

# Design a house, build a home

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The qualities of a well-designed home are very personal and rely on what the family needs, says Amit Parsuramka, CEO of Bonito Designs

In an interview with **ET Insights**, Amit Parsuramka, CEO, Bonito Designs, shares precious insights about what goes behind designing a home and an interior for a comfortable house and he also talks about his company's key priorities.

## 1. Exactly what characteristics define a house as being well designed?

When it comes to designing a home, what comes to your mind first is that the space created needs to be comfortable. However, more importantly, it must be designed in a way that ensures the happiness and comfort of the family living in it. The characteristics of a well-designed home are extremely personal and depend on the family's requirements. For some, it could be the location, for some it could be space and for others the design. The key to a perfectly designed home is to ensure that all these requirements are taken

be a well ventilated and airy home, ergonomics incorporated in the design, the material used in the construction needs to be of good quality, ample space in especially the kitchen area and enough storage space to name a few.



**Amit Parsuramka**  
**MD, Bonito Designs**

## **2. What are your key priorities for 2023, what are the challenges and opportunities in the way forward?**

At Bonito what remains constant is sustainable growth without compromising on the brand promise of a premium, personalised, and superior experience. Our vision is to not only be a preferred brand partner for home interiors but also an aspiration for a new home buyer and the uninitiated ones.

'23 our investments would focus on data driven customer insights, brand building & creating a deeper customer connect by building customer funnels, & integrating latest digital platforms. The key challenge for us is the domination of unorganized players and newcomers who are not aware of the pros and cons of the industry.

This year we will also be expanding our footprints into new geographies, resulting in a wider reach and more sales. Hence the need to also invest in building the right pool of talent.

## **3. In India, what kinds of interior design are the most well-liked? Your personal favourite design style**

In India, customers love a more contemporary version of home interiors since it leans towards an 'everything in its place' aspect. They prefer designs that are high on function and low on maintenance and fuss. Contemporary designs also gives them the flexibility to blend themes that are currently in trend to customize their home to something that reflects their style while still staying on top of trends.

My favourite design style is the trend of using a monochrome palette for your home. The elegance of the black and white finishes, black lighting fixtures, window frames, furniture details etc., is something that I love. The entire trend of using black and white patterns, prints, accessories are very Scandinavian design styles and are also becoming hugely popular.

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