

ASSET Beyond squarefeet

SEPTEMBER 2024

A monthly newsletter from Asset Homes



FESTIVAL
OF
KEYS

138th
ISSUE

FESTIVAL OF KEYS
@THRISSUR

ASSET BUTTERFLIES
STONE LAYING



ഓരോന്നും പൊതുവേ!



MANAGING DIRECTOR SPEAKS

Dear Friends,

As we step into September, I want to share a few thoughts with you from an unexpected place-my hospital bed. Unfortunately, I've been down with dengue fever, but this small, efficient hospital near my home has given me valuable insights. Despite its size, the hospital operates with remarkable efficiency, with every staff member-from the security guard to the nurses and doctors-working in perfect harmony towards one shared goal: patient satisfaction. This experience has reinforced several key management lessons that are highly relevant to our work at Asset Homes.

These observations reinforce what we strive for daily at Asset Homes-a relentless focus on delivering excellence to our customers. Whether it's the grand success of our "Festival of Keys" initiative, where we began the handover of 17 completed projects over the next ten months, or the recognition we've received through the World Safety Organisation Bronze award for Asset Majestic Thrissur, each milestone is a testament to our commitment to customer satisfaction and superior quality.

We've had a remarkable month with the relaunch of "Sallapam" – our Internet Radio Channel, the successful handover of keys at our Asset Fortuna and Asset Platina projects in Thrissur, and the honour of being recognised at the Grohe Hurun India's Most Respected Real Estate Leaders Award. These achievements wouldn't have been possible without the dedication and hard work of each member of our team. My heartfelt congratulations and thanks to everyone involved.

Customer-centricity is at the heart of everything we do. Just as the hospital prioritizes patient care, we must continue to place our customers at the center of our operations, ensuring that every decision we make benefits them directly.

Teamwork and Synchronization are also crucial. Like the hospital staff, we must work together seamlessly, supporting each other to achieve our common goals.

Operational Efficiency is another important takeaway. The hospital's smooth operations remind us of the need to continually streamline our processes, eliminate inefficiencies, and enhance productivity.

Additionally, Adaptability and Continuous Improvement are vital in our industry. Like the medical staff who must adapt to changing situations, we should embrace change as an opportunity to innovate and grow.

Moreover, Empathy and Personalization play a key role in our customer interactions. Understanding our customers' unique needs allows us to tailor our services and build lasting relationships. Leadership by Example is also essential-our actions should inspire our teams to strive for excellence. Clear Communication and Transparency are at the core of effective operations, ensuring everyone is aligned and informed. Lastly, Resilience and Positivity are crucial in challenging times. Maintaining a positive outlook and staying focused, even when faced with obstacles, will lead us to success.

September also marks the celebration of Onam, a time of joy, unity, and prosperity. I want to take this opportunity to wish each of you and your families a very Happy Onam. May this festive season bring happiness and continued success to all.

Let's apply these lessons to the coming months, keeping our commitment to excellence and customer satisfaction at the forefront of our work.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

FESTIVAL OF KEYS

Our first Festival of Keys event took place on 21st of Aug at Chakolas Thrissur. The grand handover of Asset Fortuna-77th Project and Asset Platina – 78th project was done by our brand ambassadors - Mr. Prithviraj Sukumaran and Mrs. Asha Sharath along with our esteemed guests Mr. T S Pattabhiraman, Chairman Kalyan Silks, Mr. Gopakumar Thrissur Corporation Councilor, Mrs. Niji Thrissur Corporation Councilor, Mr. Raviendran & Mrs. Rajashree – JV Partner, Fortuna, Mr. P M Manuel & Mr. P N Raman – JV Partner, Platina, Mr. Vysakh Joseph – Architect of Fortuna & Platina along with Sunil Kumar V – Founder & Managing Director Asset Homes & Mr. N Mohanan Director Asset Homes.

The event was well executed to the last detail by Mr. Santosh our Chief Manager North Zone along with the entire Thrissur team and with support of Mr. Tony John, Sajeem, Mahesh, Sajith, Glisson, Jibin, Anju, Gokul, Jijeesh, Prashanth and Roshan who contributed their best efforts to make this event a great success.



ASSET BUTTERFLIES STONE LAYING

The 114th stone laying ceremony of “Asset Butterflies” took place at Kakkanad, Kochi on the 24th of August. The foundation was laid jointly by Mr. Sunil Kumar-Founder and Managing Director of Asset Homes and Ms. Geetha Menon and Premila Satyapal Menon, landlords for Butterflies project.



GROHE HURUN INDIA'S MOST RESPECTED REAL ESTATE LEADERS AWARDS

Mr. Sunil Kumar – Founder and Managing Director of Asset Homes participated and received the award at the Grohe Hurun India's Most Respected Real Estate Leaders Awards that took place on 22nd of August at Bangalore Leela Palace hotel.



CHANNEL PARTNER MEET FOR NILAAVU

Channel Partner meet for Nilaavu was held at our Corporate Office on 8th of August.



ASSET PAVITHRAM BROCHURE RELEASE

We also had the brochure release for Asset Pavithram by Mr. V Sunil Kumar Founder & Managing Director of Asset Homes to Mr. Shashi Kumar Nair JV partner - Asset Pavithram in the presence of Mr. Pravin Gopal - Architect of Asset Pavithram & Chief Design Officer of Asset Homes took place during the Festival of keys event held at Thrissur.



Palakkad Project MoU signing took place as well at the Festival of keys venue between Mr. Sunil Kumar - Founder & Managing Director of Asset Homes & JV Partners - Mr. T K Ismail, Mr. T I Jaffersanal, Mrs. Aysha Zeba T S in the presence of Mr. Tony John - CEO Asset Homes

CREDAI PROPERTY EXPO

Credai property expo took place at Casino Hotel Ltd at Thrissur from 17th of Aug to 19th of Aug. The expo was led by our Chief Manager North Zone Mr. Santosh along with the entire Thrissur team.



CUSTOMER OF THE MONTH



Mr.Rahul, Asset Orchestra - Trivandrum



Mr. Rony Mathew,
TKM Asset Grandios Sanford - Kollam



Mr. Sreehari.V. V. & Family,
Asset Luminaire - Ernakulam



Mr. Haridas Narayanaswamy,
Asset Fortuna - Thrissur



Capt.Nithin Vasudevan & Mrs.Jimna,
Asset Senate - Kannur

DELIGHT SURPRISE



Birthday Wishes to Mrs.Athira Rakesh,
Asset Sunny Days - Trivandrum



Birthday Wishes to
Mr.Naveen Sunny Alex,
Asset Chrisabelle - Kottayam



Birthday wishes to
Dr. Archana, Asset Alpz - Kottayam



Birthday Wishes to Mr.Navavi.S,
Asset Zenith - Kozhikode



Wedding Ceremony of Mr. Krishnaprasad N & Ms. Sagma



Wedding Ceremony of Alex T.S and Bini

DELIGHT DRIVE

Delight Drive facility for NRI Customer-
Mr.Rathish Surendran,
TKM Asset Grandios Sterling Kollam.



KEY HANDING OVER



Key Handing Over behalf of
Mr. Nadeer.T.E to
Mr & Mrs Shakeem Khalid,
Asset Alpine Oaks - Ernakulam



Key Handing Over to
Mr. Unnikrishnan & Mrs. Rajani,
Asset Alpine Oaks - Ernakulam



Key Handing Over to
Mrs. Poornima Sandeep,
Asset Alpine Oaks
Ernakulam



Key Handing Over to
Mr. Jayakrishnan & Family,
Asset Alpine Oaks
Ernakulam



Key Handing Over to
Mr. Ajith Chathanath,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Girish Kumar,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Nandan Unni & Mr. C.S. Unni,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Nandan Unni,
Asset Fortuna - Thrissur



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



Key Handing Over to
Mrs. Hashedha Harshad,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Jis Joseph & Family,
Asset Senate - Kannur



Key Handing Over to
Dr. Sabir Abdul Karim & Family,
Asset Raintree - Kannur

DOCUMENTS HANDING OVER



Documents Handed Over to
Mrs. Baby Rashmi, Asset Rangoli - Ernakulam

HOUSE WARMING



House Warming Ceremony of
Mr. P. K. Shashidharan,
Asset Fortuna - Thrissur

EMERGENCY EVACUATION MOCK DRILL



HSE TRAINING



MONTHLY SAFETY MEETINGS



Asset Sovereign - Trivandrum



Asset Canzara - Trivandrum



Asset Nilaavu - Alappuzha



Asset Alpine Maple - Ernakulam



Asset Dominion - Ernakulam



Asset Chamber - Kannur

ROAD SAFETY SEMINAR



INDEPENDENCE DAY CELEBRATION @ ASSET PROJECTS



SAFETY TOOL BOX TALK



Asset Canzara - Trivandrum

Asset East Brook - Ernakulam



Asset Elan Casa - Kozhikode

Asset Magnum - Kannur

Q - LAB



QUALITY TOOL BOX TALK



SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st - Asset Canzara
Trivandrum



1st Runner-up
Asset PKS Heritage - Kozhikode

SUBSTRUCTURE



1st - Asset Sreyas
Ernakulam



1st Runner-up
Asset Magnum - Kannur

WALL OF FAME



Rajeshkumar C S



Midhun K M



Tinu Davis

ENGINEERS OF THE MONTH



**SPECIAL
RECOGNITION
AWARD**

SALES STAR OF THE MONTH



Haseeme M K

SERVICE CITATION



Hari V Shenoy
(11 Years)



Gopalankutty T M
(10 Years)



Johnson Jacob
(10 Years)



Nijamudeen M
(10 Years)



Vivek R
(7 Years)



Chandini Arun



Ranjish Radhakrishnan



Vineeth P

1ST RUNNER-UP SALES



Aju Philip

CLEAN WORKPLACE



Asset Canzara - Trivandrum

KNOW YOUR COLLEAGUE

Dear Assetians,

I joined on the foundation day of June in Asset Homes as an Interior Architect. With a bachelor's degree in Architecture from the University of Calicut and five years of experience, I completed a few freelance projects and collaborated with various firms.

Now, as a responsible member of Asset family, I hope to expand my knowledge and vision in transforming spaces and human lives.

My design philosophy revolves around creating spaces that are both functional and aesthetically pleasing. I strive to ensure that each project reflects the



client's personality and enhances their daily life, all while incorporating sustainable practices and staying updated with industry trends.

Originally from Edappal, Malappuram, I relocated to Ernakulam in 2021 after my marriage. My husband, Rahul, works as a system engineer at Wipro, and my mother-in-law, a dedicated homemaker, lives with us in Kakkanad. Rahul's sisters are settled in Bombay and Baroda with their families.

My father, Vasudevan, is a retired school teacher, while my mother, Bindu, serves as the headmistress at KVUPS Kakkidippuram. My brother, Vipindev, is a postdoctoral researcher

at MIT in Boston, and my sister-in-law is pursuing a master's in the medical field in the US.

I enjoy going on road trips, night rides, and being in the midst of a vibrant crowd. On the flip side, I also love spending lazy Sundays at home, indulging in my favorite foods, and crocheting until my hands are sore.

I look forward to applying my skills to new projects and working with my dynamic interior team to create beautiful spaces.

Responsibly yours,

Anju A V
Interior Architect



BIRTHDAY CELEBRATIONS



Samal Shehu



Shaji Jose E V



Shameena Shafeeqe



Priyanka Premlal



Leeja Vijayan



Sangeetha K G



Sebin S



Akshay Kumar V S



Biju Nair S



Nipunya T K



Sarthaj A N



Jinson Thomas

BIRTHDAY LIST

Anumaya C R	01-Sep
Nidhi P M	01-Sep
Jyothish K	01-Sep
Vishnusree P S	01-Sep
Sidharth Sajeev	02-Sep
Rajesh K R	03-Sep
Alex T S	03-Sep
Ananthakrishnan P R	05-Sep
Akhil Kumar K G	06-Sep
Vivek R	12-Sep
Pravin Gopalan	12-Sep
Glisson E G	12-Sep
Chinju M S	15-Sep
Anas M M	15-Sep
Archana	16-Sep
Nithin Nandakumar	16-Sep
V Sunil Kumar	17-Sep
Jerin Joy	17-Sep
Asha Elizabeth Johnson	18-Sep
Jijo C Maniamkot	20-Sep
Babu K V	20-Sep
Santhosh T	22-Sep
Ashik V S	25-Sep
Sunish B S	26-Sep
Krishnaprasad N	26-Sep
Aswathy A Mohan	26-Sep
Saheer T N	29-Sep

NEW JOINEES



Anandha Padmanabhan V A



Alwyn Jose A



Vinu Vijayan



Aleena Prasad



M Anjana Ajimon



Albey P Joseph



Neethumol V



Anooj Krishna R S



Rejil C K



Aswin Chandran



Sidharth Sajeev



Vivek S



Jerin Joy



Sneha C



Sona Kunjumon



Harikrishna R



Pradeesh Pradeep



Jijo Anson



Ajith Kumar S



Babitha T G



Manoj Sivadasan

Congratulations

to Our Brand Ambassador, **Prithviraj Sukumaran**,
on a Well-Deserved Win!



കേരളത്തിന്റെ ഓംനവീടുകൾ അസറ്റിനൊപ്പം എന്നെന്നും



114

Projects

78

Completed
Projects

36

Ongoing
Projects

9

Districts

7000+

Customers

CALL: **98464 99999**

 **95267 99999** Dubai © 00971 58 567 9500



Responsibly Yours

All our projects are audited
for Safety and Quality by



Shaping a World of Trust



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Shaping a World of Trust

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