

ASSET Beyond squarefeet

AUGUST 2024

A monthly newsletter from Asset Homes



STONE LAYING OF
ASSET THE LEAF

PROPERTY EXPO
CREDAI / HINDU

137th
ISSUE



MANAGING DIRECTOR SPEAKS

Dear Friends,

The month of July was a reminder of our commitment to sustainable living with the launch of our new project in Trivandrum. 'The Leaf,' as its name suggests, is the pinnacle of sustainable and green-centric initiatives among recent launches in Trivandrum. With its focus on environmental care and innovative green techniques, this project is truly one of a kind in the capital city.

We are proud to announce that 'The Leaf' won the Best Design Award at the Realty+ Harith Bharath Awards Conclave 2024. This award recognizes changemakers in the Indian real estate sector who have contributed significantly to sustainable initiatives. The jury acknowledged 'The Leaf' for its innovative eco-sensitive features. Congratulations to the entire planning and architecture team at Asset Homes for their meticulous attention to detail in creating something exceptional and sustainable.

The construction industry, by its nature, is a major consumer of natural resources. With growing concerns about finite resources and climate change, there is increasing pressure from all sectors to minimize environmental impact. While there are many challenges in adopting sustainable construction methods, the benefits are substantial. Sustainable construction involves using recyclable and renewable materials in building projects while minimising energy consumption and waste production. The primary goal is to reduce the environmental impact. Sustainable construction extends beyond the completion of a building project; the design itself should have minimal environmental impact over the building's lifespan. This means incorporating elements

and materials that continuously influence the structure's environmental footprint, from emissions to energy consumption. The construction industry contributes 36 percent of energy usage and 40 percent of CO2 emissions worldwide. The shipping and fabrication of materials can significantly impact carbon emissions, and mining raw materials like metals can result in water pollution. Concrete manufacturers and cement plants produce tons of CO2 annually. Improper disposal or management of hazardous waste during construction can lead to pollution affecting both the environment and local communities.

The 7 Principles of Sustainable Construction are Sustainable Design, Durability, Energy Efficiency, Waste Reduction, Indoor Air Quality, Water Conservation, and Sustainable Building Materials. By focusing on these principles with future generations in mind, we can create truly sustainable developments.

Consumer habits, lifestyle choices, and civic engagement are key to encouraging such developments. These roles advance the environmental, social, and economic aspects of sustainability. Consumer habits influence the market, and choosing sustainable projects and communications will raise awareness and impact. The increasing demand from consumers will inevitably shift the mentality and attitude of promoters. I firmly believe the future is GREEN. Today, I am convinced we have a major role to play in maintaining the equilibrium of our planet and humanity. Our business purpose must be to make the world a better home.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

STONE LAYING CEREMONY OF ASSET THE LEAF

The 112th stone laying ceremony of Asset The Leaf took place at Karyavattom, Trivandrum on the 12th of July. The foundation was laid jointly by Mr. Sunil Kumar- Founder and Managing Director of Asset Homes and Mr George Jacob -Chairman of Muthoot Group.

The brochure for Asset "The Leaf" was released by Mr George Jacob -Chairman of Muthoot Group to Mr Sreejith T & Mrs Varsha M C 16 B & C customers.

This was yet another remarkable event organised at Trivandrum.

ASSET
The Leaf
KARYAVATTOM
THIRUVANANTHAPURAM



IMOU SIGNED FOR THE SENIOR LIVING PROJECT



IMOU was signed for the Senior Living Project at Mangaanam, Kottayam between Mr. Sunil Kumar- Founder and Managing Director of Asset Homes and Mr. Jiby John and Mr. Sabu Thomas at Asset Homes Corporate Office.



IMOU SIGNED FOR NEW THRISSUR PROJECT

Mr. Sunil Kumar - Founder and Managing Director of Asset Homes and Mr. K.P Ummer landlord for the New Project at Viyyur, Thrissur signed IMOU at the Asset Homes Corporate office on 10th July, 2024.

ASSET PAVITHRAM JDA &DM AGREEMENT SIGNED

15th of July – Asset Pavithram JDA &DM Agreement Signed by Mr. V Sunil Kumar, Founder & Managing Director of Asset Homes and Mr. Shashi Kumar Nair, Director of Sabari Group at Asset Homes office in Thrissur.



CREDAI PROPERTY EXPO

26th of July to 28th of July – CREDAI property Expo held at JNI Stadium Kaloor. The Kochi team was led by CEO- Mr. Tony John and Mr. Lojo- Asst General Manager- Sales for Kochi. AnuMohan Bagged a spot booking from Credai expo Kochi for Asset Laurels.



HINDU HOME EXPO AT LULU MALL TRIVANDRUM

26th of July to 28th of July – Hindu Home expo at Lulu Mall Trivandrum. The Trivandrum Expo was led by CBO- Gokul Pillai and Shine V- Asst General Manager.



DOCTORS' DELIGHT

Asset Homes conducted the Doctors' Delight honoring the life saving superheroes of Aster Medcity held at Chakolas, Kalamassery on 20th July. Our Brand Ambassador- Mrs. Asha Sharath Cine artist and Dancer addressed the Doctors at the event and launched the Exclusive Offer for Aster Doctors. Mr. Sunil Kumar - Founder and Managing Director, Asset Homes passed the concluding remarks at this event.





REALTY+ HARIT BHARAT EXCELLENCE AWARDS

The 2nd Realty+ Harit Bharat Excellence Awards have earned a reputation for being the standard for innovation and achievement in real estate. This award serves as a tribute for the outstanding performance across real estate sustainability categories.

Asset Homes bagged the Residential Category award for the project "Asset The Leaf". Congratulations to the Design and Projects Team.

Our CEO- Mr. Tony John received the award from Mr. Annurag Batra, Editor in Chief, REALTY PLUS at a ceremony held at TAJ Santa Cruz, Mumbai on 24th of July.

Congrats to the Design and Projects Team. We are setting higher standards in the industry.



EAGLE MONTHLY BUSINESS MEET

Mr. Sunil Kumar, Founder and Managing Director of Asset Homes, participated in the 'Eagle Monthly Business Meet' conducted by Mr. Shamim Rafeek at Holiday Inn on 6th of July.. The topic of discussion was "Transitioning from a People-Driven Company to a System-Driven Company."



CUSTOMER OF THE MONTH



Mrs. Kamala, Asset Orchestra - Trivandrum



Mr. Abhishek.M & Mrs. Gopika Abhishek,
TKM Asset Grandios Sanford - Kollam



Ms. Simi Moureen, Asset Limelight - Kochi



Mr. Baijoo Gopinathan, Asset Gitanjali - Thrissur

KEY HANDING OVER



Key Handing Over to
Mr. Anantha Siva Iyer,
Asset Rangoli - Kochi



Key Handing Over to
Dr. Anil Behanan & family,
Asset Limelight - Kochi



Key Handing Over to
Mr. Kiran Poulose,
Asset Rangoli - Kochi



Key Handing Over to
Mr. Jacob George & Mrs. Suja George,
Asset Alpine Oaks - Kochi



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



Key Handing Over to
Mr. Sivadasan. M & Mrs. Rajeswari,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Steven Shaju,
Asset Fortuna - Thrissur



Key Handing Over to
Mrs. Chitra Parayil,
Asset Fortuna - Thrissur



Key Handing Over
on behalf of Mr. Shebin,
Asset Senate - Kannur

DOCUMENTS HANDING OVER



Documents Handed Over to
Mrs. Ramla Beevi, Mother of
Dr. Sudheer Salavudeenkutty,
TKM Asset Grandios Sanford

HOUSE WARMING



House Warming Ceremony of
Mr. Ullas Thomas,
Asset Legacy - Trivandrum



House Warming Ceremony of
Mr. Prince Davis & Mrs. Neena,
Asset Limelight - Kochi



House Warming Ceremony of
Mrs. Chitra Parayil,
Asset Fortuna - Thrissur

DELIGHT SURPRISE



Birthday Wishes to Mrs. Susan George,
Asset Serenity - Kottayam



Birthday Wishes to Dr. Prayagi Kandoth,
Asset Zenith - Calicut



Birthday Wishes to Mrs. T.V.Lalitha,
Asset Zenith - Calicut

DELIGHT DRIVE



Mr. Sreekumar.M.G,
Asset Orchestra - Trivandrum



Mr. Reju Mathew,
Asset Canvas - Kochi



Mr. Rajiv Raghavan,
Asset Galleria - Thrissur



Mr. Sajith Narayanan,
Asset Galleria - Thrissur



KNOW YOUR COLLEAGUE

Dear Assetians,

I'm thrilled to introduce myself as Aardra Sunny, the newest member of the Customer Service team (Delight). I joined the Customer Service team (Delight) about 8-9 months ago, and it's been an incredible journey so far!

A bit about me: I hail from Kochi, Kadavanthra. I come from a loving family consisting of my parents and me - I'm the only daughter, and my parents have always been my rock! My father is a contractor, and my mother Works in a pvt firm.

I'm a happily married woman, and my husband is currently working abroad. We're currently enjoying the experience of living in different parts of the world and learning about new cultures. We met

through mutual friends and soon bonded over our shared passion for travel and good food. He is my constant companion, encouraging me in all that I do, and the one person who can truly make me smile on a bad day.

I hold a Diploma in Office Assistance from KCSM, Adoor and a degree in BSC Chemistry from DB College, Thalayolaparambu. My academic journey has shaped me into a curious and analytical individual, and I'm grateful for the opportunities I have to learn and grow. I too enjoyed my school and college days before I started as a fresher with Asset homes. Asset Homes saw potential in me and gave me a chance to grow. I'm grateful for the opportunity to learn and develop my skills in a supportive environment.

The company's emphasis on training and development has helped me build confidence and expertise in my role. I've had the chance to work on exciting projects, collaborate with talented colleagues, and learn from experienced mentors. I look forward to continuing my growth journey with Asset Homes and contributing to the company's success

In my free time, I enjoy exploring creative pursuits like paper crafts, jewellery making, and occasional modelling. I find it helps me relax and express myself in new ways. I'm also a



movie buff and love watching romantic comedies and Horror films. Occasionally, I like to try out new recipes in the kitchen. Traveling and exploring new places with my husband is another thing we love doing together.

I'm thankful for the support and encouragement I've received from my Asset family. It means a lot to me, and I'm grateful to have such a wonderful network. As I continue on this journey, I'm excited to see what the future holds for me. Thank you for taking the time to get to know me! I'm eager to connect with all of you and learn more about your stories.

Responsibly yours,

Aardra Sunny

Customer Service Team (Delight)



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ഫെസ്റ്റിവൽ

ASSET
FESTIVAL
OF
KEYS

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

FIRST AID TRAINING



HSE DEPARTMENT QUARTERLY MEETING



SAFETY TOOL BOX TALK



Asset Sovereign - Trivandrum



Asset Nilaavu - Alappuzha



Asset Alpine Maple - Kochi



Asset Winside - Thrissur



INTERNAL TRAINING

Asset Homes HR department organised a Training Session on 'How to lead a Healthy Lifestyle' with Dr. Sreekumar for all employees at the corporate office and viz zoom for employees at branches.



QUALITY TOOL BOX TALK



MONTHLY SAFETY MEETINGS



Asset Gateway - Pathanamthitta



Asset East Brook - Kochi



Asset Alpine Maple - Kochi



Asset Laurels - Kochi



Asset Celeste - Kottayam



Asset East Brook - Kochi



Asset East Brook - Kochi



Asset Laurels - Kochi



Asset Dominion - Kochi

"It is Health That is
Real Wealth and Not
Pieces of Gold or Silver"



Mahatma Gandhi

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

SERVICE STARS OF THE MONTH



Seema Lenin



Jibin Kumar V S

ENGINEER OF THE MONTH



Unnikrishnan M S

SALES STAR OF THE MONTH



Shine Victor

SERVICE CITATION



Subi V T- (13 Years)



Prasad M B- (11 Years)



Prasanth A P- (9 Years)



Sandheep Chandran- (9 Years)



Mili T S - (7 Years)



Jibin Kumar V S- (7 Years)



SABU G- (17 Years)

1ST RUNNER-UP SALES



Samal Shehu

CLEAN WORKPLACE



Asset Laurels - Kochi

BIRTHDAY LIST

JYOTHISH KUMAR N A	03-Aug
PRIYANKA PREMLAL	04-Aug
SARTHAJ A N	07-Aug
SANGEETHA K G	08-Aug
SEBIN S	10-Aug
PRASANTH A P	10-Aug
Nandakumar K S	10-Aug
SHAMEENA SHAFEEQUE	14-Aug
Biju Nair S	15-Aug
JINSON THOMAS	15-Aug
Abinith Babu K P	18-Aug
SAMAL SHEHU	18-Aug
RANJITH RAMESH	20-Aug
NIPUNYA T K	25-Aug
AKSHAY KUMAR V S	27-Aug
TINU DAVIS	28-Aug
LEEJA VIJAYAN	28-Aug
SHAJI JOSE	29-Aug



Neethu V S



George John



Nisha Jacob



Sarundas C



Akshanth K

SPECIAL RECOGNITION AWARD



Pretty Paul

WALL OF FAME



Sujesh M



Wedding Ceremony of Ms. Pournami, Daughter of Mr. Padmanabhan, Asset Galleria.

NEW JOINEES



Asiraj S S



Ranjith Ramesh



Saleek Ahamed M S



Sheethal Sasikumar



Ragin A R



Ajna Ajayan

FESTIVAL
OF
KEYS

Handing Over of 17 Projects
in 10 Months

K-RERA Registration Number:
K-RERA/PRJ/TVM/100/2024
rera.kerala.gov.in



INDIA'S FIRST LEAFSTYLE RESIDENCES

ASSET
The Leaf
KARYAVATTOM
THIRUVANANTHAPURAM

NEW
LAUNCH

2 & 3 BHK LEAFSTYLE RESIDENCES



AWARD WINNING PROJECT



Responsibly Yours

☎ 99460 99999 📞 95267 99999 Dubai ☎ 00971 58 567 9500

www.assethomes.in

All our projects are audited for Safety and Quality by



Shaping a World of Trust

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