



CEO & Founder
KIRAN SMART

Mohammed Mubin Mallick

The outset of his journey

Ever since Mubin was a child, he has always had an aura about him, positivity and dedication. He was always heading sports teams and leading them to victory. Mubin also takes personal joy in leading anyone or a group of people when and if they require.

He always focused on being a businessman that was in a position to employ hundreds of people instead of working jobs that did not let him help anyone. When he was done with his MBA at Cardiff University, in the UK, he worked a job for two months but could not get himself to proceed further with it.

Once he left his previous job, he joined his brother in running his business. He created an IT department that allowed him to generate a business opportunity and employ people under his wing. Once he was growing to his liked pace, he decided to create his own company and run it smoothly as the leader in all departments.

Qualities of a true leader

You don't know if you're around a leader, unless he is tested. Mubin is a leader in more ways than one. Not only is he an amazing friend to his employees, but also one who helps them to achieve their goals personally and professionally. It is never easy to lead a group of people in the right way. But this is what leaders are made for. According to Mohammed Mubin Mallick, all leaders come with unique abilities and traits that make them the leader they are.

He believes that the inner instincts leaders have and the inborn qualities that they come with are GOD gifted and no one, in particular, can take them away from them. But things that all leaders should have to become a good leader are being kind, brave and a good problem-solver; all in the words of Mubin himself.

His way of handling confusing situations

Mubin is not embarrassed to accept that he went through a tough time in his professional life and he believes that no one has had the luxury to never go through anything difficult.

Tough situations usually bring out the confusion in people. One way Mubin has figured out to overcome such a situation was to stay calm and pay attention to the problem well.

Reading it from all the possible directions helps figure out just how big of a problem is it and how to build a strategy that will fight the situation. If the problem is similar to something that has already been faced, the old strategy with a few modifications will work just fine.

This is where discussing the solution with the team is essential. The solution can be enhanced with the help of different minds. This way, they also get familiar with handling such situations in absence of their leader, all this resulting in an efficient and self-sufficient company.

Honorable awards

Starting from the year 2020, THE MOST ADMIRABLE GLOBAL INDIAN 2020 was presented by Passion Vista and Unified Brainz. AsiaOne has nominated him as the Person of the Year in 2020-21. Analytic Insights awarded his company the 10 Most Disruptive Robotics Company of 2020.

Corporate Vision UK presented the Most Innovative Technology Robotics Company 2021, Kuwait to them. Another notable mention is in the Top Robotics Companies at the Forefront of Innovation in 2021 which was presented by Analytic Insights.

He was also mentioned in the Top Pioneering CEOs to Follow in 2021 by Insights Success. They also gained a name in The 10 Most Innovative Companies to Watch list in 2021 which is by Beyond Exclamation.

Mubin had his name in the World's 10 Most Dynamic Entrepreneurs to Watch in 2021 by World Leaders. Another list that mentioned him is the Top 10 Revolutionary Leaders Changing The Face of Business in 2021 presented by SwiftnLift.





50 Best Companies to Watch 2021 by CIO Bulletin has also brought up the company in this list along with the 20 Best Companies To Watch list that was in 2021 by Global Business Leaders and 25 Admired Companies of the year 2021 by The Chief Digest.

Recently, Mubin had been recognized for Outstanding Leadership Award 2022 for the contribution in the field of advance technologies by Internet 2.0 in Dubai (UAE). It does not stopped here, his company Kiran Smart also bagged the BEST COMPANY AWARD in the field of robotics services in the Middle East under his leadership.

Asian African Leadership Forum had recognized and awarded Mubin for being The Business Innovator of the Year in Robotics and Artificial Intelligence of 2022.

The unique brand

Uniqueness, differences, and advancement over others are things that Mubin is quite fond of in everything.

So, logically, whether it is to be different in the market or to be a step ahead of the competition, innovation is the way to go and the founder of the company is always using the innovation process with his team to enhance their company.

Along with innovating their ways, they also concentrate on taking care of their customers and letting them have peace of mind when it comes to their job. Their hard work and dedication towards serving their customers are a few more things that contribute to their uniqueness.

But the ultimate ingredient is the services they offer that allow them to differentiate themselves from all the companies all over.

Is micromanaging or efficient managing the way to go?

Mubin emphasizes something that goes unnoticed by most of us. That is, everything has pros and cons. If it is

specific to micromanaging and efficient managing, then, both become an important process to the founder of the brand.

He believes in both of the processes and an example that would help the public understand this is considering the founder of any company and the company itself. A start-up company usually becomes a newborn baby to the founder, making the founder the mother and the company the child, in terms of a family.

How mothers start taking care of the child is usually by engaging in the entire micromanaging process of handling a child. When the child grows into a toddler, a kid, a teenager, and then, an adult, micromanaging is not needed as much. Instead, efficient management is a lot more helpful.

When we bring this example into the company life, we see several similarities. One of the biggest similarities is that it starts with micromanaging as a team and then, moving onto efficient managing once the company has developed and grown to a certain stage.

His company in the years to come, concerning the pandemic

Covid 19 has turned out to help his company and him in various positive aspects. As the pandemic started to spread all over, the robots solution and services, particularly the disinfection robots and service robots became famous worldwide.

Covid 19 has opened up a path for them and has given them an idea of how to be at the top at all times, meaning, how they can potentially fight off their competitors. Sustaining for this brand is not that big of a deal as they have various sources of revenues ready to be used at any moment.

Mubin says that he is quite a fan of competition and challenges. His desire for challenges comes from his childhood where competition and challenges came in every single sport he engaged in.

When he allowed himself to participate in such activities, his confidence automatically was boosted which now is useful for him to face challenges head-on instead of nervousness.

So, all in all, Mubin and his company have established some backup plans to cover up any gaps left by the pandemic that his competition can take advantage of. One such strategy that came into view is the Combo Strategy.

His advice to the upcoming and talented entrepreneurs

One thing Mubin would suggest to anyone is to never lose a single second as time is the currency and has always been. If you can manage and control the way you spend your time, you are bound to be a success in your entrepreneurial life.

