

## Siro unveils new brand identity

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**Mumbai:** Siro Clinpharm, a leading full service clinical research organization, unveiled its new brand identity. The new look affirms the recent transformation in the company's business strategy. A few months ago the company had embarked on a very ambitious goal to revamp its business and integrate various functions to deliver better value to its customers.

"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," said Dr Gautam Daftary, founder and chairman, Siro Clinpharm.

"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. 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," said Mr Gopakumar Menon, CEO, Siro Clinpharm.

With this transformation, the company aims to focus on customer experience, "a differentiated customer experience which can happen only through the delivery of right solutions," added Mr Menon.

The launch saw Siro employees join in from offices across the globe. The launch was webcast live at all locations from Mumbai, where the new brand identity