

122<sup>ND</sup>  
ISSUE

ASSET  
Beyond

MAY 2023

squarefeet

A monthly newsletter from Asset Homes



Celebrating the  
inauguration of our  
76<sup>th</sup> completed project



ASSET ALPINE OAKS



## MANAGING DIRECTOR SPEAKS

Dear Friends,

The beginning of the new financial year has been promising, and we have already witnessed significant changes that will impact not just the Indian realty sector but every other business, directly or indirectly. I hope these changes will bring positive results, as evidenced by the first month of the year.

As we move forward, I want to remind you that finance is attached to all strings of your life, be it lifestyle, debt management, children's education, or health issues, directly or indirectly. Making smart financial decisions to balance income with outflows is necessary for a balanced life without stress on financial matters. I encourage each team member to consider this aspect on a personal front.

At the organisational level, we have taken hard decisions to promote talent, acknowledge knowledge, train the right resources, and be strictly lean. We have decided to have an emergency fund, invest in the health and life of key personnel, prioritise paying off and structuring debts, reduce overheads, and review and revise estimates to finish. The success of these goals depends on the team's support and absorption of these ideas. We must remain disciplined and work towards achieving financial success throughout the new financial year.

I would like to share an incident that occurred last month when we launched our project Asset Identity at Technopark Trivandrum. While the

project was selling well with incredible velocity outside our family, the response from our existing clients at Trivandrum was cold. Many felt that they were not loyal to us, while others shared their views that some customers would like to upgrade only if we provide a resale platform for the existing units possessed by them. In a nutshell, customers were pointed with disbelief.

I recently received an email from an online jewellery store informing me that my loyalty account would be discontinued unless I made a purchase on Akshaya Tritiya Day. This approach to loyalty seems questionable to me, as it's entirely based on a purchase. Loyalty should not be a transactional relationship, akin to "I won't be your friend if you don't give me your pencil." While I am entirely devoted to the Rolls Royce brand, I haven't bought one for various reasons. Similarly, someone who likes a brand may not purchase it for pricing, occasion, availability, or location. On the other hand, someone who dislikes a brand will only buy it if it's the only option available.

For the jewellery store, continuing the loyalty program would cost them nothing. I have yet to earn any points, and their only investment in me has been to provide a plastic card, which is a sunk cost. They send me the occasional mailer, which also costs them very little. In my experience, it can take years for a brand's desire to convert into a purchase. So, why fire loyal customers?

While I used this story as an example, I believe there are at least three reasons customers are reluctant to make repeat purchases. First, customers are exposed to multiple messages and brands daily, and sometimes it blurs together. Therefore, they only remember brands that are different from the crowd, those that solved a significant problem, or those that spoke about their specific needs. Secondly, many customers will try to switch brands for the sake of variety and novelty. Lastly, people are habitually disloyal, and to stem the tide, businesses must give them their best shot. The key is to know and provide the best possible experience, personalise the connection, and find a real audience among the customers. By doing so, customers are more likely to comprehend the brand's value and become repeat customers. However, if they show reluctance, we must understand that they may be happy but not thrilled.

When it comes to purchasing a real estate project, customers remember the brands that are just a bit different from the crowd. We need to identify our real audience and speak specifically to their needs better than any of our competitors. They'll be more likely to comprehend our value, personalise their connection, and become repeat customers.

Lastly, I want to emphasise that people won't return to our business simply because we haven't given them a reason to. The moment they complete their first transaction with us, customers are ours. Customers also choose us as their favourite brand immediately after their first purchase or service begins. So we should not outrightly ask them to come back again. Instead, reward their decision to do business with us and provide invitations to return. They should never feel that we haven't asked properly and timely.

I wish you all the best for the coming month and hope that we will all work towards achieving our goals together.

Best regards,

Sunil Kumar V  
Founder & Managing Director

## ASSET ALPINE OAKS INAUGURATION

Asset Homes' 76<sup>th</sup> completed project Asset Alpine Oaks, Kakkanad was inaugurated jointly by MLA of Thrikkakara Constituency Mrs. Uma Thomas and Asset Homes' brand ambassador of Asset Homes Mrs. Asha Sharath on 29<sup>th</sup> April 2023.



## 14<sup>TH</sup> CIDC VISHWAKARMA AWARDS



Derriel John receiving  
14<sup>th</sup> CIDC Vishwakarma Awards 2023

## SALES EXPO



Tejaswini @ Technopark



KINFRA



Ganga building, Technopark phase 3

## IFTAR CELEBRATIONS AT BRANCH OFFICES



Kannur



Thrissur



Kochi



Trivandrum

## EMERGENCY EVACUATION MOCK DRILL AND FIRE FIGHTING TRAINING



Asset PKS Heritance

## KNOW MY PROJECT

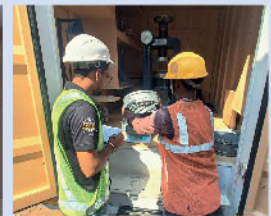
## Q LAB TEST



Asset Platina



Asset Fortuna



## QUALITY TOOL BOX TALK

## SPECIAL EXCELLENCE AWARD



Asset Gateway



Asset Canzara



Asset Dominion



Asset Platina



Sreenath O



Sarthaj A N



Manuel K M



Biju K A



Mahesh K Nair



Alex T S

## BEST BRANCH 2022-23



Kochi Branch



Hayna Francis

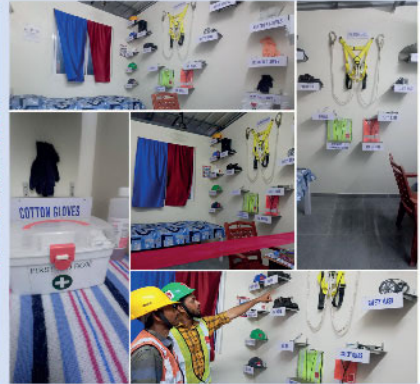
## SAFETY PARK, QUALITY LAB, SAFETY INDUCTION & FIRST AID ROOM INAUGURATIONS



Asset Gateway



Asset Chamber



Asset Canzara

## ASSET CUSTOMER OF THE MONTH



Mr. Sankar & Family,  
Asset Precious



Mr. Geevarghese & Family,  
Asset Orchestra



Mr. Sankar Nataraj &  
Mrs. Meera Sankar, Asset Luminaire

## DELIGHT SURPRISE



25<sup>th</sup> Wedding Anniversary  
Wishes to Mr. Bobby &  
Mrs. Chaithanya,  
Asset Chiraag JV Partner



Birthday Wishes to  
Dr. Varadaraj,  
Asset Senate



Birthday Wishes to  
Dr. Padmaja Ramakrishnan,  
Asset PKS Heritage



Birthday Wishes to  
Dr. Binu Sajid,  
Asset Ensign

## DOCUMENT HANDING OVER



Mrs. Theresa Antony,  
Asset Rangoli



Mrs. Geetha Surendran,  
Asset Rangoli



Mrs. Geetha Surendran on  
behalf of Mr. Radhakrishnan,  
Mr. Sreekanth & Mrs. Jyotsna,  
Asset Rangoli



Mrs. Elizabeth Ajise Kalliath,  
Asset Rangoli

## DELIGHT DRIVE



Mr. Sanjeev Sivaraman,  
Asset Rangoli



Mr. Nidhin Roy Xavier,  
Asset Rangoli



Mr. Job Antony on behalf of  
Mr. Stanley Job, Asset Rangoli



Mr. Riyas Basheer,  
Asset Orchestra

## KEY HANDING OVER



Parents of Mr. Sumithraj Appari,  
Asset Raintree



Mrs. Soudaminy Vinodhan,  
Asset Galleria



Mrs. Reena & Mr. Balakrishnan T,  
Asset Senate



Mrs. Preetha, Asset Sunny Days



Mrs. Geethamani & Mr. Krishnan,  
Asset Senate



Mrs. Geetha Surendran, on behalf of  
Mr. Sreekanth Surendran &  
Mrs. Jyotsna, Asset Rangoli

## KEY HANDING OVER



Mrs. Geetha Surendran, on behalf of Mr. Radhakrishnan, Asset Rangoli



Mrs. Geetha Surendran, Asset Rangoli



Mrs. Athmaja & Family, Asset Raintree



Mr. Suresh K V, Asset Galleria



Mr. Somasekharan & Family, Asset Senate



Mr. Sunil Krishnan & Family, Asset Raintree



Mr. Sreedaran & Family, Asset Senate



Mr. Shajiv N Kurup & Family, Asset Senate



Mr. Sasikumar & Mrs. Ragam, Asset Sunny Days



Mr. Sachindranath & Mrs. Vauhini, Asset Sunny Days



Mr. Rajiv Raghavan, Asset Galleria



Mr. Prince & Mrs. Soja, TKM Asset Grandios Sanford

## KEY HANDING OVER



Mr. Praveen & Mrs. Sowmya,  
Asset Galleria



Mr. Nikesh Maniyath & Family,  
Asset Senate



Mr. Manoj Kumar K V & Family,  
Asset Raintree



Mr. Joby Thomas & Mrs. Poornima Shankar,  
TKM Asset Grandios Sanford



Mr. Jacob Mammen,  
TKM Asset Grandios Sanford



Mr. Harish & Mrs. Kirthika,  
Asset Sunny Days



Mr. Hari Sundar & Family,  
Asset Limelight



Mr. Dineshan P M & Family,  
Asset Senate



Mr. Chandramohan & Mrs. Nirmala  
Kumary, Asset Sunny Days



Mr. Benny & Mrs. Arati,  
Asset Sunny Days



Mr. Ajith K & Family,  
Asset Senate



Mr. Balachandran M K & Mrs. Sheela  
Balachandran, Asset Senate

## KEY HANDING OVER



Mr. Anoop Shankar & Mrs. Priya Anoop,  
TKM Asset Grandios Sanford



Mr. Anil Kumar & Mrs. Smitha Anil Kumar,  
TKM Asset Grandios Sanford



Dr. Varadaraj & Dr. Maya Varadaraj,  
Asset Senate



Dr. Muralee Damodaran, Rep. of  
Mr. Dotty, Asset Limelight



Mrs. Devi & Family,  
Asset Sunny Days



Ms. Deepa Antony & Family,  
Asset Alpine Oaks



Mr. Ramkumar & Family,  
Asset Alpine Oaks



Mr. Vineeth Mukundan & Family,  
Asset Alpine Oaks



Mr. Vinay Kumar & Family,  
Asset Alpine Oaks



Mr. Sebastian A L & Family,  
Asset Alpine Oaks



Mr. Sandeep & Family,  
Asset Alpine Oaks



Mr. Roopesh & Family,  
Asset Alpine Oaks

## KEY HANDING OVER



Mr. Robin Puthenpurakal & Family,  
Asset Alpine Oaks



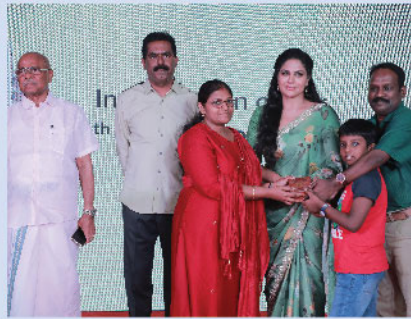
Mr. Prijith & Family,  
Asset Alpine Oaks



Mr. Pratheesh K J & Family,  
Asset Alpine Oaks



Mr. Prajeesh M & Family,  
Asset Alpine Oaks



Mr. Pradeep K & Family,  
Asset Alpine Oaks



Mr. P Jithin Raj,  
Asset Alpine Oaks



Mr. Noushad Basheer & Family,  
Asset Alpine Oaks



Mr. Niyas & Family,  
Asset Alpine Oaks



Mr. Nadir Aboobacker & Family,  
Asset Alpine Oaks



Mr. Mukundan M G & Family,  
Asset Alpine Oaks



Mr. Midhun & Family,  
Asset Alpine Oaks



Mr. Manoj M S & Family,  
Asset Alpine Oaks

## KEY HANDING OVER



Mr. Lynn George & Family,  
Asset Alpine Oaks



Mr. Joseph V Joseph & Family,  
Asset Alpine Oaks



Mr. Jacob Chacko & Family,  
Asset Alpine Oaks



Mr. Genesh R & Family,  
Asset Alpine Oaks



Mr. Deepak Varghese & Family,  
Asset Alpine Oaks



Mr. Biju Janardhanan & Family,  
Asset Alpine Oaks



Mr. Anuraj Pushparajan & Family,  
Asset Alpine Oaks



Mr. Abin Jose & Family,  
Asset Alpine Oaks



Mr. C C Thomas & Family,  
Asset Alpine Oaks



Mr. Sajith Kumar & Family,  
Asset Alpine Oaks



Mr. Jimmy Lukose & Family,  
Asset Alpine Oaks

## WALL OF FAME



Adv. Manuel K M

## HOUSE WARMING CEREMONY



Mr. Syamkumar Kulangara,  
Asset Galleria



Mr. Sankar & Mrs. Manila,  
Asset Precious



Mr. Rajiv Raghavan,  
Asset Galleria



Mr. Harisundar & Family,  
Asset Limelight



Mr. Ajith Kuzhikkali, Asset Senate

## ENGINEER OF THE MONTH



U A Azeer

## FIRST RUNNER UP SALES



Rahul U G

## SALES STAR OF THE MONTH



Rajesh S R

## SERVICE STAR OF THE MONTH



Nidhi P M

## SPECIAL EXCELLENCE AWARD SUPER STRUCTURE



First - Asset P KS Heritance



First Runner Up - Asset Chamber

## SUB STRUCTURE



First - Asset Magnum



First Runner Up - Asset Canzara

## BRANCH STARS



Prasanthan Alinkeel,  
Kannur



U A Azeer,  
Calicut



Pretty Paul,  
Thrissur



Harikrishnan R S,  
Central Kerala



Seena Rajesh,  
Kochi



Indu Rajesh,  
Trivandrum

## CITATION MARCH 2023



Saiju Joseph



Derriel John



Vidyasagar C



Anju Venugopal



Aseena M S



Mathew Koshy

## MD'S SPECIAL RECOGNITION



Manuel K M



Sujesh M



Dinil Kuriakose



Ittyavirah Abraham



Simna E K



Vivek R



Balasreeram K S



Johnson Jacob

## SPECIAL RECOGNITION



Aswathy A Mohan



Tishana A S

## CLEAN WORKPLACE



Asset Gateway

## BIRTHDAY CELEBRATION



Roshni Radhakrishnan



Sarimol S



Sreekutty L



Sunaina Rejin



Sunitha Sukumaran



Vimal Chandran R B



Ajith J S



Anilkumar S



Anusree K



Archa K Shaji



Chandini Arun



Hayna Francis



Jijeesh N



Johnson Jacob



N Manoj



Prasad M B



Rahul U G



Reshma Muralidharan



Sarankumar G G



Ragesh R

## NEW JOINEES



Amal R



Hemanth Gopal



Nithin Boban T B



Sija Salin



Vidhubala P J



Greeshma M S

## WEDDING CEREMONY

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Sarath Stephen & Mariya



Anoob Alex & Ashna



Elmi & Joel



Dr. Aishwaria Prasad Nair,  
Daughter of Mrs. Dersana Nair,  
Asset Rangoli

## BIRTHDAY LIST

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Sarath Stephen May-1 | Aseena M.S May-2 | Lijin K May-3 | Vimal V T May-4 | Baburaj B May-5 | Majo Jose May-5 | Aswanth M S May-5 | Aswathy Rajendran May-7 | Haseem M K May-8 | Subi V.T May-8 | Keerthi S Kumar May-8 | Navas V. A May-10 | Seema Jayadevan May-10 | Priska K Kuriachan May-10 | Sandheep Chandran May-11 | Ram Kiran C S May-12 | Krishnakumar V May-14 | Regi Varghese May-14 | Sujesh M May-16 | Vishnuprasad E V May-17 | Unnirajan T N May-17 | Tishana A S May-18 | Biju N P May-18 | Gopalankutty T M May-20 | Vibin T V May-20 | Josy K J May-23 | Deeshith K May-23 | Jayachandran N G May-25 | Resmi C May-25 | Lojo Joseph May-25 | Lekha Chandran May-25 | Shajan M C May-25 | Shiju M J May-25 | Roshan Lal May-27 | Rahul K Satheesh May-27 | Seema Lenin May-29 | Aspin R May-31

## WEDDING ANNIVERSARY LIST

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Aseena M.S May-2 | Veena Venugopal May-3 | Anju Venugopal May-4 | Seema Lenin May-5 | Harikumar K May-6 | Anusree K May-6 | Rajesh P S May-10 | Shine Victor May-11 | Jibinkumar V.S May-12 | Hiran P H May-13 | Subi V. T May-14 | Prasanth A P May-15 | Prasad M. B May-16 | Sunish B S May-20 | Deepak Thomas May-20 | Jeniffer George May-20 | Simna E.K May-22 | Indu Rajesh May-23 | Nasrin P N May-25 | Sanka S May-26 | Regi Varghese May-28 | Rahul U G May-29.



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