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OF THE YEAR
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MASHUM MOLLAH

FOUNDER & CEO
VIACON MARKETING
& TECHNOLOGIES
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VIACON MARKETING & TECHNOLOGIES PVT. LTD.

CELEBRATING 7 REMARKABLE YEARS OF
EMPOWERING BRANDS, BRIDGING THE DIGITAL
DIVIDE, AND INSPIRING INNOVATION



VIACON MARKETING & TECHNOLOGIES PVT.LTD.

*Celebrating 7 Remarkable Years of
Empowering Brands, Bridging the Digital
Divide, and Inspiring Innovation*

Shweta Singh | The CEO Magazine

In November 2025, Viacon Marketing & Technologies Private Limited celebrated the remarkable milestone of completing seven transformative years in the MarTech space. From a modest beginning in Nadia, West Bengal, the company has grown into a global MarTech ecosystem, empowering businesses across India, the UAE, and the USA to achieve scalable and sustainable growth. Over these seven years, Viacon has continually redefined how technology, marketing, and strategy converge to create meaningful impact for businesses of all sizes.

MASHUM MOLLAH

Founder & CEO - Viacon Marketing
& Technologies Pvt. Ltd.





For Mashum Mollah, the Founder and CEO, this journey began with a simple but powerful question: “*What problem can we solve better than anyone else?*” Early in his career, he observed how businesses struggled to enter the digital space, lacking proper direction, strategy, and support. This realisation sparked the creation of Viacon, founded with a clear mission: to make digital growth simpler, accessible, and achievable. What started as an insight has now evolved into a full-fledged mission that continues to drive Viacon’s work today.

THE MAKING OF A VISIONARY

Mashum Mollah’s journey began long before Viacon was conceived. Growing up in one of the most remote districts of West Bengal, he became familiar with an environment where guidance and digital exposure were limited. Yet his curiosity stood out.

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MY JOURNEY CAN BE SUMMARISED IN ONE SENTENCE – ‘TRYING TO FIND ANSWERS TO QUESTIONS WHICH PEOPLE AROUND ME, ESPECIALLY MY FAMILY, DIDN’T HAVE AN ANSWER FOR.’ MASHUM MOLLAH

That curiosity continued through school and college. Even with strong academic performance, he felt a natural pull toward ideas and opportunities outside the usual path. He would often ask himself, “What should I do in life?”

The turning point came during his final semester of college. Walking past a brickfield near his home, he noticed stacks of unsold bricks outside a kiln. When he asked his uncle why they remained unused, he realised the brickfield relied only on the local market for sales, competing for the same limited customers in nearby villages.

That moment sparked an idea: what if people outside the village knew about this brickfield? Since he had already been learning web development and SEO at college, he suggested building a website and promoting it online. While researching, a larger truth emerged: most small businesses in India had no online presence. They couldn’t afford costly ads, yet they contributed significantly to the nation’s economy. That’s when Mashum Mollah’s lifelong question was finally answered: “*I should help small and medium businesses grow online.*”

In 2015, he moved to Kolkata to work as an SEO Executive, gaining hands-on experience in digital marketing and understanding how businesses truly operate. Just three years later, that vision transformed into reality with the launch of Viacon Marketing & Technologies, built on the pillars of content marketing and search engine optimisation, with a clear purpose: to make digital growth accessible to all.

From a humble beginning to registered offices across the United States, Dubai, and India, Mashum believes this is only the beginning. In his words, “*Viacon in 2025 is not just a company; it is a community that believes in the power of digital to transform businesses. We are brave enough to dream bigger, better, and bolder.*”

BUILDING VIACON: FROM A SMALL DREAM TO A GLOBAL VISION

Viacon began in a modest office in Nadia, West Bengal, with just two employees and a guest posting services business. As early success followed, the company shifted to its first office in Kolkata, West Bengal. In 2019, the launch of Red Hat Media marked Viacon’s entry into the blogging and content space.

A major turning point came in 2020 with the launch of Blogger Outreach, their first SaaS platform, which rapidly expanded their network of publishers and bloggers. The momentum continued in 2021 with the addition of Blog Management, solidifying their position in the domain. By 2022, the company recorded exponential growth and introduced new initiatives like Smart Coders and LMA. The year 2023 marked a cultural shift; Viacon moved into a new office, crossed the 100-employee mark, and built its own learning and development team with a vision to create an inclusive, skill-driven workplace.



In 2024, Viacon made its boldest expansion yet, entering the UAE and tapping into emerging opportunities in the Middle East and MENA region. Today, seven years after its humble beginning, Viacon has grown into a thriving ecosystem with three independent revenue units, Red Hat Media, Blogger Outreach/Blog Management, and Viacon Agency Services. At its core, the company remains driven by its mission: “*To create a world where SMEs can thrive without any undue hurdles using intelligent and innovative solutions*”. With offices in India, the UAE, and the USA, Viacon aims to become the world’s leading MarTech player, built on values of innovation, ambition, co-creation, ownership, and meaningful relationships.

The company’s journey has crossed both geographical borders and social barriers, empowering businesses from varied regions and industries. Mashum reflects, “*We have seen small businesses grow into thriving enterprises. That transformation is what keeps us moving forward*”.

From day one, Viacon has upheld its purpose of promoting gender diversity, nurturing talent from underprivileged backgrounds, and building a culture built on governance, opportunity, and long-term impact. In Mashum’s words, “*Growth means nothing if it doesn’t uplift people along the way*”. The company has also taken tangible steps to support women

in the workplace. Viacon has a menstrual leave policy for women, functional for the last two years, a unique step towards creating an inclusive and supportive work environment for women in the organisation.

FULL-SPECTRUM DIGITAL SOLUTIONS

Today, Viacon operates as a full-scale MarTech ecosystem, catering to businesses across industries with solutions that drive tangible growth. Its service portfolio spans multiple verticals, from technology services like web and application development to software development, branding and content, digital marketing, and video & photoshoot services. Each service is designed with one goal in mind: to help businesses scale with clarity, efficiency, and confidence. What sets Viacon apart in a crowded market is its mindset. Mashum explains, “*We don’t just offer technology and marketing services; we deliver momentum. While others focus on visibility, we focus on viability*”. This philosophy forms the core of Viacon’s identity; every strategy is designed not only to be seen but also to be remembered and acted upon.

Viacon stands out by offering three essentials that every business needs today — clarity, scalability, and precision. Its plans are crafted to help brands navigate today’s complex digital landscape with confidence and control.

This edge is reinforced by:

- **360-degree digital solutions:** From strategic marketing and automation services to complex technology and AI-powered solutions, Viacon offers a portfolio that helps organisations and brands leverage digital exposure into measurable business outcomes.
- **Creativity supported by technology:** With the power of AI, data analytics, and automation tools, campaigns become both visually compelling and strategically optimised.
- **Global perspective, local expertise:** Operating across India, the UAE, and the USA, Viacon blends international standards with regional insights.
- **Tailored solutions:** Every strategy is aligned with the client's unique goals — ensuring relevance, scalability, and long-term impact.

To sustain this differentiation, Viacon follows a future-ready approach: comprehensive MarTech services, advanced technologies, and a strong focus on ROI-driven outcomes. Quality and client satisfaction remain at the heart of operations. Viacon ensures this through multi-step quality checks, dedicated project managers, rigorous project management frameworks, personalised solutions, and ongoing support to keep every business objective aligned and on track. The company also maintains an exclusive tech support team to address evolving client requirements promptly and effectively.

NAVIGATING INDUSTRY DISRUPTION

The digital landscape is changing faster than ever and the resulting challenges are also applicable to Viacon. The company currently faces three major hurdles: the rapid influx of AI, the constant evolution of the digital ecosystem, and the pressure of managing tight project timelines. But instead of viewing them as setbacks, Viacon sees them as opportunities to evolve.

To stay ahead, the company has initiated dedicated AI training for its employees, ensuring that every team member learns to harness technology rather than fear it. Alongside this, a culture of continuous upskilling has been built to keep the workforce aligned with the latest market trends. On the operational front, Viacon is strengthening collaborative client engagement and project management to ensure timely, structured delivery without compromising quality.

Technology plays a critical role in this transformation. Viacon has actively integrated AI, automation, and data analytics into both internal operations and client solutions. These innovations are reshaping how work gets done—through AI-assisted content creation, personalised



marketing campaigns, automated campaign management, performance evaluation, smart CRM and ERP systems, and predictive analysis for performance marketing. This technology-first yet human-centric approach is helping Viacon face industry challenges with confidence.

EMPOWERING TEAMS

Viacon, as an organisation, places strong emphasis on creating a skill-centric, innovation-driven culture. With a dedicated learning and development team and a collaborative workforce of 110+ employees, the company has built a structure that supports both professional growth and personal evolution. New and bold ideas are supported, and leadership actively works to empower individuals instead of merely managing them.

This philosophy extends into Viacon's approach to attracting and retaining talent in a competitive market. To ensure longevity and loyalty in a dynamic workforce ecosystem, Viacon focuses on:

- Creating an inclusive and diverse workplace
- Building a vibrant and collaborative work culture
- Offering a clear career success path
- Providing continuous learning and development opportunities

As Mashum puts it, *“Strong teams build successful organisations. When people grow, the company grows. That has been our culture since day one, and it will remain our culture for years to come”*.



SUSTAINABLE INNOVATION

At Viacon, they believe that digital transformation should go hand-in-hand with sustainable and responsible practices. The company promotes digital minimalism by designing lean and efficient websites that reduce server load and power consumption. It also empowers small businesses and startups by providing affordable digital solutions, helping bridge the digital divide and fostering inclusive growth. In addition, Viacon emphasises ethical marketing practices, focusing on transparency, data privacy, and user-centric designs to ensure responsible innovation and growth.

WHAT LIES AHEAD FOR VIACON

In a constantly evolving digital landscape, staying ahead of trends is essential for Viacon. The company actively monitors developments in digital marketing, technology, and consumer behaviour to ensure clients receive advanced, future-ready solutions. To strengthen this approach, Viacon continually invests in market research and networks across industry communities, enabling the team to anticipate trends, innovate solutions, and deliver measurable value for clients.

Looking ahead, the company is evolving from a global MarTech service provider into a strategic growth partner, guiding brands through digital complexities and helping

them achieve sustainable impact. Mashum shares, *“Viacon is not just a MarTech company; it is the growth partner of your business. We help you navigate the tricky terrain of the digital realm and head towards the summit of success. With a blend of technology, creativity, and strategic thinking, Viacon continues to redefine impactful marketing”*.

Over the next three to five years, the company plans to expand its reach in both technology and marketing, deepen capabilities in AI and IoT, build strategic partnerships across industries, and empower startups and SMEs with affordable and impactful solutions. Mashum puts it perfectly, *“Our focus remains on helping businesses of all sizes navigate the digital world with confidence and achieve real growth”*.

LEADERSHIP MANTRA

As a founder who has navigated the challenges of building a global MarTech company, Mashum shares, *“My advice to all budding entrepreneurs and business owners is simple: focus on solving real problems and pain points, invest in continuous learning and be adaptable, build a strong organisational culture and values, prioritise the client's success, and stay curious and data-driven. These principles are what help create a lasting presence and meaningful impact in any industry”*.