



**THE TIMES OF INDIA  
ICON AWARDS  
AWARDED FOR**





## THE TIMES OF INDIA ICON AWARDS

### Crafting brands with a purpose



Naitik Oswal, Anirral Nancy, Iman Mukadam

**T**he Placet is a modest concept & design studio from Paris found by 3 friends - Naitik Oswal, Iman Mukadam, and Anirral Nancy back in 2012. Seasoned with time, the founders realized their mission to help a million entrepreneurs through strategic design and ended up making some successful national brands in hospitality.

The Placet is known to infuse soul and purpose in all their brands which is evident across their projects. Anirral Nancy believes that as humans, we

have the power to give form to the world we want to live in and embed these values in young and budding designers. Anirral Nancy tries to achieve this by personally mentoring design students through their internships from design colleges like MIT & Syntaxis. He also happens to be a jury member on the panels of a few design institutes. This is his idea of contributing towards a better designed world.

The Placet have always been about formulating a dynamic combination of design and strategy that helps a brand gain a competitive edge in the connected world and hence achieve sustainability. "Our design expertise and our strategic process make us a perfect amalgamation of creative problem solvers who understand the core of businesses," says Naitik Oswal.

They are known to design unique experiences for all their brands and takes their detailing very seriously. Iman Mukadam believes that no-detail

is too small to escape close attention. He executes these ideas to perfection and brings them to life. Some of their most interesting projects can be found on their website.

The team works on a lean framework that has created some outstanding brands for a decade—helping clients gain attention with award-winning brand elements that showcase meaningful stories. Hopefully we get to keep witnessing their effort through their brands in the near future and look forward to an evolving industry landscape - one story at a time.

For more details, contact:  
The Placet  
Ph: 9890-887730  
Theplacet.com@ThePlacet

