

Innovative CEOs to Follow in 2022

**KIRAN SMART**  
CEO & FOUNDER

# MOHAMMED MUBIN MALLICK



ON THE FOREFRONT OF ROBOT SOLUTIONS AND SERVICES



COVER STORY

**P**lease tell us about your educational/professional background. Who inspired you to become a business leader? Would you like to mention some of the highlights from your journey?

I, **Mohammed Mubin Mallick**, am the **CEO and Founder** of **Kiran Smart** company in Kuwait, Dubai, and India. I am an innovator of Humanoid Robot Services and the Founder of Mi-Robots Company registered in India. Holding a Master's Degree MBA from Cardiff University, UK. I have several professional certificates under his name.

It was one of the childhood incidents that inspired me to be an Entrepreneur and be a leader to help others not only in business but in their personal life as well.

Every journey has good and bad highlights so let me start with bad highlights first because they helped me forge my path to success.

During the journey, I lost my father, lost money, was cheated several times, failed myself many times, and sacrificed a lot in my personal life.

But I flipped the coin and built trust. People started

recognizing me. I excelled in business. I have loyal customers and employees. I am able to expand my business in India and Dubai (UAE). I have bagged many awards for being advanced in the robotics field. Today, I am recognized as one of the Top Influencers in the field of robotics.

**When was Kiran Smart established? What are the prominent services/solutions offered by the company?**

Kiran Smart was established in the year 2019. We have IT solutions and services but in the recent year during COVID-19, we have diversified to Robotics,

Artificial Intelligence, Fintech, and Digital Transformation.

Headquartered in Dubai, Kiran Smart is always different than its competitors offering because we always introduce advanced new technology and innovative product so that customers can be ahead and up to date with the latest technological solutions and services offered by us.

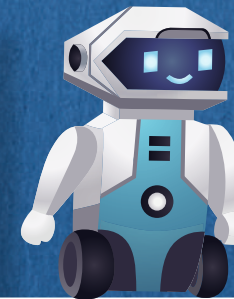
**Please brief us in detail about the current scenario of the business. How have the customer preferences changed over the years?**

The present scenario of business will vary from business to business. So if I share about my business then it is different than others as our core business is robotics services for different industries and the demand is increasing daily. Other than this we are also into IT solutions and services which is the ongoing business for us from past few years.

Customer preferences keep changing from time to time as per the latest trends in the market and in terms of advanced technologies as well. So customers always prefer something innovative as well solve the problem.



“ It is not easy to be an Entrepreneur unless you have a passion for it. You need to be very strong because, in reality, you need to face many storms which can uproot you. So being physically and mentally strong doing business need to have the patience to be successful. ”



Previously, customers used to focus on resolving the issue but now the preferences have been widened in terms of innovation, technologies, quick services, and 24 hr availability.

**What are the unique challenges your company is currently facing? How have they affected your company?**

At present, we have one unique challenge which is Post Covid 19 recovery because this challenge is not only for us but it is for the whole world and it has affected every business. Financial-wise and work-wise it has affected our company but not to a very high extent as we have deployed the advanced technologies, especially robots to overcome these challenges. We were quite successful to overcome these challenges with our robots.

**What measures do you incorporate to ensure motivation and productivity within the workspace? How do you respond to criticism and disagreements?**

Our working style is like a family in our working environment. Also, our working times are flexible. We offer employees their preferred time to work where they can have much more productivity. So as a holistic situation it helps to remain motivated and also increases productivity.

We always think in a positive way so whatever criticism or disagreement comes from our customers we always take it as tips or lessons for ourselves to improve it and develop it to be better in the future. Because we believe that everyone is not perfect and from mistakes only we can learn to be better and better in our services.

**What measures do you undertake to ensure optimum customer satisfaction? How much impact does the customer feedback have on the company's strategies?**

It is very simple for us. We just listen to our customers carefully so that we can deliver the best solution as per the customer's problems defined. Customer feedback is very important because it helps us to make a better strategy whether it is related to competition, market trends, customer demand, customer satisfaction, or employees' services to customers. So for us, the feedback of customers is very important because it helps us to grow and develop.

**Are you planning to launch any new products/services or advancements to your existing offerings? If so, we would like to know about it.**

Yes, there are many but all of them are robots for different industries and verticals. We cannot disclose the information due to company policies.

