

## Merck launches cutting edge fertility technologies in India

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**New Delhi: Merck, a leading science and technology company, launched its cutting-edge fertility technology in India. The business launched two devices, namely Geri® and Gavi®, as well as Gems®, a complete culture medium suite. This will be made available in partnership with Genea Biomedx, to IVF clinics and hospitals.**

**This new technology provides an environment that helps to reduce external stresses on the embryos of patients undergoing fertility treatment. Individually-controlled chambers allow the embryos of each patient to grow separately and real-time cameras attached to each chamber reduces the frequency of opening and closing the chambers in Geri®. Not only does this allow observation of the progress of embryo growth without removing the embryo from the chamber, it also reduces the impact on the embryo of factors such as changes in gas concentration and temperature.**



Geri by Merck.

**“Merck has a market-leading portfolio of drugs and offers an array of clinic optimization services. Fertility lab procedures involve various steps and variables which can impact the overall success rate of IVF treatment. The introduction of cutting-edge fertility technology complements our portfolio and promises to decrease manual labor, increases precision and thus optimizes IVF outcomes for patients in India. Studies say nearly 27.5 million\* Indian couples are actively seeking solution for infertility and with this technology are in position to offer them better access to world class treatment”** said Anandram Narasimhan, General Manager –India Cluster, Merck Biopharma.

**Through the expansion of its portfolio of innovative pharmaceutical and technology products that fulfil unmet medical needs in the field of fertility treatment, Merck is aiming to provide broader range of products to help support Healthcare professionals to optimize treatment outcomes and fulfil the dream of becoming a parent.**

**With this latest addition to its market-leading IVF drugs and services, Merck offers a comprehensive and holistic portfolio that facilitates IVF outcomes delivered by clinicians and specialists in India.**