

ASSET
Beyond MAY 2024
squarefeet

A monthly newsletter from Asset Homes



134th
ISSUE

INTRODUCING

Leafstyle!

RETAINS THE
CRISIL DA2+ RATING

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SAMPLE FLAT
INAUGURATION:
ASSET DOMINION



MANAGING DIRECTOR SPEAKS

Dear Friends,

As we enter the new financial year, our attention is captivated by the enthusiasm for election promises, particularly the pledges of major political parties. The Indian National Congress has stirred significant interest with its commitment to "implement five guarantee schemes" a strategic counter to the BJP's "Guarantee of Modi" narrative. While these political guarantees often remain as mere assurances to the electorate rather than concrete promises, the stakes in our real estate industry are different.

For us, a guarantee to our customers is not just a promise - a commitment that must be honoured. This year, we reaffirm our dedication with completing and delivering seventeen ongoing projects across Thiruvananthapuram, Kottayam, Cochin, Thrissur, Kozhikode, and Kannur, totalling over 700 apartments. Our definition of a guarantee begins where others' expectations end, setting a new benchmark in trust and satisfaction.

In the current RERA-regulated market, real estate developers are expected to deliver more than just high-quality projects—it's about creating unmatched value for our customers. Beyond statutory requirements, we are poised to challenge the norm by offering guarantees that enhance customer satisfaction and trust.

Here are the TEN new commandments for future customer delight that we pledge to uphold:

1. **Satisfaction Guarantee:** We ensure that you will be satisfied with your purchase. If not, we are prepared to offer a refund or exchange, instilling confidence in our quality and service.
2. **Quality Guarantee:** We commit to high standards in project, legal, and service domains. Unsatisfactory elements will be addressed through refunds or reallocation, ensuring your investment is sound.
3. **Price Guarantee:** We promise that our prices are the most competitive in the industry. Should you find a lower price elsewhere for similar units, we will match or beat it, ensuring you receive the best value.
4. **Delivery Guarantee:** We pledge to honour the promised delivery dates. Any delays will be met with appropriate compensation, emphasising our commitment to reliability.
5. **Privacy Guarantee:** We guarantee the confidentiality of your personal information, adhering to strict privacy standards unless disclosure is required by law.
6. **Security Guarantee:** We ensure the security of your payment and personal details, particularly as transactions and documentation increasingly move online.
7. **Professionalism Guarantee:** We promise to maintain a high standard of professionalism in all our services, recognising the current industry gap.
8. **Support Guarantee:** We commit to providing unrestricted, timely, and effective customer support to assist with any concerns.
9. **Warranty Guarantee:** We assure you that our projects are free from defects. Any issues within a specified period will be rectified at our expense.
10. **Service Guarantee:** We guarantee top-notch service and proactive resolution of customer concerns, ensuring a seamless experience.

By introducing these guarantees, we enhance customer trust and satisfaction and differentiate ourselves in a competitive market. These commitments are designed to foster a loyal customer base and generate positive word-of-mouth, ultimately reinforcing our reputation as a responsible builder.

Let's embark on this journey together, ensuring that May and the following months are marked by outstanding achievements and customer satisfaction. Wishing you all a fantastic month ahead!

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

TRANSFORMATIVE JOINT VENTURE SIGNED FOR 'THE LEAF' BY MUTHOOT GROUP AND ASSET HOMES

Mr. George Jacob Muthoot, Chairman of the Muthoot Group, and Mr. Sunil Kumar, Founder and Managing Director of Asset Homes, signed the JDA for "The Leaf" on April 29 at the Hycinth Hotel in Trivandrum. With innovation and sustainability, this joint venture aims to completely transform the real estate market.





ASSET DOMINION SAMPLE FLAT INAUGURATION

Asset Dominion Sample Flat Inauguration took place on 20th of April located at Tripunithara. The sample flat was inaugurated by Joint Venture partner Dr. Isaac Mathai and Mrs. Deepthi Sumesh Thripunithara Municipality Counsellor, with Mr. Sunil Kumar - Founder and Managing Director of Asset Homes and Mr. N. Mohanan - Director of Asset Homes.



ASSET HOMES HONOURED WITH PRESTIGIOUS CIDC AWARDS ACROSS MULTIPLE CATEGORIES

Asset Homes received the Prestigious Awards from CIDC for:

- National level first prize - BEST PROFESSIONALLY MANAGED COMPANY. (100 TO 1000 Cr Turn over)
- National level first prize for Asset Majestic (Thrissur) in the HSE category.
- National level second prize and Chairman's Commendation trophy for Asset Senate (Kannur) in the BEST RESIDENTIAL PROJECT Category.



APRIL'S SUCCESSFUL INITIAL MOU ENGAGEMENTS FOR ASSET HOMES

Asset Homes has executed 5 Initial Memorandum of Understanding for the month of April with different Landlords and Mr. Sunil Kumar- Founder and Managing Director of Asset Homes for Projects at
 1. Kakkanad, Kochi 2. Thammanam, Kochi 3. Warriom Road, Kochi 4. Kadapakkada, Kollam 5. Pukattupady, Kochi.
 The total Value of these Projects is close to INR 300 Cr +.



MD'S SPECIAL RECOGNITION AWARD

MD's Special Recognition Award in recognition of their outstanding contributions to the organisation in the FY 23-24.
 This award is an expression of gratitude for all their efforts and commitment to Asset Homes

TOP FIVE



Jijeesh N



Pretty Paul



Rajesh K R



Jibinkumar V S



Sujesh M

RUNNERS UP



Anumohan



Balasreeram K S



Hayna Francis



Nithya P



Smitha Gireesh



Responsibly Yours

**RETAINS THE
CRISIL DA2+
RATING FOR THE
FOURTH YEAR
IN A ROW**



www.assethomes.in

BEST BRANCH



Best branch for the FY 23-24 goes to Calicut Branch. Trophy received by Mr. Santosh T - Chief Manager North Zone.

END OF FY 23-24 CELEBRATION

The Sales and Marketing team led by MR. Gokul G K - CBO at Asset Homes celebrated the completion of FY 23-24 with a dinner at the corporate office with Mr. Sunil Kumar- Founder and Managing Director of Asset Homes.



RUN FOR SAFETY MARATHON



BUSINESS PLAN RELEASE FOR THE FY 24-25

Business Plan release for the FY 24- 25. First copy was handed over by Mr. Sunil Kumar - Founder and Managing Director of Asset Homes to Mr. N. Mohanan - Director of Asset Homes.



CUSTOMER OF THE MONTH



Mrs. Indulekha, Asset Sapphire – Kottayam



Dr. Rajkumar & Dr. Neethu,
Asset Hillcrest Volga - Trivandrum



Mr. Anilkumar & Mrs. Smitha Anilkumar,
TKM Asset Grandios Sanford - Kollam



Mr. Robin P. Joseph & Mrs. Simi Robin,
Asset Alpine Oaks - Cochin



Mr. Syamkumar Kulangara, Asset Galleria - Thrissur

KEY HANDING OVER



Mr. Rajesh K.R, Asset Alpine Oaks



Mr. Joseph V. Joseph, Asset Alpine Oaks



Mrs. Banisha Balan, Asset Senate



Mr. Rakesh P.I & Mrs. Srividya Sivsankar, Asset Raintree



Key Handing Over to Mr. Jithesh Sasikumar, Asset Rangoli



Ms. Janaky K.V, Asset Senate



Dr. Althaf, Asset Orchestra

DELIGHT SURPRISE



Birthday wishes to Mr. Isaque
apartment in Asset Ensign and
Asset Zenith



Birthday Wishes to
Mr. George Kanakkattu Varkey,
Asset Serenity

DELIGHT DRIVE



Mr. Khaleel Hamid,
Asset Hillcrest Volga



Mr. Varghese P. Joseph,
Asset Canvas



PRE-MONSOON CHECKUP

COMPLETED AT ALL COMPLETED PROJECTS

THIRUVANANTHAPURAM



ASSET ORCHESTRA



ASSET ORCHESTRA



ASSET SIGNATURE



ASSET HILLCREST THAMES

KOLLAM



TKM ASSET GRANDIOS STERLING



TKM ASSET GRANDIOS STERLING



TKM ASSET GRANDIOS SANFORD



TKM ASSET GRANDIOS SANFORD



TKM ASSET GRANDIOS SANFORD

KOTTAYAM



ASSET PICASSO PALETTE



ASSET PICASSO PALETTE



ASSET PICASSO PALETTE



ASSET SAPPHIRE



ASSET SAPPHIRE



KOCHI



ASSET CHANDELIER



ASSET LE GRANDE



ASSET CANVAS



ASSET SYNERGY HEIGHTS



ASSET RANGOLI

THRISSUR



ASSET DARSHAN



ASSET ANCHORAGE



ASSET CHIRAAAG



ASSET CHIRAAAG

CALICUT



ASSET GULMOHAR



ASSET GULMOHAR

KANNUR



ASSET GRANDSTAND



ASSET GRANDSTAND



KNOW YOUR COLLEAGUE

Dear Assetians,

I am Nishanth Thankamani, General Manager – Planning, associated with Asset Homes from this New Year. My parents and I spent our early years in Alappuzha, and after I finished lower primary school, I was shifted to Ernakulum to live with my grandparents. I obtained my diploma in civil engineering from Carmel Polytechnic, Alappuzha and AMIE from the Indian Institute of Engineers (India).

At the age of 19, I was given the chance to work in the quality control laboratory of the construction of Cochin International Airport due to the excellence of my technical paper on asphaltic concrete pavements that I had submitted to the college. It was a pivotal moment in my life, and I was given the chance to work in Saudi Arabia following the airport's commissioning in the year 2000. Following that, I worked in Tanzania, the United Arab Emirates, Kenya, Uganda, and Rwanda until returning to India in 2017.

My partner Anju and I started our lives together in 2005, and we welcomed our first son, Aadhi, in 2008 and our second son, Aarush, in 2013. My spouse, children, parents, and mother have all moved back to Trippunithura since my return from overseas.

My mother departed in 2020. My mother Syamala, was a true homemaker, and my father Rajan Thankamani, was a village official. Both my sons -Aadhi and Arush are studying in Kerala state schools, in Standard 10 and 6. My wife Anju is working



for the In the GST Department, as a State Tax Officer.

Cycling and marathon running are two of my pastimes. After completing the 600, 400, 300, and 200 KM cycling distance in the competitions organized by AUDAX INDIA RANDONNEURS, I was awarded the title of Super Randonneur. I took part in numerous marathons in Kerala and was a member of the "Soles of Kochi," one of the oldest running clubs. I also took part in Pentathlon as well, which combines five different sports (golf, shooting, cycling, kayaking, and running). My ideal solo journey would involve cycling from Kanyakumari to

Kashmir and running 100 km to Theni.

My wife Anju enjoys gardening, and kids love playing football.

Working with the most valuable builder in Kerala is a novel experience for me. The most valuable aspects of Asset Homes are their work culture and moral principles.

My coworkers are very welcome to go for a run or ride with me.

Responsibly yours,

Nishanth Thankamani

General Manager – Planning



Congratulations

Congratulations to Sanjay Puri Architects for being named one of the Top 100 Architecture Firms in the world (32nd rank) by **archello**! Asset Homes is thrilled to collaborate with such an esteemed partner to set new standards in architecture in our projects.

SAFETY TOOL BOX TALK



Asset Nilaavu



Asset Alpine Maple



Asset Laurels



Asset Winside

MONTHLY SAFETY MEETINGS



Asset Platina



Asset Moon Grace



Asset Chember



Asset Sovereign

EMERGENCY EVACUATION MOCK DRILL

Emergency evacuation mock drill and fire fighting training conducted at Dominion.



QUALITY TOOL BOX TALK



Asset Gateway



Asset Canzara



Asset Eminence



Asset Moon Grace



Assat Jubilance



Asset Laurels



Asset Zenith

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st - Asset Dominion



1st Runner-up
Asset Canzara

SUBSTRUCTURE



1st - Asset Laurels



1st Runner-up
Asset Winside

WALL OF FAME



Jijeesh N

SERVICE STAR OF THE MONTH



Simna E K

ENGINEER OF THE MONTH



Midhun K M

SALES STAR OF THE MONTH



Anu Mohan

SERVICE CITATION



Anju Venugopal



Aseena M S



Jijo C Maniamkot



N Manoj



Priyanka Premal



Saiju Joseph



Veeramani R



Vidyasagar C



SPECIAL RECOGNITION AWARD



Aju Philip

1ST RUNNER-UP SALES



Lojo Joseph

CLEAN WORKPLACE



Asset Sreyas

NEW JOINEES



Amina Yasir P Y



Deepak R



Jithin Krishna S R

BIRTHDAY LIST

ASEENA M.S	02-May
LIJIN K	03-May
VIMAL V T	04-May
BABURAJ B	05-May
ASWATHY RAJENDRAN	07-May
HASEEM M K	08-May
SUBI V.T	08-May
NAVAS V. A	10-May
SEEMA JAYADEVAN	10-May
PRISKA K KURIACHAN	10-May
SANDHEEP CHANDRAN	11-May
KRISHNAKUMAR V	14-May
REGI VARGHESE	14-May
RAJESH P V	15-May
SUJESH M	16-May
SANDEEP K S	17-May
TISHANA A S	18-May
BIJU N P	18-May
GOPALANKUTTY T M	20-May
VIBIN T V	20-May
GOKUL S U	21-May
JAYACHANDRAN N G	25-May
RESMI C	25-May
LOJO JOSEPH	25-May
SHIJU M J	25-May
NISHANTH THANKAMANI	25-May
ROSHAN LAL	27-May
RAHUL K SATHEESH	27-May
VINEETH P	27-May
SEEMA LENIN	29-May

BIRTHDAY CELEBRATION



Ajith J S



Archa K Shaji



Chandini Arun



Hayna Francis



Jineesh P



Johnson Jacob



N Manoj



Roshni Radhakrishnan



Sarimol S



Sunaina Rejin



Vimal Chandran R B

CONGRATULATIONS



Ms. Chinju & Jijesh



Ms. Nipunya T K & Vishnu



Mr. Tijo & Siji



Mr. Arun & Mrs. Rashmi,
Son of Raviendran & Rajashree,
JV Partner of Asset Fortuna

All our projects are audited for Safety and Quality by



Shaping a World of Trust

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