

131st
ISSUE

ASSET
Beyond FEBRUARY 2024
squarefeet

A monthly newsletter from Asset Homes



SAMPLE
APARTMENT
INAUGURATION

ASSET
PREMIER
LEAGUE

REPUBLIC DAY
CELEBRATIONS





MANAGING DIRECTOR SPEAKS

Dear friends,

As we step into February, I want to reflect on our incredible start to 2024. Our team's dedication and hard work have led to higher sales figures and significant revenue generation, marking a strong beginning to the year.

The new business associations with M/s Colombia Pacific, M/s Govind Furnishings, and M/s Bright Kuries were particular highlights. The inauguration of sample apartments at Asset Gateway, Pathanamthitta and Asset Majestic, Thrissur, along with the show flat at Asset Moon Grace, Ernakulam, are milestones worth celebrating. We also take pride in registering our 50th project with K-RERA, setting a record in Kerala's building industry. Our active participation at the Kerala Literature Festival at Kozhikode and the successful inauguration of the Taurus Embassy Tech Zone in Trivandrum further demonstrate our commitment and capability. Congratulations to everyone for these remarkable achievements.

January also marked the Prana Prathishta of the deity at Ram Temple in Ayodhya, a momentous event with deep spiritual significance. Drawing inspiration from this, I am reminded of the profound business lessons embedded in the life of Lord Ram, an embodiment of virtue and wisdom in Hindu mythology.

His unwavering commitment to dharma (righteousness) and ethical conduct in all endeavours teaches us the importance of maintaining financial integrity and ethical business practices.

The Ramayana's teachings on defining clear goals, creating a vision, and taking steady steps towards success resonate with our business strategies. Lord Ram's journey to Lanka, his mission to free Sita, and the construction of Ram Sethu exemplify the power of vision and perseverance. Similarly, in our business, we must set clear objectives, follow a defined path, and build our success with consistent efforts, much like the building of Ram Sethu. Building small but consistent habits will form a solid bridge for business success, financial well-being and wealth creation.

It's crucial to discern genuine opportunities from illusions, as exemplified by the story of Sita and the golden deer. All that glitters is not gold. Similarly every investment/business opportunity is NOT a golden deer. This teaches us to make informed decisions, not based on superficial allurements but on solid research and understanding. Another vital lesson is drawing our own 'Lakshman Rekha' in business to define risk tolerance and protect our capital. It guides us to take calculated risks that align with our organisation's risk-to-reward ratio.

Lord Ram's loyalty and his ability to forge strong alliances with many partners in mission, highlight the importance of trust and loyalty in our business relationships. Building trust with stakeholders, partners, team members, and customers is crucial for the stability and growth of our business.

The narrative of King Dasaratha's succession plan of Ayodhya, to place Ram at the helm of affairs was interrupted by Kaikeyi. Whereas Ram was wise to implement his succession plan to have equitable division of his kingdom between Lava and Kusha. This underscores the importance of effective communication, execution in leadership, and the development of potential managers for long-term retention and growth.

Moreover, every religion and its writings teach us according to our perspective. Whether it's a source of devotion, a way of life, a professional guideline, or a management principle, the core philosophy remains the same – the path to success. Let us choose to interpret these teachings through the lens of integrity, hard work, sincerity, and smart work. These values are essential for guiding our business towards growth, prosperity, and success.

In conclusion, let us draw inspiration from these timeless lessons and apply them to our professional lives. Together, we can continue to achieve great things and positively impact our field.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes



ASSET PREMIER LEAGUE 2024

Five teams of Assetians - Asset Chekavas, Asset Fireballs, Asset Blasters, Asset Royals and Asset Stallions showcased the spirit of cricket in the Asset Premier League 2024 held at Sacred Heart CMI Public School, Thevara on 28th January 2024.

Asset Homes Founder and Managing Director Mr. Sunil Kumar V inaugurated the event. Asset Stallions bagged the Debut Champions Title and Asset Blasters became the Runner-up Team.



Asset Homes Founder and Managing Director Mr. Sunil Kumar V inaugurated the event.



CRICKET FEVER



**Asset
CHEKAVAS**



**Asset
BLASTERS**



**Asset
FIREBALLS**



**Asset
ROYALS**



**Asset
STALLIONS**



ASSET GATEWAY SAMPLE APARTMENT INAUGURATION

The sample apartment of Asset Gateway was inaugurated jointly by Mr. Sunil Kumar V (Founder & Managing Director, Asset Homes) and Mr. Mallellil Sreedharan Nair (JV Partner) on 13th January 2024.



ASSET MOON GRACE SAMPLE APARTMENT INAUGURATION

The sample apartment of Asset Moon Grace was inaugurated by Mrs. Asha Sharath, Brand Ambassador for delight Services at Asset Homes in the presence of Mr. Sunil Kumar V (Founder & Managing Director, Asset Homes), Mr. N. Mohanan (Director, Asset Homes), Ms. Padmaja (JV partner), Mr. Tony John (CEO, Asset Homes), Ms. Anju Venugopal (CIO) and Ms. Seena Rajesh (AGM, Customization & Interiors), on 22nd January 2024.



ASSET MAJESTIC SAMPLE APARTMENT INAUGURATION

The sample apartment of Asset Majestic, at Kuriyachira, Thrissur, was inaugurated by JV Partner Ms. Jessy Mathew and Corporation Councilor Ms. Ancy Jacob Pulikkottil in the presence of Mr. Sunil Kumar V (Founder & Managing Director, Asset Homes) and Mr. Santhosh T (Sr. GM, Branch Operations) on 27th January 2024.



MONTHLY SAFETY MEETINGS



Asset DTE, Ernakulam



Asset Sovereign



Asset Winside



Asset Majestic

MEDICAL CAMP



Medical camp at Asset East Brook



SAFETY TOOL BOX TALK



Asset Eminance



Asset Winside



Asset Canzara



Asset Jubilance

Q LAB TEST



CUSTOMER OF THE MONTH



Mr. Biju Janardhanan & Family, Asset Alpine Oaks



Mr. Chandramohan & Family, Asset Sunny Days



Mr. Jelfread Paul & Family, Asset Galleria



Mr. Shibin K A & Family, Asset Senate

PROJECT PREVIEW EVENT

Exclusive project preview of Asset Serenity and Asset Winchester conducted at Asset Picasso Palette



REPUBLIC DAY CELEBRATION



Asset Office, Thrissur

Asset Celeste

Asset Centrale, Kochi

Asset Chamber

Asset Magnum



Asset DTE, Kochi

Asset Majestic

Asset Moon Grace

Asset Nilaavu

Asset PKS Heritage

SHINING STARS



Asset Homes CEO Mr. Tony John won Double Gold in Men's Doubles & Mixed Doubles in All Kerala Masters Shuttle Badminton Games held at Rajiv Gandhi Indoor Stadium Kadavanthra.



Mr. Jaiby Varghese, H/o Mrs. Nisha Jacob (Asset Interiors) won Gold Medal in 10,000 Mts representing Kerala in National Masters Games held in Goa.

DELIGHT SURPRISE



Birthday Wishes to Dr. Usha, Asset Elan Casa



Birthday Wishes to Mr. Vimal Jack Roy, Asset Chrisabelle



Birthday Wishes to Mr. Zainudin, Asset Canvas



Birthday Wishes to Mrs. Jeny Abhinanth, Asset Chiraag



Birthday Wishes to Mrs. Archana Gopinathan, Asset Sunny Days

DELIGHT DRIVE



Mr. Benedict Fernandez, Asset Canvas



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**EXCLUSIVE
DELIGHT SERVICES**

HOUSEWARMING CEREMONY



Dr. Lekshmi Chandra & Family, Asset Limelight



Mr. Hari C R, Asset Gitanjali JV partner



Mr. Johnson Philip
TKM Asset Grandios Sanford

KEY HANDING OVER



The representative of Mr. Jijo.V.J,
Asset Alpine Oaks



Dr. Lekshmi Chandra & Family,
Asset Limelight



Dr. Mimi Sarah Kuriakose,
Asset Limelight



Dr. Veena Haneef &
Dr. Mohammed Haneef A, Asset Rain Tree



Mr. Anthony Job, F/o Mr. Job Antony,
Asset Rangoli



Mr. Johnson Philip,
TKM Asset Grandios Sanford



Mr. Jyothi Babu, Asset Rain Tree



Mr. Nidhin Roy Xavier, Asset Rangoli



Mr. Prakash Kumar, Asset Senate



Mr. Saidu Muhammed & Family,
Asset Limelight



Mr. Siby Jose, Asset Rain Tree



KNOW YOUR COLLEAGUE

Dear Assetians,

I'm Ittyavirah Abraham, currently serving as Deputy Manager-Planning, and I am proud to have been part of the Asset family for 5.5 enriching years. My journey began in the picturesque town of Kottayam, where I was nurtured in the realm of knowledge and letters. A graduate of Mar Baselious Christian College of Engineering and Technology, specializing in civil engineering, I have found my professional home within the esteemed Asset organization.



Born into a family of four, I owe my accomplishments to the unwavering support of my parents. My father, Abou C Abraham, a businessman, while my mother, Sajeela Abraham, gracefully manages our home. Their influence has

been instrumental in shaping my success.

In addition to my immediate family, I have a sister named Ajuna Mary Abraham, who serves as a Chief Accounting Officer in Dubai. She is happily married to Thomas Mathew, a Chartered Accountant, also thriving in Dubai. They have a lovely boy, Chris.

On a personal note, my wife, Meera, adds immeasurable joy to my life. She is a dedicated professional working at ICICI Bank, and we just celebrated our first year of wedded bliss.

Talking about my professional journey, it all started at Asset Homes as a Site Engineer Trainee. Through dedication and continuous learning, I progressed to the role of Deputy Manager-Planning.

Beyond my professional pursuits, music has always been a cherished hobby. The simple joys of listening to my favorite tracks and singing along provide a respite from the demands of work. In this thriving environment, I continue to grow both personally and professionally, thankful for the support and opportunities provided by the Asset family.

Responsibly Yours,

Ittyavirah Abraham

CIDC AUDIT



FELICITATION

Aadhi Krishna S/o Seema Lenin received the Sri. A. L. Jacob Memorial award instituted by Sri. Roy Jacob for the best Athlete player from Std.XII for the year 2023-2024



DOCUMENT HANDING OVER



Mr. Abdul Hameed Koya
on behalf of Mr. Fazul Kareem
& Mrs. Fahima Rahim,
Asset Senate



Mr. Jithin Raj,
Asset Alpine Oaks



Mr. Deepak Thekkoott,
Asset HK Hallmark



Mr. Pradeep Kumar T,
Asset Senate



Mr. Prakashan Vaadi,
Asset Senate



Mr. Riji N R,
Asset Senate

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UNVEILING MAJESTIC LUXURY

**ASSET
MAJESTIC**
LUXURY RESIDENCES
Kuriachira
Thrissur

FIRST-AID TRAINING SESSION



SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st - Asset PKS Heritance



1st Runner-up
Asset Dominion



1st - Asset Canzara



1st Runner-up
Asset Winside

WALL OF FAME



Ittyavirah Abraham

SERVICE STAR OF THE MONTH



Hari Krishnan R S

ENGINEER OF THE MONTH



Vivek T

SALES STAR OF THE MONTH



Shine Victor

SERVICE CITATION



Archa K Shaji



Navas V A



Nishanth M R



Premil Kumar P



Santhosh T

1ST RUNNER-UP SALES



Jijeesh N

NEW JOINEES



George John



Nishanth Thankamani



Sunitha R



Rajesh R Nair



Reshmi Rajan



Rahul Raghunath



Samal Shehu

CLEAN WORKPLACE



Asset Chamber

ANNIVERSARY LIST

GREESHMA M S	01-FEB
VIVEK S NAIR	06-FEB
NANDAKUMAR K S	07-FEB
SAHEER T N	07-FEB
RATHEESH P B	08-FEB
HARI V SHENOY	09-FEB
SHIJU M J	09-FEB
DINIL KURIAKOSE	10-FEB
ROSHNI RADHAKRISHNAN	10-FEB
SAJEEM S	11-FEB
MANUEL K M	12-FEB
RESHMA JOHN	14-FEB
FLEX JOSE	14-FEB
SAIJU JOSEPH	18-FEB
SARTHAJ A N	18-FEB

BIRTHDAY LIST

VIVEK T	01-FEB
AMAL R	01-FEB
HARIKUMAR K	03-FEB
JINTO K JOY	06-FEB
N MOHANAN	07-FEB
RAHUL RAGHUNATH	08-FEB
ASWIN VARGHESE THARIAN	13-FEB
SALINI P S	14-FEB
DERRIEL JOHN	15-FEB
VEENA VENUGOPAL	17-FEB
SREEJITH M V	18-FEB
NIMISHA R	19-FEB
PRASOON K	22-FEB
SUJITH P	26-FEB
VINEETH M	27-FEB

BIRTHDAY CELEBRATION



G Venu



Aiswarya Thambi



Aju Philip



Abhilash K Nair



Malini Purushothaman



Midhun K M



Sooraj Soman



Vishnukumar B T



Mili T S



Nithya P



Prasanthan Alinkeel

CONGRATULATIONS



Wedding Ceremony of
Jyothish Kumar N A with Parvathi A P



Wedding Ceremony of Vishnusree P S with Vivek

പതിനേഴുകിൽ അസറ്റ്

ഘൃതങ്ങളിൽ കൂടുകൂട്ടിയ
പുരസ്കാരപ്രദയിൽ മിന്നിയ
പ്രതിബദ്ധതയെ പ്രണയിച്ച
17 വർഷങ്ങൾ

110
Projects

76
Completed
Projects

34
Ongoing
Projects

9
Districts

7000+
Customers

☎ 98464 99999 📞 95267 99999
Dubai: ☎ +971 5053 76454

All our projects are audited
by 'Bureau Veritas', an
independent professional Auditor.

**CRISIL DA2+
RATED BUILDER**



📍 TRIVANDRUM 📍 KOLLAM 📍 PATHANAMTHITTA 📍 KOTTAYAM 📍 ALAPPUZHA 📍 ERNAKULAM 📍 THRISSUR 📍 KOZHIKODE 📍 KANNUR

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Responsibly Yours

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