

Embargo until: Feb 3, 2026 , 10:30 am

## **Snoonu Launches Snoonu Robotics, powered by QRDI Council: Pioneering Physical AI for Autonomous Logistics in Qatar**

*Doha, Qatar – February 3, 2026 – Today at Web Summit Qatar in Doha, Snoonu, Qatar's leading homegrown technology super-app, announces the launch of **Snoonu Robotics**, a major new venture powered by Qatar Research, Development and Innovation (QRDI) Council. This transformative initiative delivers cutting-edge software solutions for robotics, drone integration, and unmanned vehicles, ushering in a new era of intelligent, autonomous logistics across Qatar and beyond.*

At the core of Snoonu Robotics is physical AI – an advanced intelligent software platform that seamlessly integrates, controls, and optimizes drones, robotics, and unmanned vehicles. Physical AI bridges artificial intelligence with the real-world environment, enabling autonomous decision-making, precise navigation, real-time adaptation, and efficient fleet management to redefine complex logistics operations.

With substantial grants and strategic guidance from QRDI Council, this initiative is positioning Qatar as the global Capital of Robotics and Physical AI. By nurturing homegrown breakthroughs in autonomous systems, Qatar is creating a world-class hub where pioneering physical AI technologies are conceived, developed, and scaled.

This launch perfectly embodies Qatar's ambitious strategy to make, pilot, market, innovate, and ship advanced technologies. Snoonu Robotics will first drive ultra-efficient last-mile delivery within the Snoonu ecosystem while providing scalable, extensible solutions for partners in Qatar and beyond – poised to fundamentally transform Qatar's logistics sector within the next few years through faster deliveries, dramatically reduced costs, lower carbon emissions, and showcasing Qatari innovation on the global stage.

Hamad Mubarak Al Hajri, Founder and CEO of Snoonu Group, stated:

*"We are immensely proud to launch Snoonu Robotics, a true testament to Qatari innovation and determination. Through the QRDI Council's Technology Development Grant, the project will be developed entirely in Qatar, supporting the growth of local talent and opening avenues for collaboration with local universities and research institutions. With the unwavering support from QRDI Council, we are not just building software, we are shaping the future of autonomous logistics and contributing directly to Qatar National Vision 2030. This is Qatar's moment to lead in physical AI, and Snoonu is honored to drive this transformation."*

Snoonu Trading & Services, P.O. Box: 15145.

Head Office: The E18hteenth, Lusail, Qatar.

CR No: 130559

Eng. Omar Ali Al Ansari, Secretary General of QRDI Council at QRDI Council, added:

*“Snoonu Robotics is a powerful example of how QRDI Council’s Technology Development Grant is enabling homegrown innovation with global impact. By advancing physical AI and autonomous systems developed entirely in Qatar, this initiative directly supports Qatar National Vision 2030 and our ambition to build a diversified, knowledge-based economy.”*

With profound national pride, Snoonu Robotics advances Qatar National Vision 2030 by accelerating the transition to a diversified, knowledge-based economy powered by sustainable innovation and Qatari talent. Engineered in Qatar for Qatar and the world, Snoonu Robotics is poised to redefine autonomous logistics globally.

### **About Snoonu**

Founded in 2019, Snoonu is Qatar’s premier technology company and super-app, revolutionizing e-commerce, smart services, and on-demand solutions. Aligned with Qatar’s vision for a diversified, knowledge-based economy, Snoonu drives innovation across delivery, q-commerce, last-mile logistics, and B2B solutions, seamlessly connecting customers, merchants, and partners nationwide.

As Qatar’s fastest-growing tech leader, Snoonu is a cornerstone of the country’s digital transformation, championing tech-enabled convenience and empowering communities. Committed to fostering local talent and innovation, Snoonu continues to expand its impact across the region, redefining modern lifestyles.

### **About QRDI Council**

QRDI Council is a national entity with the mission to support research, development and innovation (RDI) activities as well as to develop RDI talent in Qatar. The Council strives to make Qatar a top destination for global talent and a pioneering research, innovation, and development hub with its motto “locally empowered, globally connected”.

Playing a pivotal role within the Qatar National Development Strategy, the QRDI Council is actively shaping the Innovation component of the Economic Diversification goal. The Council’s commitment underlines its unwavering dedication to the Qatar National Vision 2030. QRDI Council aims to make Qatar a global innovation hub and a top choice for R&D centers worldwide, seeing RDI as vital for Qatar’s growth and prosperity.

To delve deeper into QRDI Council’s endeavors and vision:

Website: [www.qrdi.org.qa](http://www.qrdi.org.qa)

Stay Connected: Engage with the QRDI Council on various social media channels to stay updated on the Council’s latest activities and achievements.

Follow QRDI on - [Instagram](#) - [LinkedIn](#) - [X](#) - [YouTube](#) - : [Facebook](#)

**For media inquiries, please contact: [PR@snoonu.com](mailto:PR@snoonu.com)**

Snoonu Trading & Services, P.O. Box: 15145.

Head Office: The E18hteen, Lusail, Qatar.

CR No: 130559