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SIRO Clinpharm, a leading Mumbai-based clinical research organization, which grew at a strong 40% in 2011-12, unveiled its new brand identity recently. The new look, along with a new logo is set to affirm the recent transformation in the company's business strategy.

SIRO Clinpharm which clocked Ã¢â??Â¹282.8 crore in estimated revenues, had expanded its clinical trial capabilities in Asia and Europe and started alliances with other partners in South Korea and Taiwan in the past year. SIRO has also been the recipient of the Frost & Sullivan "Indian Clinical Research Organization of the Year Award" two years in a row, in 2011 and 2012.

The company embarked on an ambitious goal to revamp its business and integrate various functions to deliver better value to its customers, a few months ago. With this transformation, the company aims to focus on customer experience says, Mr Gopakumar Menon, CEO, SIRO Clinpharm. "A differentiated customer experience which can happen only through the delivery of right solutions. This new wave will take SIRO beyond its services and bring in the much valued visionary approach, incessant customer focus and strong governance. At SIRO, we aspire to provide solutions, not just services," he adds.

Started by Dr Gautam Daftary, founder and chairman, SIRO Clinpharm less than two decades ago, SIRO has grown from strength to strength over the years, having worked with most of the top global biopharma and medical device companies. Of the transformation, Dr Daftary said, "With the vast experience garnered over the past 16 years, SIRO was set to take a leap forward. With its customer centric leadership, we have built depth in various areas of competencies, leveraging our four pillars - people, processes, technologies and solutions."

Mr Menon added that SIRO is one of the few CROs to offer end-to-end clinical development solutions with a competitive advantage of high-end technology, in-house domain expertise and evolving ecosystems in various areas of expertise including but not limited to oncology, diabetes, cardiology, infectious diseases and respiratory system.

The launch saw SIRO employees join in from offices across the globe and was webcasted live at all locations from Mumbai, where the new brand identity was unveiled by the company's leadership.