

Media Release

Kolkata, 26<sup>th</sup> April'13

### **Juhi Chawla inaugurates GENOME - The Fertility Centre**

GENOME - The Fertility Centre, an initiative of Neotia Healthcare Initiative Limited was inaugurated by celebrated actor Juhi Chawla today in Kolkata. Having started its journey in 2006 at Bhagirathi Neotia Woman & Child Care Centre, GENOME was launched with the objective of dealing and coping with the issues of infertility in a comprehensive manner. In the last seven years, GENOME has established itself as a leading and credible name for the treatment of infertility and has now stepped into its 8<sup>th</sup> year, with the commissioning of its first flagship centre at Shakespeare Sarani, Kolkata.

Located in the heart of the city and spread over 15,000 sq ft, GENOME promises to be a Centre of Excellence by way of offering specialized and highly trained team of doctors and embryologists, trained exclusively in Reproductive Medicine in Israel, in an atmosphere that is patient centric, respecting the privacy and dignity of its patients.

GENOME - The Fertility Centre will be a single stop shop for all fertility related issues and needs, including Donors and Surrogates. It will also be extremely watchful of maintaining practices that are transparent, ethical and in complete adherence with ICMR Guidelines. In addition there will be a lot of focus and emphasis on research and training, with dedicated training modules for in house staff, clinicians and embryologists.

Explaining the unique model, Mr. P. L. Mehta, Director, Neotia Healthcare said, "GENOME has been planned on a Hub & Spoke model, with the Mother Centre acting as the hub and its various satellite centres as the respective spokes. The model will allow and enhance backward integration with satellite centres being close at hand for visits and consultancy. The mother Centre at Shakespeare Sarani will be the Hub with its spokes at Garia, Kalyani & Midnapore. A Second Mother Centre has also come up in Siliguri with Satellite Centres in Malda & Gangtok to come up soon."

Speaking on the occasion, Madhu Neotia, said, "Though statistics suggest that infertility affects one in every 8-10 couples, it continues to be a subject of societal taboo, causing great embarrassment and stress to couples desirous of starting a family. At GENOME, we have had a great success rate and record of satisfied patients even in some very difficult cases and that has encouraged us to start off this flagship Mother Centre, dedicated solely to Fertility Treatment. We sincerely hope that GENOME will succeed in bringing many a smile in the days to come."

Neotia Healthcare Initiative Limited is the healthcare arm of the prominent and diversified Ambuja Neotia Group, which has interests in real estate, hospitality, healthcare and education. Neotia Healthcare also comprises of other healthcare initiatives including Neotia Getwel Healthcare Centre, a multi specialty Hospital at Siliguri. Bhagirathi Neotia Woman & Childcare Hospital, Kolkata, Getwel Pharma - a chain of Pharmacies in Kolkata and Neotia Mediplus, a chain of diagnostic centres and Neotia Academy of Nursing.

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