



**R B Mohile**  
Founder & MD

R. B Mohile has more than 35 years of experience in pharmaceutical and FMCG industry, having headed R & D of a large Consumer Product Company. As a former R&D Head of a reputed FMCG organisation dealing in personal care, food, cosmeceutical, nutraceutical business, he was involved in making key strategic decisions for various brands from a techno-commercial angle. He has set up India's first commercial state-of-the-art specialised Clinical Research Organisation, CLAIMS Private Limited that provides safety and efficacy testing services for cosmeceutical, dermatological, nutraceutical and OTC products.

# CLAIMS

## Driving Excellence in Clinical Research through Advanced Methodologies

**C**linical research today has gone beyond the mere need of meeting regulatory requirements. This is more so with OTC, consumer products and nutraceuticals where companies are looking for product attributes and benefits which even consumer can relate to. This is not to undermine the importance of hard-core clinical evidence but supplement the clinical findings with something more that can resonate with actual users as well. Very few clinical research organizations have built the expertise to provide end-to-end solution to their customers.

CLAIMS Private Limited from Mumbai is one such Clinical Research Organization (CRO) who provides the above services to its clients across pharmaceuticals and FMCG sector for their range of skincare, haircare, body care, dermatology and nutricosmetic products. CLAIMS carries out product claim substantiation in the above areas.

CLAIMS started operations in January 2008. Since the founder had spent 20 years in the industry, in both pharmaceutical and FMCG organizations, he could clearly visualize the need gap which was existent. The market for 'Cosmeceuticals/Dermaceuticals' had begun to show signs of an exponential growth in the FMCG and pharmaceutical segment. "We could also sense the emergence of 'Nutraceutical' products within the food industry. These set of products needed scientific studies for claim substantiation to build the consumer trust. We were confident that we were well placed to address these upcoming needs. Thus, CLAIMS was born. We at CLAIMS see ourselves as value adding partner and not just as CRO", mentions R B Mohile, Founder & MD, CLAIMS.

### Extended Range of Services

The company offers comprehensive services to Pharma, FMCG and Food industry for safety, efficacy and sensory evaluation of topical products, like Cosmeceuticals (hair/Skin/ body care), Dermaceuticals, Topical Drug Formu-



lations as well Nutraceuticals. So also, for 'Home Care' range of products for the FMCG segment. "Just to give an example, haircare market is booming, and needs services to support powerful claims such as Hair strength, Hair growth etc", explains Mohile.

CLAIMS has a strong technical team having diverse experience in clinical research, product formulation, consumer in-sighting and sensory evaluation. It also has state-of-the-art non-invasive instruments to generate quantitative and objective clinical data. Also, the company is known for its ethical practices, something which is of paramount importance for trust and brand building.



**CLAIMS believes that its role is to add value and bring out the true potential of the product**

"CLAIMS believes that its role is to add value and bring out the true potential of the product. It is also important to highlight the limitations of the product at an early stage so that they don't fail in the market, though it is often seen that not all the clients take this input in a positive way. When it comes to the timely delivery of our services, we believe that aligning the client at all stages of trial execution is important. While we ensure adherence to the committed timelines through strict monitoring of the trial schedule, any deviation which may occur, which sometime is beyond internal controls, is immediately communicated to the client which helps in aligning the expectations", says the Founder.

### Philosophy Statement

To create a 'Center of Excellence' for Skin, Hair and Nutraceuticals Clinical trials which will surpass all standards set globally with respect to quality of service, proactiveness in innovating and adapting newer tools, techniques and standards.

CLAIMS will conduct pioneering research in areas of traditional Indian offerings such as Ayurveda and Indian Medicinal plants to generate globally acceptable clinical data. It will dissipate knowledge and services it has to offer to community at-large.

### Future Endeavours

CLAIMS primary focus will continue to remain on creating value for its clients. It will do so by innovating newer protocols and techniques, adapting emerging global trends and providing thought leadership in these niche areas. It will strictly abide to the ethical and quality practices which have gone a long way in establishing CLAIMS as a brand. The company feels that the way the regulatory environment is building up, and the markets in which it operates will continue to provide multiple avenues for exponential growth. Also, the awareness around the advantage and the credibility that a correctly performed scientific study can offer to the marketing of a product is growing too. "We are critically evaluating various options to expand our basket of services without diluting our core values. We want to expand geographically, so that we are known not only in India but even in international markets", concludes the Founder. ASO

# Asia. Business Outlook

CONTRACT RESEARCH ORGANIZATION

WWW.ASIABUSINESSOUTLOOK.COM

Asia  
Business Outlook **TOP 10**  
**CONTRACT RESEARCH**  
**ORGANIZATION IN ASIA** 2022

Asia  
Business Outlook

recognizes

CLAIMS

as one of

Asia  
Business Outlook **TOP 10**  
**CONTRACT RESEARCH**  
**ORGANIZATION IN ASIA** 2022

This certificate is awarded for the stellar performance in the industry.  
It works as a testament to the competence and application of industry  
standards & methods combined with a strive towards brilliance.



  
Emmanuel Christi Das  
Managing Editor