

ASSET Beyond squarefeet

JULY 2024

A monthly newsletter from Asset Homes



THE 28TH EDITION OF

**BEYOND
SQUARE FEET**

Tri-annual lecture series on
sustainable development

**ENVIRONMENT DAY
CELEBRATIONS**

136th
ISSUE



MANAGING DIRECTOR SPEAKS

Dear Friends,

June was a fruitful month in all aspects of our business. Congratulations to all the top performers! It was thrilling to hear Dr Sajeev from KFRI deliver the inspiring speech on World Environment Day during the 28th edition of the Beyond Square Feet (BSF) Lecture series.

The monsoon began simultaneously across Kerala and Northeast India on June 1st, marking the start of the four-month rainy season. This rare phenomenon made June especially significant. Additionally, the National Election results were announced, with Prime Minister Narendra Modi and the NDA coalition securing a majority, albeit narrower than predicted. Modi's victory and the continuation of his government's reform agenda should further strengthen the trajectory towards an 'Emerging New India.'

From a management perspective, PM Modi's strategy of balancing welfare policies with fiscal conservatism and promoting infrastructure, manufacturing, and technology growth resonates with voters. Traditional influences like cash handouts, religion, and caste are becoming less significant. Modi's first two terms as Prime Minister have been marked by sustained economic growth, fiscal conservatism, and structural reforms to increase India's competitiveness.

Key reforms include:

1. Real Estate and Banking Sector Reforms: Initiatives like the Real Estate (Regulation and Development) Act (RERA) have improved transparency and accountability in our business. Banking sector reforms have stabilised financial markets and expanded financial inclusion.
2. GST and Tax Reforms: The Goods and Services Tax (GST) simplified a complex tax structure, enhancing compliance and increasing revenue. Further tax incentives for new facilities have bolstered investment.
3. Digital Expansion: India added approximately 500 million internet subscribers over seven years, dramatically enhancing productivity across government, corporate, and consumer sectors.
4. Production-Linked Incentives: Aimed at boosting domestic manufacturing through import substitution, these incentives have encouraged significant investment in local production capacities.

Economically, India's growth trajectory is expected to remain robust, making it the fastest-growing emerging market democratic economy for at least the next five years. The election results may have a minor impact on administrative and legislative changes. While constitutional amendments will be harder, legislative changes are possible, especially with victories in Odisha and Andhra Pradesh bolstering the NDA's position in the Rajya Sabha.

Fiscal consolidation is expected to continue, with the fiscal deficit projected to fall to around 4.9% for FY25 and lower again in FY26. Recently, international agencies have given India's credit rating positive assessments, and the latest quarterly GDP data showing 7.8% growth has significantly exceeded expectations. Combined with ongoing reforms, this sets the stage for further meaningful progress in the years ahead.

India continues to offer attractive investment opportunities, driven by gains from digitisation, ongoing reforms, and a recovery in traditional sectors. The fundamentals remain strong, fueled by productivity gains, a revival in the real estate sector, and supportive capital flows, driving economic growth and market stability. Modi Government 3.0 is poised to build on past successes, driving India's economic and real estate growth to new heights as we look ahead.

Friends, it's time for us to gear up and join this success story. Asset Homes also has a lead role to play. Together, we can!

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

THE 28TH EDITION OF

BEYOND SQUARE FEET

Tri-annual lecture series on
sustainable development

The 28th edition of Beyond Square Feet took place on June 5th, 2024, at Asset Fortuna in Thrissur. Mr. Sunil Kumar, Founder and Managing Director of Asset Homes, delivered the welcome speech.

Dr. T V Sajeev, Chief Scientist at Kerala Forest Research Institute, served as our keynote speaker.



WORLD ENVIRONMENT DAY CELEBRATIONS 2024



KOCHI



Asset Centrale



Asset Moon Grace



Asset Dominion



Asset Alpine Maple



Asset East Brook



Asset Grand Entry



Asset Laurels



Asset Samskriti



Asset Down To Earth



Asset Versatile



Asset Silicon Heights &
Asset Cyber Heights



Asset Canvas



Asset Rangoli



Asset Corridor



Asset Oceangrove



Asset Northstar



Asset Periyar Scape



Asset Silver Streak



Asset Greenford



Asset Silver Swan



Asset Portico Phase 1



Asset Patio



Asset Castle



Asset Alpine Oaks



Asset Portico Phase 2



Asset Casagrande



Asset Urbancrest



Asset Sreyas



Asset Enlive



Asset Escape



Asset Chandelier



Asset Synergy Heights



Asset Refresh



Asset Vilangadan Residency



Asset Sreesidh



Asset Bay



Asset Iris



Asset Insignia



Asset I-Pulse



Asset Dew



Asset First Circle



Asset East Thottekkat



Asset Life Space



Asset E-Valley



Asset Petals



Asset Thejomaya



Asset Limelight



Asset Kottaram



Asset Luminaire



Asset Metro Bay



Asset City Bay



Asset Kinship



Asset Kasavu



Asset Bellevue



Asset Le Grande



Asset Summit



Asset Solitaire



Asset Esteem



THIRUVANANTHAPURAM



Asset Hillcrest Thames



Asset Hillcrest Volga



Asset Sovereign



Asset Canzara



Asset Lineage



Asset Sunny Days



Asset Orchestra



Asset Signature Phase 2



Asset Signature Phase1



Asset Legacy



Asset Palace Winds



KOLLAM



TKM Asset Grandios Sanford



TKM Asset Grandios Sterling



Asset Gateway



Asset Nilaavu

KOTTAYAM



Asset Celeste



Asset Chrisabelle



Asset Picasso Palette



Asset Sapphire



Asset Chiraag



Asset Galleria



Asset Midtown



Asset Darshan

THRISSUR



Asset B Right



Asset Winside



Asset Majestic



Asset Fortuna



Asset Platina



Asset Precious



Asset Anchorage



Asset Gitanjali

CALICUT



Asset Pks Heritage



Asset Zenith



Asset Gulmohar



Asset Ensign



Asset Elancasa



KANNUR



Asset Hk Hallmark



Asset Chamber



Asset Magnum



Asset Grand Stand



Asset Raintree



Asset Senate



KERALA PROPERTY EXPO 2024



Mr. Sunil Kumar - Founder and Managing Director of Asset Homes in talks with Mr. Mohamed Jasim - Chairman of Vertex Dynamix Artificial Intelligence and Mazi Group of Companies at the Kerala Property Expo 2024 in Sharjah.



Mr. Sunil Kumar - Founder and Managing Director of Asset Homes receiving the Certificate of participation award from Mr. Chandy Oommen MLA at Kerala Property Expo 2024 at Sharjah



Mr. Sunil Kumar, Founder and Managing Director of Asset Homes, took part in a live interview with RJ Shruthy and RJ Thanveer at the Dubai Club FM studio on June 28th during his visit to Dubai.

**ASSET
FESTIVAL
OF
KEYS**

**WE GUARANTEE THE TIMELY HANDOVER OF
17 MORE PROJECTS IN THE NEXT 10 MONTHS.**

**അസറ്റ് ഓമൻ
ഗ്യാരന്റീ**

BUSINESS ACCELERATOR MEET

An exclusive Business Accelerator meet was organised with Channel Partners at SP Grande Hotel, Trivandrum on 13th of June.



MEETING WITH THE SENIOR LEADERS OF COLUMBIA PACIFIC COMMUNITIES

Meeting with the senior leaders of Columbia Pacific Communities took place on 26th of June at Asset Homes Corporate Office in Kochi. Mr. Rajagopal G- CEO, Mr. Sivakumar- CFO and Mr. Sanjay Viswanathan- Senior Vice President took part in the discussion with Mr. Sunil Kumar - Founder and Managing Director of Asset Homes and Mr. Mathews Jose.



CUSTOMER OF THE MONTH



Mrs. & Mr. Hari Kumar,
Asset Hillcrest Volga - Thiruvananthapuram



Dr. Annamma Cherian Mathew,
Asset Sapphire - Kottayam



Mr. Naveen Antony & Mrs. Christy Catherine Thomas,
Asset Kasavu - Kochi



Mr. Andrews Basil, Asset Precious - Thrissur



Mr. Abdul Lathief Nittukaran & Family,
Asset Senate - Kannur

DOCUMENTS HANDING OVER



Documents Handed Over to
Mr. Besto Thomas,
Asset Rangoli - Kochi



Documents Handed Over to
Mrs. Banisha Balan,
Asset Senate - Calicut



Documents Handed Over to Mrs.
Syamalavally.E.K,
Asset Raintree - Kannur

KEY HANDING OVER



Key Handing Over to
Mrs. Syamalavally.E.K &
Her Son Mr.Sumesh.E.K,
Asset Raintree - Kochi



Key Handing Over to
Mr. Kiran Sasikumar & Mrs.Sruthi,
Asset Limelight - Kochi



Key Handing Over to
Mr. Anil Kumar,
Asset Limelight - Kochi



Key Handing Over to
Mr. Besto Thomas,
Asset Rangoli - Kochi



Key Handing Over to
Mr. Roopesh & Family,
Asset Alpine Oaks - Kochi



Key Handing Over to
Mr. Sreekanth,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Haridas Narayanaswamy &
Family, Asset Fortuna - Thrissur



Key Handing Over to
Mr. P.K.Shashidharan,
Asset Fortuna - Thrissur



Key Handing Over to
Dr. Helma Johnson,
Asset Precious - Thrissur



Key Handing Over to
Mr. Sudish Nair,
Asset Fortuna - Thrissur



Key Handing Over to
Mr.Sreekanth & Mrs. Karthika,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Nadeer Mangadan Konath,
Asset Senate - Calicut

HOUSE WARMING



House Warming Ceremony of
Mr. Kiran & Mrs. Sruthi,
Asset Limelight - Kochi



House Warming Ceremony of
Mr. Sudish Nair,
Asset Fortuna - Thrissur



House Warming Ceremony of
Mr. Haridas Narayana Swami,
Asset Fortuna - Thrissur

DELIGHT SURPRISE



Birthday Wishes to Mr. Bobby Jos,
JV Partner, Asset Chiraag - Thrissur

DELIGHT DRIVE



Mr. Shajeer Aboobaker & Family
Asset Orchestra - Trivandrum



Mr. Sooraj Pothuvachola,
Asset Chiraag - Thrissur




**EXCLUSIVE OFFER FOR
ASSET HOMES CUSTOMERS**

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by KIRTILALS

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Diamond Jewellery

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favourite jewellery at the
comfort of your own home

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10 am - 8 pm | Also at: HSR Layout, Bengaluru | VR Chennai Mall



17

**EXCLUSIVE
DELIGHT SERVICES**

KNOW YOUR COLLEAGUE

Dear Assetians,

With an illustrious 25-year career in Civil Engineering spanning diverse sectors, I Deepak. R brings profound expertise and leadership to Asset Homes as the General Manager Projects. My extensive experience includes managing the construction of various Infra Structure projects ranging from Power Plants, Tunnels, Refineries, IT parks, Multi-Speciality Hospital, Stadiums, Cross Country pipelines etc.

I hail from Attingal, Trivandrum. Both of my parents are retired government servants. My wife, Jasmine B, is a Post Graduate Civil Engineer currently serving in the Kerala Administrative Service cadre. My daughter, Ms. Diya J Deepak, is currently pursuing her Plus One at Sarvodaya Vidyalaya, Trivandrum.



Educationally, I hold a Post Graduate Diploma in Construction Management from NICMAR, Pune, complementing my B Tech Degree in Civil Engineering from T. K. M. College of Engineering, University of Kerala, Trivandrum (1999).

My career journey is marked by achievements such as spearheading the construction management of a LEED Platinum certified building spanning 4.2 million square feet and receiving the Petrofac Excellence in Driven to Deliver award for my role in a multi-billion-dollar oil and gas exploration project. My expertise spans the entire project lifecycle, from conceptualization and design through to execution and completion, ensuring adherence to timelines and delivering successful outcomes.

My journey at Asset began 3 months back. During the short period itself, the vision and mission of the management, the established processes and the initiatives has inspired me as an Engineer to look forward to a prospective association with the

company and be part of the strong team working towards our goal. HR initiatives, including the on boarding process, team building activities and outreach programs involving the families of staffs, deserve special mention as a new joiner.

The company's commitment to innovation and sustainability aligns perfectly with my goals, and I'm eager to leverage my experience to ensure our projects exceed expectations. Joining Asset Homes has expanded my horizons and provided opportunities to contribute meaningfully to impactful community projects. With our collective expertise and shared dedication, I am confident that we will continue to deliver exceptional projects that positively impact our communities. I am proud to be part of such a dynamic team and eager to contribute to our continued growth and success.

Responsibly yours,

Deepak. R

General Manager - Projects.



SCHOLARSHIP TO 10TH AND 12TH WINNERS



Viswanath Mahesh
S/o Mahesh L



Angelina Ross
D/o Sunu Roshan



Deon Jacob
S/o Johnson Jacob



Diya Jasmine Deepak
D/o Deepak R



Adwaith K J
S/o Jayachandran N G



Fathima Nasrin V N
D/o Navas V A



Theertha Arun
D/o Sumitha C V



Devika Sajith
D/o Sajith PT



Aadhikrishna
S/o Seema Lenin



Anna Mary Fabiona
D/o Lojo Joseph



Saranghi Sajith
D/o Sajith P N



Nandana S S
D/o Sabu G



Abhinav J Maniamkot
S/o Jijo C Maniamkot



Aarathi C
D/o Santhosh T



EMERGENCY EVACUATION MOCK DRILL

Emergency evacuation mock drill and Fire fighting training conducted at Asset Magnum - Kannur.



SAFETY TOOL BOX TALK



Asset Alpine Maple - Kochi



Down-To-Earth - Kochi



Asset Laurels - Kochi



Down-To-Earth - Kochi



QUALITY TOOL BOX TALK



Asset Heritage - Calicut



Asset Canzara - Trivandrum

INTERNAL TRAINING



Asset East Brook - Kochi



Asset Sovereign - Trivandrum



Asset Sreyas - Kochi



Asset Gateway - Pathanamthitta

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st - Asset Canzara
Trivandrum



1st Runner-up
Asset Dominion - Kochi



1st - Asset Magnum
Kannur



1st Runner-up
Asset Winside - Thrissur

WALL OF FAME



Balasreeram K S

SERVICE STAR OF THE MONTH



Pretty Paul

ENGINEER OF THE MONTH



Vimal Varghese

SALES STAR OF THE MONTH



Jijeesh N

SERVICE CITATION



Sunish B S (17 Years)



Sumitha C V (11 Years)



Rajesh V S (11 Years)



Sunaina Rejin (9 Years)



Vibin T V (7 Years)



U A Azeer (7 Years)



Asha A Balakrishnan (5 Years)



Vipin V (5 Years)



Abhiram M S (5 Years)

1ST RUNNER-UP SALES



Aju Philip

CLEAN WORKPLACE



Asset Laurels - Kochi

BIRTHDAY LIST

AKSHANTH K	08-Jul
NEETHU V S	10-Jul
ADWAITH H NAIR	10-Jul
NISHA JACOB	14-Jul
SARUNDAS C	19-Jul
GEORGE JOHN	19-Jul

SPECIAL RECOGNITION AWARD



Prasanth A P



Hayna Francis



Muhammed Aadhil A N



P T Sajith



Chandra J C



Indu Rajesh



Deepak R



Shine Victor



Seena Rajesh



Sumitha C V



Anju Venugopal



Aardra Sunny



Akshay Anand



Manu M D



Amala Mary P B

NEW JOINEES



Adwaid H Nair



Akshay Kumar V S



Anju A V



Nithin Nandakumar



Akshanth K



Sunayana Abraham



Ananthakrishnan P R



Ranjish Radhakrishnan

All our projects are audited for Safety and Quality by



Shaping a World of Trust

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