



BUSINESS PLAN · INDIA

IVF / Fertility Clinic

Assisted reproduction - IVF, IUI & ICSI with embryology lab; ethical, ART-Act-compliant care

HEALTHCARE

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out an **IVF / Fertility Clinic** in India — a specialised assisted-reproduction centre offering IVF, IUI, ICSI, fertility evaluation, egg/sperm/embryo services and reproductive counselling, with an embryology lab, ultrasound & procedure facilities. It earns per-cycle & per-procedure fees plus consultation, diagnostics & pharmacy income, meeting the large, growing demand for fertility care.

India faces rising infertility (lifestyle, delayed parenthood, medical factors) and strong, largely cash-pay demand for fertility treatment, yet quality, ethical, well-equipped clinics are under-served outside metros. IVF is a high-value, procedure-driven speciality with attractive economics per cycle. A well-run, ART-Act-compliant clinic with a skilled fertility specialist & embryologist, good lab & success rates builds a strong, referral- & reputation-driven practice.

The promoter — a fertility specialist / healthcare entrepreneur — seeks total funding of **₹1.2 crore** for a clinic-with-embryology-lab (₹40 lakh promoter + ₹80 lakh term/equipment finance), targeting **₹1.3 crore** revenue in Year 1 and **₹3 crore** by Year 3. (*High-value, cycle-driven, equipment- & expertise-intensive model.*)

2. Business Description, Vision & Legal Structure

Concept: An ethical, high-quality fertility clinic helping couples conceive — with skilled specialists, a good embryology lab & caring, transparent treatment.

Vision: To be a trusted fertility centre known for ethics, success rates & care.

Mission: Deliver safe, ethical, evidence-based fertility care with strong outcomes & compassionate support.

Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for the capex, compliance & scale.
- **Partnership** (specialist + embryologist + investor) with professional governance.

Regulatory anchor: IVF is tightly regulated — the **ART (Regulation) Act 2021 & Rules (ART clinic registration, National ART Registry), Surrogacy Act, PCPNDT Act (no sex-selection), Clinical Establishments Act, embryology-lab & donor/gamete norms, and biomedical-waste**; healthcare services largely GST-exempt (pharmacy taxable). Specialist & embryologist skill, lab quality & success rates, ethics & compliance, and reputation determine success.

3. Promoter & Ownership

Led by a fertility specialist (or entrepreneur with a specialist partner). Delivery uses a fertility specialist/gynaecologist, embryologist(s), nurses, ultrasound/lab technicians, counsellor, and admin. Year-one ownership rests with the promoter/partners; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

India's fertility-treatment demand is large & rising with growing infertility, delayed parenthood, awareness & acceptance, and largely cash-pay treatment. Quality, ethical clinics are under-served beyond metros. IVF is high-value & procedure-driven. The market rewards success rates, specialist & lab quality, ethics & reputation; it is referral- & trust-driven.

Demand drivers

- **Rising infertility** (lifestyle/medical).
- **Delayed parenthood.**
- **Awareness & acceptance** of ART.
- **Under-served quality** clinics.
- **Largely cash-pay** high-value treatment.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Fertility-treatment demand in India	Very large & growing
SAM	Catchment demand for IVF/IUI	Substantial
SOM (Yr 1-3)	IVF/IUI cycles per year	Scaling

Target segments

- Couples with infertility.
- Delayed-parenthood couples.
- Referred & second-opinion patients.
- NRI fertility patients.

5. Competition & Competitive Advantage

Landscape: IVF chains, standalone fertility clinics, and hospital fertility departments. The firm competes on success rates, specialist & lab quality, ethics, transparency & care.

The firm's edge

- **Success rates & lab quality.**
- **Skilled specialist & embryologist.**
- **Ethics, transparency & ART compliance.**
- **Caring, supportive experience.**
- **Reputation & referrals.**

6. Services & Pricing

Service	Model	Indicative price
IVF / ICSI cycle	Per cycle	₹1.5-3 lakh/cycle
IUI	Per cycle	₹15,000-40,000
Fertility evaluation & consult	Per consult/test	Fee
Cryopreservation & storage	Per year	Recurring
Diagnostics & pharmacy	Margin	Ancillary

IVF/ICSI cycles are the high-value core; IUI, evaluation, cryostorage (recurring), diagnostics & pharmacy add income. Cycle volume × success/reputation drives economics; ethics & transparency sustain trust.

7. Go-to-Market — Marketing & Patient Acquisition

- **Gynaecologist & doctor** referrals.
- **Digital & awareness** (fertility education, testimonials).
- **Success rates & reputation**.
- **NRI & second-opinion** outreach.
- **Counselling & support** experience.

Approach

Build specialist reputation & referrals → attract couples via awareness & trust → deliver ethical care & success → grow via reputation & referrals. Success rates, ethics & experience drive high-value cycle volume.

8. Operations Plan

- **Facility:** consultation & procedure rooms, ultrasound, OT for retrieval/transfer, and a quality embryology lab (incubators, micromanipulation, cryo).
- **Process:** consultation & evaluation → stimulation & monitoring → retrieval → fertilisation & embryology → transfer → follow-up; counselling throughout.
- **Lab & quality:** embryology-lab standards, air quality, QC, success-rate tracking, ART-registry reporting.
- **Compliance & ethics:** ART Act, consent, donor/gamete norms, PCPNDT, records & ethics.
- **Capacity:** cycle throughput; scale by cycle volume, specialists & lab capacity.

Cycle workflow

Stage	Activity	Metric
Evaluate	Consult/tests	New couples
Stimulate	Monitor	Cycles started
Retrieve	OT	Procedures
Lab	Fertilise/culture	Quality
Transfer	ET & follow-up	Success rate

9. Regulatory, Licences & Compliance (India)

- **ART (Regulation) Act 2021 & Rules:** ART-clinic (Level 2) registration, National ART & Surrogacy Registry, consent & donor/gamete norms.
- **Surrogacy Act & PCPNDT Act** (no sex-selection); Clinical Establishments Act; embryology-lab standards.
- **Biomedical-waste** authorisation; drug licence for pharmacy; AERB (imaging) where relevant.
- **Business & tax:** Pvt Ltd/LLP; PAN/TAN; GST (services largely exempt, pharmacy taxable); DPDP patient-data & strict confidentiality.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Fertility specialist(s)	1	2	3
Embryologist(s)	1	2	3
Nurses & technicians	4	6	9
Counsellor	1	1	2
Admin & front-desk	3	4	6
Total	10	15	23

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–4	Premises, lab build, ART registration, equipment, team
Launch	Month 4–6	Clinic opens; first evaluations & cycles
Traction	Month 6–12	Cycle volume & success record build; break-even nears
Scale	Year 2	More cycles/specialists; reputation & NRI
Growth	Year 3	Strong cycle volume & success rates

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. High-value, cycle-driven, equipment- & expertise-intensive.

12.1 Project cost & means of finance

Capital requirement	₹
Embryology lab (incubators, micromanip, cryo)	50,00,000
Clinic, OT, ultrasound & fit-out	40,00,000
Licences, ART registration & setup	10,00,000
Working-capital buffer	20,00,000
Total project cost	1,20,00,000
Promoter contribution	40,00,000
Term/equipment loan	80,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
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IVF/ICSI cycles	90,00,000	1,60,00,000	2,10,00,000
IUI, evaluation & cryostorage	25,00,000	45,00,000	60,00,000
Diagnostics & pharmacy	15,00,000	25,00,000	30,00,000
Total revenue	1,30,00,000	2,30,00,000	3,00,00,000
Specialist & embryologist fees/salaries	45,00,000	78,00,000	1,00,00,000
Lab consumables & media	26,00,000	46,00,000	60,00,000
Staff, rent & overheads	30,00,000	45,00,000	58,00,000
Marketing & admin	12,00,000	18,00,000	22,00,000
Interest on loan	8,00,000	6,50,000	4,50,000
Total expenses	1,21,00,000	1,93,50,000	2,44,50,000
Net profit (before tax)	9,00,000	36,50,000	55,50,000
Net margin	6.9%	15.9%	18.5%

12.3 Unit economics & break-even

- **Per cycle:** cycle price – (specialist + embryology + lab media/consumables + allocated fixed); high value per cycle.
- **Cycle volume & success rates** drive reputation, referrals & economics; cryostorage adds recurring income.
- **Break-even:** reached around month 10-14 as cycle volume & reputation build against high fixed lab costs.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	20,00,000	14,00,000	12,50,000	13,00,000
Collections	22,00,000	30,00,000	38,00,000	40,00,000
Operating outflows	26,00,000	29,50,000	35,50,000	37,00,000
Loan EMI	2,00,000	2,00,000	2,00,000	2,00,000
Closing balance	14,00,000	12,50,000	13,00,000	14,00,000

High fixed lab & specialist costs run from opening while cycle volume ramps; IVF is largely cash/advance-pay (good cash), but the buffer covers the ramp. Success rates & reputation accelerate volume.

12.5 Key Performance Indicators to Monitor

- **Volume:** cycles/month; new couples; conversion.
- **Outcomes:** success/pregnancy rates; lab QC.
- **Economics:** revenue per cycle; lab-cost ratio.
- **Growth:** referrals; reputation; cryostorage base.

13. Funding Requirement & Bankability

Total ask: **₹80 lakh term/equipment finance** against ₹40 lakh promoter contribution — medical-equipment & healthcare-infra finance suit the lab/OT capex. Year-2 net profit ~₹36.5 lakh gives a comfortable DSCR; cycle volume, success rates & largely cash-pay treatment underpin bankability. High-value cycle economics support the debt.

13.1 Funding utilisation

Use of funds	₹	% of total
Embryology lab equipment	50,00,000	42%
Clinic, OT, ultrasound & fit-out	40,00,000	33%
Working-capital buffer	20,00,000	17%
Licences, ART registration & setup	10,00,000	8%
Total	1,20,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Success-rate / outcome risk	Skilled team; lab quality & QC; realistic counselling
Specialist/embryologist dependence	Multiple/retained experts; fair terms; brand-building
Regulatory / ethics (ART/PCPNDT)	Strict ART/PCPNDT compliance; consent; registry; ethics
High fixed costs / slow ramp	Referrals; awareness; buffer; cycle-volume focus
Reputation / disputes	Transparency; realistic expectations; care & support

15. SWOT Analysis

Strengths High-value cycles; growing demand; largely cash-pay; recurring cryostorage; reputation-driven.	Weaknesses High capex & fixed costs; specialist/embryologist dependent; success-rate & ramp risk; heavy compliance.
Opportunities Rising infertility; under-served areas; NRI; awareness; multi-centre.	Threats IVF chains; regulation & ethics scrutiny; outcome/reputation risk; specialist attrition.

16. Recommended AiSevak Tools for This Business

This fertility clinic would use AiSevak's Healthcare vertical tools in delivery:

- **Clinic ops:** cycle-management/EMR, lab-QC/tracking, patient-CRM and billing tools.
- **Compliance & ethics:** ART-Act/registry, PCPNDT, consent, Clinical-Establishments and GST tools (with Legal & Finance verticals).

- **Practice:** Business Plan, per-cycle economics and Break-even tools to model the clinic.

17. Key Assumptions & Notes

- High-value cycle-driven; IVF/ICSI is the core, cryostorage adds recurring income.
- Cycle volume & success rates build over Years 1-3; largely cash/advance-pay.
- Term/equipment finance ~11% p.a.; ART-Act & PCPNDT compliance mandatory; services largely GST-exempt.
- Success rates, specialist & lab quality, ethics & compliance are decisive; figures exclude applicable GST.

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