

ASSET
Beyond MARCH 2024
squarefeet

A monthly newsletter from Asset Homes



STONE LAYING:
ASSET SERENITY
ASSET WINCHESTER

**MAGNUM
SALES
LOUNGE**

FAMILY MEET, 2024

**132nd
ISSUE**



MANAGING DIRECTOR SPEAKS

Dear friends,

As we approach the close of another fiscal year on March 31, we must strive towards a seamless and successful year-end across all departments. This period often brings a flurry of activities and last-minute rushes, which can lead to anxiety and errors. However, with diligent monitoring of targets and systematic resolution of pending tasks, we can ensure a smooth transition without undue stress.

A pivotal factor in our growth trajectory is the performance of our sales department. The success of sales directly impacts the efficiency of other departments, creating a domino effect across the organization. In these final days, our mantra should prioritise existing customers, thereby minimising cancellations and fostering repeat business through referrals. Proactively offering exclusive deals and alerting prospects about potential price adjustments in the coming fiscal year can significantly bolster our sales figures. A year-end promotion scheme can be instrumental in clearing our sales pipeline and setting us up for a prosperous start to the new fiscal year. While focusing solely on meeting annual quotas is tempting, let's recognise our regular sales activities that pave the way for a solid first quarter of the next FY.

February marked a momentous occasion with the successful hosting of our family meet—a testament to our collective spirit and camaraderie. Kudos to the organizers for their impeccable planning, the participants for their captivating performances, and the winners for showcasing exceptional talent. You have indeed set a new benchmark!

We also celebrated a strategic milestone by signing an MoU with Colombia Pacific Communities, a global leader in senior living, for our Young@Heart projects across Kerala. This partnership underscores our commitment to growth and excellence. Congratulations to everyone involved in this significant achievement.

However, growth is accompanied by challenges that need addressing. A common hurdle is the lack of clear direction, leading to scattered efforts and underutilisation of talent. Establishing and communicating a unified goal is essential for our long-term success and sustainability.

Various factors contribute to the failure of teams. Harmonising a variety of personalities into a single, cohesive unit presents significant challenges. While diversity enriches a team, it also introduces inevitable conflicts. However, overcoming these challenges isn't beyond reach. Many tools and assessments exist to understand individual personalities and behaviours, aiding in effective team development and management. It's essential to imbue our teams with a defined purpose and foster a culture of open communication to facilitate successful collaboration.

For an organization to operate efficiently, attention must be paid to numerous aspects. Every team member juggles their unique set of responsibilities, and certain elements may need to be addressed in managing these demands. This often leads to a breakdown in communication and a loss of direction, preventing leaders from grasping the full scope of operations and identifying issues. To counteract this, it's crucial to review processes, strategies, and practices regularly. Engaging with team members for feedback is invaluable in addressing and resolving organizational challenges.

Scaling a business introduces its own set of complexities. Expanding the workforce and managing increased operational costs can strain the relationship between leaders and their teams. Terms like 'scaling up' or 'rapid growth' may unsettle long-standing employees, as they imply changes to roles, processes, and tools. It's easy to become engrossed in the pursuit of growth, but it's paramount to remember that our team is the cornerstone of our success. Prioritising our team members is as crucial as their tasks, ensuring a balanced approach to growth and operational harmony.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

ASSET Family Meet 2024

Asset Homes celebrated their Annual Family Meet 2024 on February 3 at IMA Hall, Kochi. Various events were organised for the family members of Asset Homes employees on this occasion.





ASSET WINCHESTER STONE LAYING CEREMONY

Asset Homes 108th Stone laying project – Asset Winchester, took place on 26th of February at Caritas Junction, Kottayam. The foundation was laid jointly by Mrs. Ansu Joseph - Ward Councillor, Mr. Sunil Kumar V – Founder and Managing Director of Asset Homes and Mr. Joseph Simon from Ambica Constructions. Mr. Sunil Kumar V handed over the first copy of Asset Winchester brochure to channel partner Shri Jinu C P. Mr. Tony John - CEO of Asset Homes welcomed the gathering and Mr. Clint J Elanjical - Asset Homes Kottayam Branch Head proposed the vote of thanks.



ASSET SERENITY STONE LAYING CEREMONY

Asset Homes 109th Stone laying project – Asset Serenity was the 2nd function that took place on 26th of February at Kanjikuzhy, Kottayam. The foundation was laid jointly by Mr. Julius Chacko – Ward Councillor, Mr. Sunil Kumar V – Founder and Managing Director of Asset Homes and Mr. Joseph Simon from Ambica Constructions. Mr. Sunil Kumar V handed over the first copy of Asset Serenity brochure to Mr. George Kanakkattu Varkey and Mrs. Susan George – customer of apartment 9C. Mr. Tony John - CEO of Asset Homes welcomed the gathering and Mr. Clint J Elanjical - Kottayam Branch Head - Asset Homes proposed the vote of thanks.



EXCLUSIVE INTERVIEW FOR HERALD MEDIA NETWORKS

Mr. Elvis Dennis Lobo, Director Commercial Operations and Mrs. Soumia Lobo, Editor in Chief - Herald Media Networks (British Herald) in conversation with Mr. Sunil Kumar V, Founder & Managing Director of Asset Homes.



MOU SIGNING

Asset Young at Heart by Columbia Pacific Official MOU signing ceremony, took place at Kochi Le Meridien between Mr. Sunil Kumar V - Founder and Managing Director of Asset Homes - and Mr. V. Shivakumar – Director of Columbia Pacific Communities



SALES OFFICE LAUNCH AT CALICUT

Mr. Sunil Kumar V - Founder & Managing Director of Asset Homes, inaugurated the Sales Office at Calicut in the presence of Mahesh L (CTO), Arunjith (PMK Constructions) and the Calicut Asset Team.



PROJECT PREVIEW EVENT

Exclusive project preview of Asset Sreyas & Asset The Grand Entry conducted at Asset Kasavu



EXCLUSIVE BANKER'S MEET

Exclusive Banker's Meet at Ramada by Wyndham, Alappuzha



CHANNEL PARTNER MEET

Channel Partner Meet at Ashoka Inn, Thrissur



BUREAU VERITAS 50TH ANNIVERSARY CELEBRATION

Mr. Sunil Kumar V - Founder And Managing Director of Asset Homes was invited as a special guest for the 50th Anniversary Celebrations of Bureau Veritas held at Mumbai on February 2, 2024.



Q LAB TEST

MAGNUM SALES LOUNGE INAUGURATION

Mr. Sunil Kumar V - Founder & Managing Director of Asset Homes, inaugurated Asset Magnum Sales Lounge at Kannur in the presence of Mahesh L (CTO), Gokul Pillai (CBO) and Prasanthan Alinkeel (Sr. Manager, Sales).



SAFETY TOOL BOX TALK



Asset Moon Grace



Asset Sovereign

QUALITY TOOL BOX TALK



Asset Sreyas



Asset Sovereign

CUSTOMER OF THE MONTH



Cmde. K M Thomas & Family,
Asset Rangoli



Mrs. Anjaly Kishore,
Asset Galleria



Mr. Shibu Chacko & Family,
Asset Sunny Days

DELIGHT SURPRISE



85th Birthday wishes to
Mr. George V Mathew
(Sunnichayan),
Asset Northstar



Birthday Wishes to
Mr. Amit K S,
Asset Elan Casa



Birthday Wishes to
Mr. Gopinath,
Asset Fortuna



Birthday Wishes to
Mr. Thrishanth,
Asset PKS Hertiance



Birthday Wishes to
Ms. Remya Prabish,
Asset PKS Heritance



Birthday Wishes to to
Ms. Janaky K V,
Asset Senate



Mr. Arun Kumar,
Asset Alpine Oaks



Mr. Naveen Antony & Family,
Asset Kasavu



Mrs. Nifia Shakkeem,
Asset Alpine Oaks

HOUSEWARMING CEREMONY



Mr. Mohammed, JV Partner,
Asset Limelight



Mr. Sandeep,
Asset Limelight



Mrs. Chandralekha K & Mr. Umeshan,
Asset Rain Tree

DOCUMENT HANDING OVER TO OWNERS ASSOCIATION



Asset Rain Tree



Asset Senate



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**EXCLUSIVE
DELIGHT SERVICES**

DOCUMENT HANDING OVER



Mr. Shameer Ismail,
TKM Asset Grandios Sterling



Mr. Vijith V R,
Asset Senate



Mrs. Chandralekha K &
Mr. Umeshan
Asset Rain Tree



DIRECTOR'S BIRTHDAY

WORKSHOP



Workshop for Asset Delight Team

CHARITY LUNCH EVENT



Sreenarayana Sevika Samajam



KNOW YOUR COLLEAGUE

Dear Assetians,

My name is Glisson, and I am embarking on this journey to reveal myself. Born and raised in the picturesque village of Mullassery in Thrissur, Kerala, my roots run deep, intertwined with the values instilled by my teachers and parents and the vibrant culture of my native land.

The family occupies a paramount place in my life, with my beloved wife Lekha standing by my side through every triumph and tribulation. She is an Electrical Engineer who graduated from CET. Together, we are blessed with two remarkable daughters, Nikhitha and Nibitha, who illuminate our lives with their



aspirations and accomplishments. As a family, we share our home with two furry companions, Nugget and Neo, whose presence fills our abode with warmth and joy.

My journey into the academic world led me to pursue a Bachelor's degree in Civil Engineering from the prestigious Government Engineering College, Thrissur (GECT). It was during this time that I forged lifelong friendships, including one with Mr. Sunil Kumar, the Founder and Managing Director of Asset Homes, who was my classmate.

Following the completion of my education, I embarked on a transformative chapter of my life, spanning twenty-eight years in the Gulf region. Immersed in the field of Quality and Safety, I navigated through my profession with diligence and dedication, contributing to the development of diverse projects while honing my expertise.

Two years ago, I transitioned back to my homeland, where I embraced a new role as the Chief Engineer – QEST at Asset Homes, drawing upon my wealth of experience to ensure the highest standards in construction practices. This transition marked a homecoming of sorts, allowing me to reconnect with my roots while continuing to pursue my passion for excellence in the construction industry.

Away from the rigors of work, I find solace in the embrace of travel, venturing into different territories of the world and basking in the beauty of diverse landscapes and cultures. Each journey enriches my soul, expanding my horizons and infusing me with a renewed sense of wonder and appreciation for the world around me.

In conclusion, my journey through life is a tapestry woven with the threads of family, education, career, and adventure. I remain committed to embracing each moment with gratitude, for it is through these experiences that I continue to evolve, finding fulfilment in the pursuit of growth, both personally and professionally.

Cheers and regards,

Glisson E G



QA/QC TRAINING



QA QC Training at Markaz Knowledge City

FELICITATION

Congratulations to Mr. Sankar (Asset Sovereign- Senior Site Engineer), on earning an impressive 4th position at the Tour of Thekkady 2024. A formidable cycling race in India covering a distance of 145 kilometers with over 3000 meters of elevation gain.



TECHNICAL WORKSHOP

Mr. Rajesh Kumar C S (SRM, Canzara, Trivandrum projects) and Mr. Unnikrishnan M S (Sr. Site Engineer, Sovereign, Trivandrum projects) from Asset Homes participated in a two days technical workshop on 'Emerging Trends in Building Construction' under the guidance of Ar. Mahesh, one of the eminent architects in India. The programme was organized by Kerala's top best government engineering college in Trivandrum (CET)



VALENTINES DAY CAMPAIGN



INDIAN LEADERSHIP SUMMIT & AWARDS 2024



Affordable Housing Project of the Year - DTE



Residential Project of the Year - Asset Senate

MONTHLY SAFETY MEETINGS



Asset Dominion



Asset DTE



Asset Majestic



Asset Moon Grace

MEDICAL CAMPS



Asset Majestic



Asset Winside



Asset Alpine Maple

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st - Asset Dominion



1st Runner-up
Asset PKS Heritage



1st - Asset Canzara



1st Runner-up
Asset Nilaavu

WALL OF FAME



Seena Rajesh

SERVICE STAR OF THE MONTH



Bijju Nair S

ENGINEERS OF THE MONTH



Leeja Vijayan

SALES STAR OF THE MONTH



Jijeesh N

SERVICE CITATION



Anumaya C R



Harikrishnan R S



Indu Rajesh



Nishanth M R



Sreejith M V

1ST RUNNER-UP SALES



Vinod Kumar K

CLEAN WORKPLACE



Asset Majestic

NEW JOINEES



Aardra Sunny



Akshay Anand



Anjali Raj V



Mahesh Kumar Selvan



Silpa S Kumar

SPECIAL RECOGNITION AWARD



Akhil Sivaraman



Poorna S



Shamina Shafeeque



Shihab R H

ANNIVERSARY LIST

SALOMY ANTONY	11-MAR
U.A AZEER	13-MAR
PRASANTHAN ALINKEEL	20-MAR
BABURAJ B	26-MAR
PREMIL KUMAR P	26-MAR
BIJU NAIR S	27-MAR
ATHIRA A	28-MAR
VINEETH P	29-MAR
SUNIL KUMAR V	29-MAR

BIRTHDAY LIST

ROHINI P S	01-MAR
SIMNA E K	01-MAR
STENY JOSE	01-MAR
NISHANTH M R	02-MAR
RAJESHKUMAR C S	03-MAR
SIBIN T C	06-MAR
ROY XAVIER	08-MAR
ASHILY BALAKRISHNAN	09-MAR
VIDYASAGAR C	12-MAR
AJITHA RAGHURAJAN	12-MAR
GLADSON ELGIN FERNANDEZ	12-MAR
SILPA S KUMAR	13-MAR
SUJITH N	15-MAR
VIMAL VARGHESE	16-MAR
JYOTHI S	16-MAR
NIJAMUDEEN M	18-MAR
SANKAR S	19-MAR
ARJUN LAL B U	20-MAR
ANOOB P A	24-MAR
CLINT J ELENJICKAL	24-MAR
JIBINKUMAR V S	25-MAR
MILAN PRADHAN	25-MAR
SUDHEESH C	25-MAR
VISWAGIRI VISWAMBARAN	26-MAR
PAUL V THOMAS	26-MAR
ALEX P JOHN	28-MAR
DEEPAK THOMAS	29-MAR

BIRTHDAY CELEBRATION



Amal R



Derriel John



Harikumar K



Jinto K Joy



Nimisha R



Praseed K



Rahul Raghunath



Reshma Raveendran



Shalini P S



Sreejith M V



Sujith P



Veena Venugopal



Vineeth M



Vivek T

CONGRATULATIONS



Engagement Ceremony of Senha John
(D/o Mr. John, Asset Portico-Phase 1)

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**EXCLUSIVE
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MEDCARE
D-LOC
PRE-MONSOON CHECK UP
MAINTENANCE CLINIC
FREE INSURANCE
TRANSIT HOME FACILITY
DELIGHT SERVE
DELIGHT DRIVE
FAMILY OF THE MONTH
CUSTOMER ON BOARD
DELIGHT DE ASSIST
DELIGHT DECOR
DELIGHT SURPRISES
DELIGHT SHIFT
DELIGHT SHINE
DAILY DELIGHT
DELIGHT AID





Responsibly Yours

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