

## Yellow Fertility appoints Dr Reji M Pillai as Chief Operating Officer to accelerate national expansion

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**Dr Reji brings 20+ years of experience in driving operational excellence across 100+ healthcare facilities**



Yellow Fertility, one of India's most affordable fertility centres, has strengthened its leadership team with the appointment of Dr Reji M Pillai as Chief Operating Officer (COO). A transformational healthcare leader with more than two decades of cross-functional leadership experience, Dr Reji brings deep multi-site operational expertise. He has a proven track record of scaling healthcare operations and delivering measurable business outcomes across India and international markets.

Dr Reji has driven operational excellence across 100+ healthcare facilities and managed large P&L responsibilities (Rs 300+ crore). He has managed large-scale health systems across India, the UK and Europe, with a strong focus on healthcare operations, patient experience and multi-market expansion strategies.

At Yellow Fertility, Dr Reji will be responsible for end-to-end operations, process standardisation, regulatory compliance, digital transformation and scaling the company's multi-centre operations to support its ambitious expansion plan.

Prior to joining Yellow Fertility, he served as Interim COO and Vice President — Group Operations at IHPL, where he provided strategic oversight of a diversified healthcare portfolio spanning multi-speciality hospitals, a 74-branch fertility division and a nursing education institution. At IHPL, Dr Reji led the expansion from 51 to 72 centres within seven months, helped generate a Rs 15+ crore revenue pipeline, delivered 8% revenue growth, and spearheaded digital transformation

across OT and pharmacy operations that reduced costs by 5.3% while improving patient throughput.