

ASSET Beyond squarefeet

APRIL 2024

A monthly newsletter from Asset Homes



THE 27TH EDITION OF

**BEYOND
SQUARE FEET**

Tri-annual lecture series on
sustainable development

**STONE LAYING:
ASSET B RIGHT**

**NATIONAL SAFETY WEEK
CELEBRATION**

133rd
ISSUE





MANAGING DIRECTOR SPEAKS

Dear Friends,

Team Asset, I want to extend my heartfelt congratulations to each one of you. Your dedication and hard work have been the driving force behind our remarkable financial year in 2024. Each of your contributions has played a significant role in our collective success, and I am truly proud of what we have accomplished together.

Looking ahead, the financial year 2025 promises to be a period of significant change, with disruptions anticipated from economic reforms, technological innovations, and new government policies following the general elections. These changes will shape the business environment, making it imperative for us to adapt and evolve to maintain our relevance and competitiveness. By understanding and leveraging these emerging trends, we can ensure the sustainability and future profitability of our business.

In this era of rapid technological advancement, particularly in artificial intelligence (AI), we are presented with unprecedented opportunities to transform our operations. For example, AI in the construction industry offers the potential to optimise processes, improve safety, and enhance productivity. These technologies

promise to revolutionise how we approach our work, from project estimation to decision-making, opening up exciting new possibilities for us all.

However, this digital transformation also poses challenges, particularly in terms of its impact on the job market. While AI has the potential to automate certain tasks, leading to the displacement of some jobs, it also creates opportunities for new roles, particularly for specialists in machine learning and AI. It is essential for us to recognise AI's dual nature as both a disruptor and an enabler.

It's important to remember that technological revolutions have historically created more jobs than they have destroyed. As we face the challenges and opportunities presented by generative AI and other emerging technologies, our focus must be on upskilling and reskilling to take advantage of these advancements.

I firmly believe that artificial intelligence (AI), like any significant technological advancement, has the power to revolutionise the landscape of white-collar employment, reshaping roles, processes, and practices. To fully grasp AI's capability to boost operational efficiency, it's crucial to distinguish between its externally facing and internally facing applications. Externally facing AI introduces vast opportunities for job creation by expanding a company's product range and market reach. In contrast, internally facing AI applications might impact current jobs more directly. However, I am confident that team members leveraging AI to augment their productivity will benefit significantly. Conversely, those who resist AI risk being surpassed and potentially replaced by their AI-enhanced colleagues. Therefore, embracing AI as a tool that complements and amplifies our skills adapting to the changing work environment, is the most prudent approach.

I am grateful for our team's dedication and resilience. Your unwavering support and commitment are the foundation of our success. As we embark on this journey into the new financial year, let us continue to grow, learn, and adapt together. I am confident that with our collective efforts, we will overcome the challenges ahead and achieve greater heights.

Thank you once again for your invaluable contributions. Here's to a prosperous and successful financial year ahead!

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

THE 27TH EDITION OF

BEYOND SQUARE FEET

Tri-annual lecture series on
sustainable development

The 27th edition of Beyond Square Feet: Tri-Annual Lecture Series on Sustainable Development commenced on March 22, 2024, at the Trivandrum Tennis Club, Kowdiar, Thiruvananthapuram.

The distinguished Dr. V. Subhash Chandra Bose, graced the event as the keynote speaker, while Ar. G. Shankhar was honored as the guest of honor.





ASSET B RIGHT STONE LAYING CEREMONY

The 111th stone laying ceremony Asset B Right took place at Unity Road, Thrissur on 11th of March. The foundation was laid jointly by Mr. V Sunil Kumar (Founder & Managing Director Asset Homes Pvt Ltd), Mr. Antony Paul A (Chairman Bright Credits & Real Estate Pvt Ltd) and Mr. Joseph Simon – Ambica Constructions.

Asset B Right brochure was released by Mr. T.S Pattabhiraman, Chairman & Managing Director Kalyan Silks to Mr. Ajith Paul, B Right 8A customer



Fairy Lights Foyer Decor Contest

Fairy Lights - Foyer Decor contest prize distribution took place on 22nd March at Tennis Club, Kowdiar, Thiruvananthapuram.



First Prize: Rs. 100,000/-
Hilite Metromax Apartment Owners Association, Calicut



Second Prize: Rs. 50,000/-
Asset Alpine Oaks Apartment Owners Association, Cochin



Third Prize: Rs. 25,000/-
Skyline Zenith Apartment Owners Association, Thrissur

PROJECT MEET

Project meet took place on 9th of March at KMA hall



Best Project 1st - Asset PKS Heritage



Best Project 2nd - Asset Moon Grace



Best Project 3rd - Asset Chamber

CLOSE-A-DEAL DAY: 2024

It is customary to celebrate 31st of March as "Close-A-Deal Day". All departments have worked hard throughout the year to close the FY 23-24 with the best figures.

MD's secretariat hosted the "Close-A-Deal Day" on Sunday 31st March with dinner, unlimited snacks, beverages and music for all FIRST FIFTY members at the corporate office roof top.

The event was attended by Mr. Sunil Kumar- Founder & Managing Director of Asset Homes, Mr. V N Mohanan - Director of Asset Homes, Mr. Praveesh - Managing Director of Ambica Constructions and Mr. Joseph Simon - Director of Ambica Constructions.



100 CR ANNUAL OPERATING PLAN FOR FY25



Mr. Sunil Kumar V Founder and Managing Director of Asset Homes signed a 100 Cr Annual Operating Plan for FY25 with M/S Property Pistol, one of India's top realty intermediary companies.

SURAKSHA PURASKAR 2023

'Suraksha Puraskar 2023' from the National Safety Council (KC) for Asset Majestic (Ongoing Project category) and Asset Alpine Maple (Residential Apartment category).



Awards were received by Mr. Glisson EG - Chief Engineer QEST, Mr. Roshan Lal - GM QEST, Mr. Jibinkumar V S - Manager HSE

MEETING WITH MR. JASMEET

Mr. Jasmeet from JV Real Estate Private Equity visited our experience center and selfe projects at Trivandrum office. He also met with Mr. Sunil Kumar our Founder and Managing Director for an interactive session.



24 NEWS INTERVIEW

Mr. Sunil Kumar, Founder and Managing Director of Asset Homes was interviewed by Cristina from 24 news on 15th of March at our Corporate office in Kochi.



CUSTOMER OF THE MONTH



Mr. Marzook, Husband of Mrs.Razeena.K.P
Asset Senate



Mr. Oommen Thomas, Asset Sapphire



Mr. P.Jithin Raj, Asset Alpine Oaks



Mr. P.K. Shashidharan, Asset Chiraag



Mr. Vijin, Asset Hillcrest Volga

DELIGHT SURPRISE



Birthday Wishes to
Mr. Jose.P.L,
Asset Winside



Birthday Wishes to
Mr.Deepak Thekoot,
Asset HK Hallmark



Birthday Wishes to
Mr.Sachindranath,
Asset Sunny Days

KEY HANDING OVER



Dr.Kavitha, Asset Raintree



Mr. Abdul Lathief & Family, Asset Senate



Mr. Abin & Mrs.Roslin,
Asset Alpine Oaks



Mr. Ajil Kootala Augustine,
Asset Alpine Oaks



Mr. Muhammad Sidiq, JV Partner,
TKM Asset Grandios Sanford



Mr. Ramkumar & Family,
Asset Alpine Oaks



Mr. Rupin.R.Nath,
TKM Asset Grandios Sanford



Mr. Sreejith & Family, Asset Raintree



Mr. Vineeth Mukundan,
Asset Alpine Oaks



Mrs. Arunima.B.S
TKM Asset Grandios Sanford

DELIGHT DRIVE



Mr.Gangadharan, Asset Chiraag

WOMEN'S DAY

On 2nd March 2024, here in Asset Chiraag, residents witnessed a grand event 'WOMEN'S DAY FOOD FEST', a charitable event organised by ASSET CHIRAAG LADIES' CIRCLE for a noble cause.

It was a delicious, sumptuous and healthy feast of homemade takeaway food items which were sold out within no time. An unprecedent experience to all. Asset Chiraag JV Partner Mrs. Mary Jose inaugurated this joyful and meaningful event at 6:30 pm. Boundless support from the residents and Association along with coordinators' committed efforts made it a phenomenal success. Even children contributed their best to make it a sweet memory. The proceeds will be handed over to an old age home. If variety is the spice of life, such a beautiful event will be cherished forever.



DOCUMENT HANDING OVER TO OWNERS ASSOCIATION



Asset Alpine Oaks Owners Association

AN EXCLUSIVE PRE-LAUNCH PREVIEW OF UPCOMING PROJECTS AT ASSET CHIRAAG



AARAVAM - CREDAI PROPERTY EXPO



INTERNAL TRAINING WORKSHOP



QUALITY TOOL BOX TALK



KNOW YOUR COLLEAGUE

Dear Assetians,

I am thrilled to share with you the remarkable journey that has brought me to where I am today, serving as a Site Engineer at Asset homes. My story is one of resilience, growth, and unwavering dedication to my craft.

Hailing from the serene locale of Veerolipadam, Thrissur, I am truly blessed to be embraced by the warmth and love of my cherished joint family, which includes not only my dear parents, wife, and our delightful daughter, but also my beloved brother, his wife, and their daughter. Their support and encouragement have been my pillars of strength as I navigate the dynamic landscape of the construction industry.

I am proud to trace my educational journey back to its roots, having received my schooling from the esteemed Government Higher Secondary School in Kattilapoovam. Following my formative years in school, I embarked on a specialized path by pursuing a diploma in Draughtsman Civil. This pivotal educational endeavour equipped me with the technical skills and expertise necessary to excel in the field of civil engineering.

My professional voyage commenced at Blooms Construction Company in Thrissur, where I embarked on my career as a Site Engineer. This early experience ignited within me a passion for engineering and construction, setting the stage for a journey marked by continuous learning and growth.

Driven by a desire to expand my horizons, I seized the opportunity to work abroad in the Gulf region, where I served as a QA/QC



Supervisor with Premier International Company. Over six enriching years, I immersed myself in the intricacies of quality assurance and control, gaining invaluable insights and expertise that would shape my future endeavours.

With a heart full of gratitude and a renewed sense of purpose, I returned to my roots in Kerala, eager to contribute to the development of my homeland. Joining Poulose George Construction Company and later Southern Super Structure Private Limited allowed me to further refine my skills and assume leadership roles as a Site Engineer and Site In Charge, respectively.

It is with immense pride and gratitude that I now find myself a part of Asset Homes, a prestigious and renowned

company synonymous with excellence and innovation in the construction industry. Over the past one and a half years, I have had the privilege of contributing to our esteemed projects, working alongside a team of talented individuals dedicated to pushing the boundaries of excellence.

Beyond my professional pursuits, I am blessed to share my life with my beloved wife, Elizabeth, who serves as a Nurse at Aswini Hospital, Thrissur, and our precious daughter, Kiara Susan Paul, who fills our home with joy and laughter.

Reflecting on my journey, I am deeply thankful for the experiences that have shaped me into the professional I am today. Each challenge has propelled me forward, while the unwavering support of my family, mentors, and colleagues has been invaluable. My time at Asset Homes has been truly inspiring, fuelling my growth and passion for excellence. The collaborative environment and dedication to innovation have driven us towards collective success. Looking ahead, I am excited to continue contributing to Asset Homes' success and help shape a future defined by innovation and integrity. Together, let's elevate Asset Homes to even greater heights, making a lasting impact on our industry.

Responsibly yours,

Eldhose Paul

Site Engineer



KERALA BRAND LEADERSHIP AWARD 2024 REAL ESTATE CATEGORY

Award was received by
Mr. Tony John
CEO, Asset Homes

NATIONAL SAFETY DAY CELEBRATION

National safety day was celebrated on 4th of March at Asset Homes corporate office and all sites across Kerala. Mr. Sunil Kumar- Founder and Managing Director of Asset Homes addressed the employees at Corporate office.



Our new campaign realising





NSC Award 2024 - Asset Alpine Oaks
Residential apartment category



Award distribution for Best Safe Work site of the year 2023
Asset PKS Heritance



Best safety award for contractor category -1 - Ms Vellayil



NSC Award 2024 - Asset Majestic (Ongoing project category)



Best safety leadership initiative of the year - Mr. Anas M



Appriciation of 5 Million Safe Human Hours Acheivment
Team Project



Best safety poster - Mr. Sraven C P
Asset Magnum



Appriciation of 1 Million Safe Human Hours Acheivment
Asset PKS Heritance



Best safety slogan - Mr. Gowari Shankar J
Asset Sovereign



Best safety initiative Photography
Asset Majestic



Best safety leadership initiative of the last quarter



Best safety safety poem - Leeja Vijayan



Best safety award for contractor category -2 - Ms. BTS



Best safety short story - Mrs. Reshma Jhon

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st - Asset Dominion



1st Runner-up
Asset Majestic



1st - Asset Canzara



1st Runner-up
Asset Winside

WALL OF FAME



Jibin Kumar V S

SERVICE STAR OF THE MONTH



Hari V Shenoy

ENGINEERS OF THE MONTH



Sabu G

SALES STAR OF THE MONTH



Thambu Thaju Joseph

SERVICE CITATION



Asha Arunkumar



Sajeem S



Seema Jayadevan



Shaji Jose E V



Shine Victor

1ST RUNNER-UP SALES



Sharon Raju

CONGRATULATIONS
to our brand ambassador **Prithviraj** and the
'**Aadujeevitham**' team on their monumental success!



SPECIAL RECOGNITION AWARD



Ashily Balakrishnan

CLEAN WORKPLACE



Asset Canzara

WINNER KOCHI KOMBANMAR

THE CRICKET TEAM OF COCHIN ROTARIANS



Girish, our Finance Consultant is an ace Spinner of Kochi Kombanmar, the cricket team of Cochin Rotarians. Kochi Kombanmar" has emerged as the winner in the All India Cricket Tournament at Salem. Girish was recognised as the best bowler of the tournament. Hearty Congratulations

ANNIVERSARY LIST

SANGEETHA K G	05-APR
SUJITH N	07-APR
GOPALANKUTTY T M	09-APR
SUNU ROSHAN	09-APR
UNNIRAJAN T N	17-APR
MALINI PURUSHOTHAMAN	19-APR
SHAMEENA SHAFEEQUE	21-APR
ASHA ARUNKUMAR	22-APR
VIDYASAGAR C	23-APR
SEEMA JAYADEVAN	23-APR
SUMITHA C.V	27-APR
ABHIJITH C R	29-APR
GLISSON E G	30-APR

BIRTHDAY LIST

HAYNA FRANCIS	01-APR
RAJESH V S	05-APR
ARCHA K SHAJI	11-APR
SREEJITH H	11-APR
AJITH J S	13-APR
JIJEESH N	13-APR
SARIMOL S	13-APR
JINEESH P	14-APR
PRASAD M.B	15-APR
N MANOJ	16-APR
SUNAINA REJIN	17-APR
GREESHMA M S	17-APR
AKHIL SIVARAMAN	18-APR
JOHNSON JACOB	20-APR
SUBIN V. S	23-APR
RAJESH R	26-APR
ARUN BHASKARAN	26-APR
SUNITHA SUKUMARAN	26-APR
VIMAL CHANDRAN R B	26-APR
ROSHNI RADHAKRISHNAN	28-APR
CHANDINI ARUN	29-APR

BIRTHDAY CELEBRATION



Arjun Lal B U



Gladson Elgin Fernandez



Jibinkumar V S



Milan Pradhan



Nijamudeen M



Nishanth M R



Mahesh Kumar S



Rohini P S



Roy Xavier



Sankar S



Sibin T C



Silpa S Kumar



Simna E K



Steny Jose



Vimal Varghese



Viswagiri Viswambaran



Clint J Elenjickal



Sudheesh C



Sujith N

All our projects are audited for Safety and Quality by



Shaping a World of Trust

CORPORATE OFFICE

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