 35 IVF centres. What motivated you to create it, what challenges did you face initially, and what has driven its growth over the years?

A Seeds of Innocens was founded to bring trust, care, and advanced technology to infertility treatment in India. In 2015, IVF was often inaccessible or inconsistent, so our goal was to create a safe, ethical, and supportive environment.

Early challenges included standardizing labs, training teams, and earning patient trust while expanding. Our growth was fueled by unwavering clinical integrity, cutting-edge technology, and patient-first care, including investing in advanced labs, genetic testing, digital tracking, and counselling.

Today, our credibility is driven by patient trust and outcomes. Success, transparency, and consistent outcomes — not aggressive marketing — have made Seeds of Innocens a trusted name in fertility care.

Q Seeds of Innocens is the first IVF lab in India and the only one in North India to establish an in-house Centre of Excellence for Reproductive Genetics. How does this differentiate your centres from other IVF providers in the country?

A Reproductive genetics is the future of IVF, and we recognized this early. Many IVF failures stem from genetic issues, not hormones or implantation. By creating an in-house Centre of Excellence, we



Seeds of Innocens views infertility not as a limitation but as a medical condition that deserves expert care, compassion, and scientific support. Founded by Dr. Gauri Agarwal, the vision is to make fertility treatment accessible, personalized, and affordable for everyone.

With over 35 centres across India, Africa, and the Middle East, the organization provides a comprehensive range of fertility services, including IVF, IUI, ICSI, fertility preservation, and donor programmes, carefully tailored to each couple's unique journey.

Seeds of Innocens is the first IVF organization in India to receive AACI accreditation — a testament to adherence to global quality standards. The in-house genetic lab, Genestrings, enables the team to address complex fertility challenges and strive for healthier outcomes for both parents and children.

Innovation lies at the core of the organization's approach. Through the tech-enabled platform HomeIVF.com, consultations, diagnostics, and treatments are brought directly to patients' homes, offering privacy, convenience, and personalized care.

Seeds of Innocens remains committed to turning hope into happiness — one family at a time.

bring genetic testing, analysis, and clinical decision-making under one roof, enabling real-time collaboration between clinicians, embryologists, and geneticists. This means faster results, higher accuracy, and better patient outcomes. With advanced services like Preimplantation Genetic Testing, we can select the healthiest embryos, offering hope to patients facing repeated IVF failures, recurrent pregnancy loss, or advanced maternal age.

Q You have a research collaboration with the University of Ghent, Belgium. How has this partnership influenced clinical outcomes?

A Our partnership with the University of Ghent goes beyond collaboration — it

keeps us at the forefront of reproductive science. By exchanging research and clinical insights, we refine lab protocols, adopt globally validated practices early, and strengthen our evidence-based approach. This directly enhances patient safety, treatment outcomes, and overall success rates.

Q Laboratory quality is critical in IVF. Could you explain the infrastructure and technology standards across your centres?

A In IVF, the lab is truly the heart of treatment — no doctor can compensate for a poorly equipped laboratory. At Seeds of Innocens, our embryology labs meet international standards, with controlled clean-room environments where temperature, air quality, humidity, and light are constantly monitored. HEPA- and VOC-filtered air protects embryos from toxins, and all equipment mimics natural body conditions.

We maintain uniform protocols, strict quality control, and calibrated equipment across all centres, ensuring consistent care and success. Our expert embryologists follow ICMR and global best practices, with every step — from egg retrieval to embryo transfer — carefully documented and optimized for outcomes.

Q IVF is evolving rapidly with technology at its core. What are some of the latest technological advancements currently being used at your clinics to enhance success rates and patient safety?

A IVF has evolved tremendously with technology, making treatments safer, more precise, and personalized. At Seeds of Innocens, we use time-lapse embryo monitoring to select the best embryos without disturbing them, advanced micromanipulation like ICSI for male infertility, and preimplantation genetic testing for chromosomally healthy embryos.

Patient safety is ensured through individualized ovarian stimulation, advanced ultrasound, and precise hormone monitoring. Every technology we use is carefully tailored to each patient's history and needs to maximize success.

Q Artificial Intelligence is increasingly influencing reproductive medicine worldwide. How is AI being leveraged at SOI and Genestrings — particularly in embryo selection, data analysis, and improving clinical decision-making?

A At Seeds of Innocens and Genestrings, AI is a supportive tool, not a decision-maker. In embryo selection, it

analyzes growth patterns and morphology to identify embryos with higher implantation potential, but final choices are made by our expert embryologists in the context of each patient's history.

At Genestrings, AI aids in interpreting complex genetic and lab data, highlighting patterns for clinicians, but clinical reasoning and personalization remain essential. For treatment decisions, AI helps organize data and reduce bias, yet every patient's journey is unique.

At SOI, success comes from combining advanced technology with compassionate, doctor-led care. AI enhances our precision, but human expertise guides every step.

Q With increasing maternal age and complex infertility cases, how does technology help manage high-risk IVF cases while maintaining ethical and clinical safety standards?

A With more patients seeking fertility treatment at advanced ages or with complex histories, technology is key to managing high-risk IVF safely and ethically. At Seeds of Innocens, we use genetic screening, hormonal profiling, and high-resolution imaging to assess each patient's reproductive potential.

Tools like PGT-A help identify healthy embryos, reducing miscarriage risk, while real-time monitoring during ovarian stimulation prevents complications. Every plan is personalized, guided by strict ethical standards, transparency, and informed consent, ensuring not just pregnancy but a healthy mother and baby.

Q How advanced are your egg, sperm, and embryo freezing techniques, and how do they benefit both domestic and international patients?

A At Seeds of Innocens, we use cutting-edge vitrification to freeze eggs, sperm, and embryos. This ultra-rapid method preserves cells effectively, ensuring survival and success rates on par with global standards. It empowers women and men to safeguard fertility for medical, age-related, or personal reasons.



*Seeds of Innocens IVF Centre,
Malviya Nagar, Delhi*

For international patients, it offers flexibility — safe storage and transport allow treatment to fit around travel or work. Simply put, cryopreservation gives our patients time, choice, and confidence without compromising outcomes.

Q Could you walk us through the typical IVF treatment process — from initial consultation and diagnosis to treatment timelines and post-procedure follow-up?

A At Seeds of Innocens, the IVF journey starts with understanding the couple's medical histories, concerns, and expectations. We then perform thorough diagnostics like hormonal tests, ultrasounds, semen analysis, and genetic tests if needed.

Based on the findings, we create a personalized plan. Ovarian stimulation lasts 8–12 days with regular monitoring, followed by egg retrieval and fertilization in our advanced labs. Embryos are carefully cultured and selected, with transfer scheduled when the uterus is ready. The embryo transfer is simple and painless.

Post-transfer, we provide continuous medical and emotional support through pregnancy testing and beyond. Our focus is always on making the process transparent, compassionate, and reassuring for our patients.



Q Affordability and transparency are key concerns for fertility patients. How do you approach IVF treatment costs while maintaining high clinical standards, and what cost advantages do domestic and international patients experience at your centre in India?

A At Seeds of Innocens, affordability never compromises safety or scientific standards. IVF is an emotional journey, and financial stress shouldn't add to it. We ensure full transparency from day

one — patients know the treatment plan, medications, investigations, and costs upfront, with no hidden charges.

Clinically, every protocol is personalized and evidence-based, avoiding unnecessary tests or overtreatment. India's lower operational costs allow us to offer world-class care at a fraction of Western prices. International patients can save 60–70% while receiving the same or even higher quality of treatment, making IVF accessible without compromise.

Patient Testimonials

Overcoming Infertility with Ovarian PRP

Identified Issue:

Simran and Sameer, after their marriage, had been trying to conceive for four years without success. Seeking guidance and hope, they booked an appointment at our Delhi centre and consulted Dr. Kriti Tiwari. After the initial blood investigations, it was evident that Simran had a low AMH level of 0.2 ng (Anti-Müllerian Hormone), one of the most common issues faced by women at an advanced reproductive age.

Solution Offered:

They had a strong desire to conceive their own child, so we suggested ovarian PRP (Platelet-Rich Plasma) therapy as an option. We performed two ovarian PRP therapies,

after which her AMH improved to 0.4. Ovarian PRP stimulates the ovaries to produce eggs for fertilization and is a helpful procedure for women who have low egg quality.

Treatment Cycle:

During the ovarian PRP process, we closely monitored Simran's progress, after which we started ovarian stimulation. After 10 days, Simran underwent ovum pick-up, and we retrieved three good-quality eggs. Meanwhile, Sameer's semen sample was collected, and our skilled embryologist initiated the ICSI (Intracytoplasmic Sperm Injection) process. Despite several challenges, we were able to form a single Grade 5 embryo.

The Transfer and Awaited Outcome:

The embryo transfer was performed, marking the beginning of Simran and Sameer's parenthood journey. The pregnancy test kit brought a ray of hope as it displayed a positive result, which was later confirmed by the beta-hCG report.

Conclusion:

After nine months, Simran and Sameer finally achieved their dream of parenthood. Their IVF journey served as a testament to the effectiveness of ovarian PRP in overcoming infertility challenges and turning the dream of parenthood into reality.

Scan the QR code
to listen to the
patient's feedback





Q Medical tourists form a growing segment in fertility care. What kind of end-to-end support – medical, logistical, and emotional – do you offer to international patients seeking IVF and fertility treatments at your centres?

A At Seeds of Innocens, we support international fertility patients end-to-end (medically, logistically, and emotionally). Medically, we review reports in advance, plan treatments remotely, and ensure their stay in India is smooth and efficient.

Logistically, our team helps with visas, airport transfers, accommodation, and hospital coordination so couples can focus on treatment. Most importantly, we provide emotional care — our doctors, nurses, and counselors take time to listen, guide, and reassure at every step, because true healing begins when patients feel heard and supported.

Q For international patients, time efficiency is critical. How do digital tools, telemedicine, and AI-enabled consultations help streamline diagnosis, treatment planning, and follow-ups across borders?

A For international patients, time is crucial in fertility care. Telemedicine

lets us review reports, plan treatment, and start protocols even before the patient travels, reducing unnecessary visits and delays.

AI helps analyze data for better decisions in stimulation, embryo selection, and outcome prediction, but always under expert clinician guidance. Digital follow-ups keep patients connected for medication support, monitoring, and reassurance anywhere in the world. Technology brings speed and precision, while the human touch ensures trust — this balance defines modern fertility care.

Q AI is also transforming patient engagement. Have you introduced digital tools or AI-enabled platforms for patient education, counselling, follow-ups, or treatment tracking — especially for international patients?

A At Seeds of Innocens, technology supports but never replaces our care. We use digital platforms for appointments, treatment tracking, reminders, and follow-ups, especially for international patients, to keep them connected and informed.

Fertility treatment is deeply personal and emotional. No AI can replace a doctor's judgment or the human connection during counselling. Every plan,

protocol, and embryo decision is personally reviewed by our specialists. AI only helps organize data; the care is always doctor-led.

Q Your philanthropic work, including women's health education in rural NCR regions and adopting a village near Mathura, is deeply impactful. How do these initiatives align with your broader vision for reproductive and community healthcare in India?

A For me, fertility care isn't just about urban clinics. Many infertility issues in India are preventable and are caused by a lack of awareness, delayed treatment, infections, anemia, or hormonal disorders.

Our initiatives in rural NCR and the village near Mathura focus on educating women and families about menstrual health, nutrition, hygiene, and early diagnosis. Through health camps, screenings, and counselling, many women receive their first gynecological consultation. This reflects my vision of community-based reproductive healthcare: prevention, education, and timely intervention to reduce infertility and improve long-term health.

Q For couples who are unable to conceive after initial attempts, what preliminary steps and evaluations should ideally be completed before



considering IVF or advanced fertility treatments?

A IVF shouldn't be the first step — it should be the right step. Start with a thorough evaluation of both partners: hormonal tests, ovulation checks, ultrasounds, and tubal tests for women, and semen analysis for men.

Lifestyle matters too — stress, weight, nutrition, sleep, and conditions like thyroid or insulin issues. Many conceive naturally once these are addressed. At Seeds of Innocens, we focus on personalized fertility planning, reserving IVF only when simpler, evidence-based options don't work.

Q Looking ahead, what is your long-term vision for Seeds of Innocens and Genestrings — both in India and globally, and how do you see India's role evolving as a leading destination for fertility care and medical tourism?

A My long-term vision is to create a seamless ecosystem of advanced fertility care, genetics, and ethical medical practice. Seeds of Innocens will grow as a centre of excellence in reproductive medicine, while Genestrings will enhance personalized, precise care through genetics.

India has a unique chance to lead globally not just with cost-effective care

but through skilled doctors, advanced labs, and compassionate, patient-focused treatment. Our goal is to set the benchmark for world-class fertility care that patients trust.

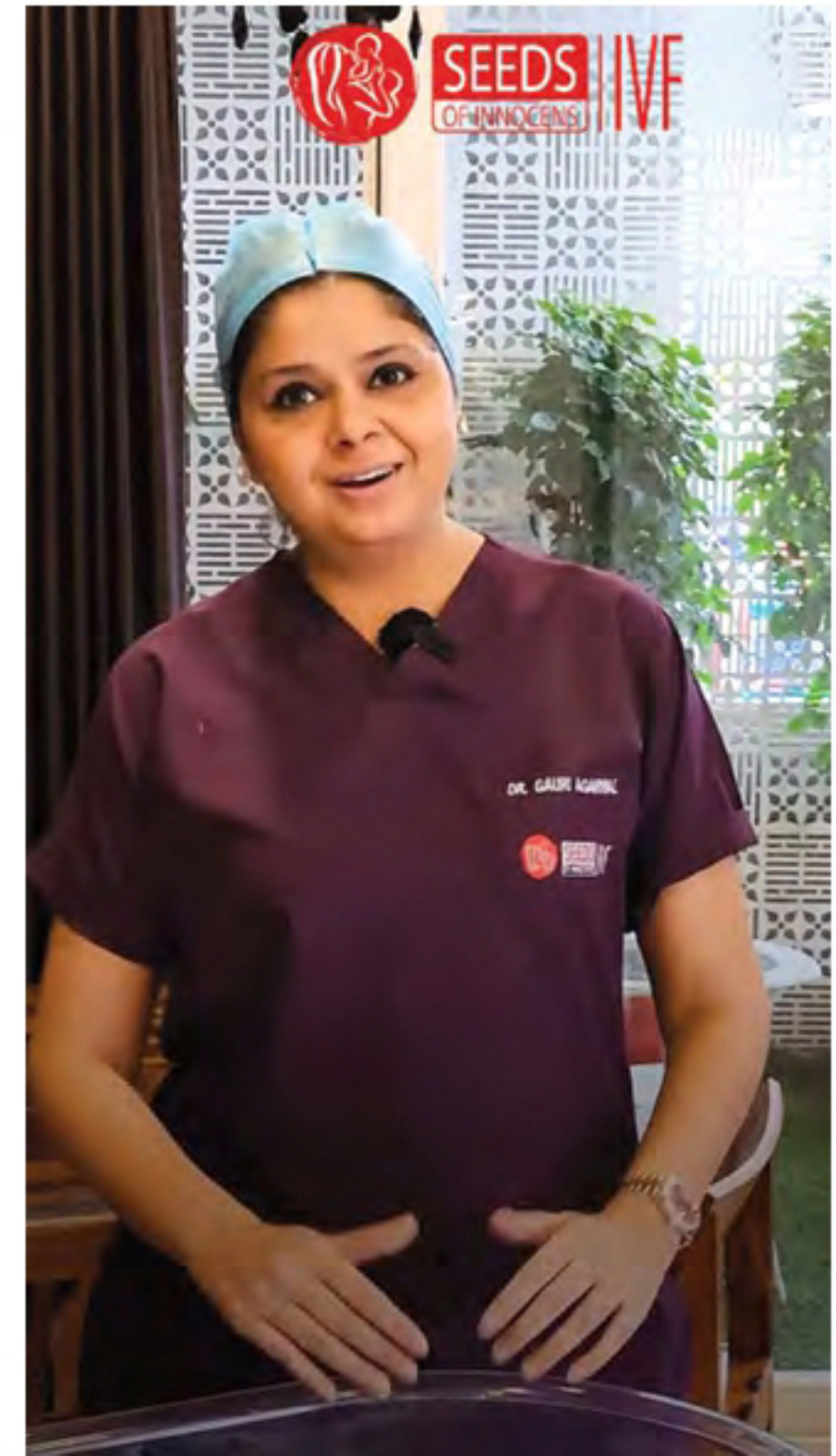
Q Finally, looking to the future, what emerging technologies — AI, machine learning, non-invasive embryo testing, or advanced genomics — do you believe will redefine IVF success over the next five to ten years, and how is Seeds of Innocens preparing for this shift?

A The future of IVF is about precision, not automation. Advanced genomics, non-invasive embryo testing, and improved assessment techniques will help us better understand embryo health and improve success rates. AI can assist with data, but it cannot replace a doctor's clinical judgment; timing, protocols, and patient history always matter.

At Seeds of Innocens, we invest in technology and training, but everything is guided by our experienced clinicians. Technology supports the doctor; it never replaces them.

Closing Statement:

Infertility treatment is not just about technology; it is about trust, timing,



and individualized care. At Seeds of Innocens, every patient's journey is guided by medical expertise, ethical practice, and genuine compassion. Our goal is simple — to help couples make informed decisions and move closer to parenthood with confidence and clarity. ●

(Photos provided by Dr. Gauri Agarwal)

Patient Testimonials

Overcoming Low Sperm Count for Preeti and Rohan

Preeti and Rohan, a couple enduring a decade-long struggle to conceive, sought assistance at our Delhi centre. Under the expert guidance of Dr. Gauri Agarwal and Dr. Kriti Tiwari, the couple decided to embark on their journey toward parenthood.

Identification of Issue:

Initial investigations were conducted at our Delhi centre. Rohan's semen sample displayed a low sperm count of 10 million with 30% motility — a major obstacle to conception. Our medical team decided to take a comprehensive approach to address this challenge.

Solution Offered:

For a healthy pregnancy, it is important to optimize sperm quality. This can be

improved to a certain extent by including high-quality hormonal injections and medications for both partners.

Treatment Cycle:

Preeti's ovarian stimulation was started on the second day of her menstrual cycle and supported with stimulation injections. Simultaneously, Rohan was prescribed antibiotics, hormonal injections, and lifestyle modifications to improve sperm quality. Following 12 days of stimulation, a successful ovum pick-up was performed, and the doctors were able to retrieve a promising number of eggs. Rohan's semen analysis was repeated at home using our Home Semen Test service, and it demonstrated a notable improvement, with the sperm count increasing to 15 million and motility improv-

ing to 40%. Using the semen sample and eggs, our skilled embryologist proceeded with Intracytoplasmic Sperm Injection (ICSI) and successfully developed two Grade 5 embryos.

Conclusion:

Both embryos were transferred into Preeti's uterus. After 15 days, Preeti and Rohan contacted us with good news — their pregnancy kit showed a positive result, which we confirmed with a beta-hCG test. As Preeti and Rohan continue their journey toward parenthood, our dedicated team remains committed to supporting them as they prepare to welcome their newborn.

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Let's support.
Let's not give up.



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