

ASSET Beyond squarefeet

OCTOBER 2024

A monthly newsletter from Asset Homes



INAUGURATION OF
ASSET LUMINANCE, KOCHI
& ASSET PLATINA, THRISSUR

OHS&E AWARD 2024

139th
ISSUE



MANAGING DIRECTOR SPEAKS

Dear Friends,

As we mark the completion of the first six months of the financial year, it's time for our mid - year review - a crucial opportunity for reflection and recalibration. This biannual review helps us assess staff performance, evaluate progress against our targets, and identify areas for improvement. It enables both the management and teams to pinpoint skill gaps, revisit development goals, and make necessary course corrections to ensure we finish the year stronger.

I'm pleased to share that our performance so far is promising, especially considering the challenging market conditions. I extend my heartfelt congratulations to those who have exceeded their targets and encourage everyone to continue striving for excellence in the second half of the year.

However, amid these achievements, I find myself deeply concerned about the innovation landscape in our industry. True, we see product modifications, but many of these lack customer-centricity and sustainability. Technological advancements are quickly followed by newer iterations, making it increasingly difficult to stand out through functional differentiation alone. This is not unique to us - many industries face the same challenge.

Take Apple, for example. It's been 17 years since the first iPhone launched, yet millions of people eagerly await every new model, expecting revolutionary changes. While Apple has enjoyed unparalleled success, even they have struggled to meet expectations with their recent launches, where functional innovations have become harder to achieve. The iPhone, once defined by its cutting - edge features, has now transitioned to a brand that thrives on its surrounding ecosystem - its surround attributes. This shift is a powerful lesson for us. When functional differentiation reaches its limits, we must pivot to the surrounding elements that

resonate with customers: the experience, the brand narrative, and the emotional connection.

The key to success lies in identifying and leveraging these surround attributes. By deeply understanding our customers' mindsets, we can craft an experience that goes beyond mere product functionality. And once these attributes are identified, it's imperative to communicate them effectively. As they say, even the best mousetrap without the right bait won't catch the mice. That's where great marketing comes in - pairing superb product design with compelling storytelling is what makes a brand unstoppable.

In the era of AI, this becomes even more critical. AI will continue to make data more accessible and markets more transparent, meaning products will become increasingly comparable. Our challenge is to ensure that what we offer - our projects and services - cannot be easily compared to anyone else's. Innovation remains important, but with AI accelerating the pace of replication, our unique narrative and customer experience will differentiate us in ways that products alone cannot. To achieve this, we must meticulously manage every aspect of our offering - the product, pricing, placement, and promotion.

As we embark on the second half of the financial year, let's harness the power of great design, purposeful storytelling, and a relentless focus on delivering an unmatched customer experience. Together, we can continue to build an unbeatable brand.

Wishing you all the very best for a successful and fulfilling second half.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

INAUGURATION OF ASSET LUMINANCE - KOCHI

Asset Luminance, our 79th completed project located at Kakkanad, Kochi was inaugurated on 11th of September..This remarkable project, part of our Pink Initiative, was proudly designed and executed by an all-women team, including JV Partner Smita Binod, Project Engineer Tinu Davis, and Customer Service executive Shalini P S.

Mr. Sunil Kumar V, Founder and Managing Director of Asset Homes, graced the occasion and welcomed the small gathering.



HANDING OVER OF ASSET PLATINA - THRISSUR

We are happy to inform you that, Asset Platina inauguration took place at Punkunnam, Thrissur on 28th of Sept. The event was marked by a ribbon-cutting ceremony by our Founder & Managing Director, Mr. V Sunil Kumar, accompanied by Mr. Santhosh T, Chief Manager Branch Operations North, and Ms. Pretty Paul, AGM Asset Delight.

The ceremony continued with the traditional lighting of the lamp and was followed by a heartfelt vote of thanks by Mr. Tony John, our CEO.



CHANNEL PARTNERS MEET

Asset Homes organised a Channel Partners meet at The Mercy Luxury Business Hotel to introduce "Butterfly Effect" to the invited CP's. It was a spectacular evening with hall jam packed with CP's.



OHS&E AWARD 2024

Mr. Glisson George- Chief Engineer QUEST received the prestigious World Safety Organisation, OHSE Award 2024 for 'Asset Majestic' on 27th of Sept September at Chennai. This esteemed recognition acknowledges exemplary achievement in developing and implementing management systems in Occupational Health, Safety, and Environment sectors (OHSE) in the construction sector. Congratulations to the entire team for their hard work and contribution in achieving this recognition.



GOKULAM CHITS & FINANCE BRANCH OFFICE INAUGURATION

Mr. Sunil Kumar V- Founder and Managing Director of Asset Homes was invited as the chief guest along with Mr. R. Sreekandan Nair Managing Director of Flowers TV to cut the ribbon and inaugurate the new office of Gokulam Chits & finance at M G Road.



TRAINING SESSION I

The HR department organised a training on Corporate Etiquette for all employees at the corporate office and via zoom on 21st of Sept. The training was conducted by Mr. Sanju Samuel -Hospitality Consultant.



TRAINING SESSION II

The HR team organised a training session at the corporate office on Basic Dining Etiquettes and Table Manners conducted by Mr. Shaju Varghese, Hospitality Professional and Trainer, Taj Vivanta, Ernakulam.



1ST OWNERS MEETING -ASSET FORTUNA



1ST OWNERS MEETING -ASSET LUMINANCE



RE-CERTIFICATION AUDIT

ISO 9001- 2015 Recertification audit process took place at the corporate office and Asset Dominion on 25th of September. We are glad to inform you that our ISO certification has been extended for the next one year.

Congratulations to each and every one on this achievement. Special thanks to our CTO- Mr. Mahesh, Glisson, Roshan, Jibin and Leeja for the coordination and support.



KEY HANDING OVER



Key Handing Over to
Dr.Haridas, Asset Limelight
Kochi



Key Handing Over to
Mr. Akhil Ananthakrishnan,
Asset Rangoli - Kochi



Key Handing Over to
Mr. Pradeep & Mrs. Neena,
Asset Alpine Oaks - Kochi



Key Handing Over to
Mrs. Sindhu Jayaraj,
Asset Fortuna - Thrissur

HOUSE WARMING



House Warming Ceremony of Mr.Sreekanth,
Asset Fortuna - Thrissur



17

**EXCLUSIVE
DELIGHT SERVICES**

DELIGHT SURPRISE



Birthday Wishes to Ms.Reshma,
Asset Hillcrest Volga - Trivandrum



Birthday Wishes to
Mr.Sumesh.V.Sukumaran,
Asset Winchester - Kottayam



Birthday Wishes to Ms.Taniya Varghese,
Asset Serenity - Kottayam



Birthday Wishes to Mrs.Sunitha Gopakumar,
Asset Chandelier & Asset Dominion - Kochi



Birthday Wishes to Mrs.Anusree Kandoth,
Asset Ensign - Calicut

CUSTOMER OF THE MONTH



Mr.Ajil Babu.R,
Asset Hillcrest Volga - Trivandrum



Mrs.Bismi Mohammed Sali
Asset Canvas - Kochi



Mrs.Chitra Parayil,
Asset Fortuna - Thrissur



Mr.Priyadarshan Ravindran,
Asset Senate - Kannur



Wedding Ceremony of Abhilash and Sruthy



Wedding Ceremony of Aju and Ashly

MONTHLY SAFETY MEETINGS



Asset Winside - Thrissur



Asset Majestic - Thrissur



Asset Winside - Thrissur



Asset Ensign - Calicut



Asset Ensign - Calicut

EMERGENCY EVACUATION MOCK DRILL AND FIRE FIGHTING TRAINING CONDUCTED AT ASSET WINSIDE - THRISSUR



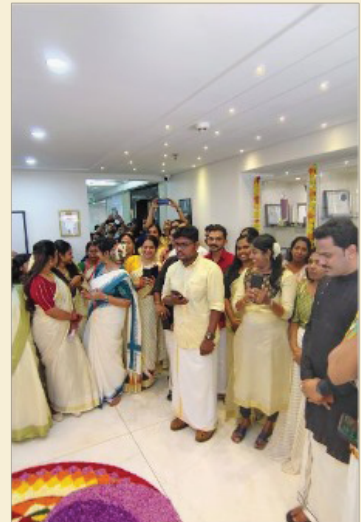
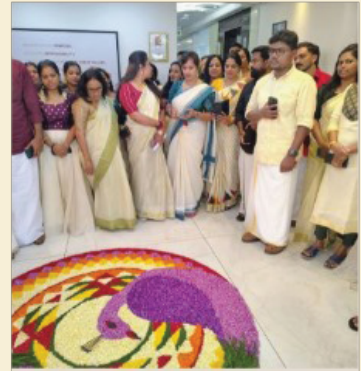
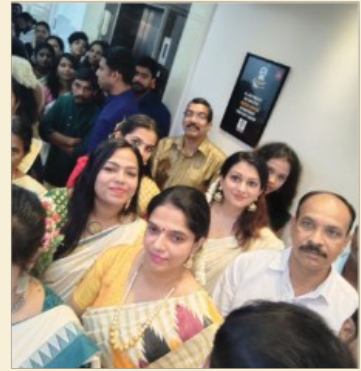


ONAM CELEBRATION @ ASSET



ASSET CORPORATE OFFICE - KOCHI









ASSET TRIVANDRUM



ASSET KOTTAYAM



ASSET NILAAVU



ASSET THRISSUR



ASSET CALICUT



ASSET KANNUR

SAFETY TOOL BOX TALK



Asset Majestic - Thrissur



Asset Canzara - Trivandrum



Asset Celeste - Kochi



Asset Winside - Thrissur

Q - LAB



QUALITY TOOL BOX TALK



SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st - Asset Dominion
Kochi



1st Runner-up
Asset Canzara - Trivandrum

SUBSTRUCTURE



1st - Asset Sreyas
Ernakulam



1st Runner-up
Asset Magnum - Kannur

Congrats

SPECIAL RECOGNITION AWARD



Aswathy A Mohan

SALES STAR OF THE MONTH



Jijeesh N

ENGINEER OF THE MONTH



Vivek S Nair

SERVICE STAR OF THE MONTH



Vimal V T

1ST RUNNER-UP SALES



Sharon Raju

SERVICE CITATION



Sajith P N
(10 Years)



Sivaprasad M S
(9 Years)



Vinod Kumar K
(9 Years)



Balasreeram K S



Shameena Shafeeque



Vimal Varghese

CLEAN WORKPLACE



Asset Canzara - Trivandrum

KNOW YOUR COLLEAGUE

Dear Assetians,

I'm thrilled to share a bit about myself. I am Sruthy Suresh, working as an Interior Coordinator at Asset Homes, where I've had the privilege of developing my career for almost 2 years. This role has provided me with a fantastic opportunity to refine my skills and gain invaluable experience in the field. I'm truly thankful to the management team for their trust and support, which has greatly enhanced my confidence and expertise.



Regarding me, I was born and raised in Changanassery, Kottayam, in a close-knit and supportive family & friends that has greatly influenced who I am today.

My roots are humble; my father is a carpenter, and my mother is a homemaker. I also have a younger sister who works as an HR professional in Bangalore. My husband, an ELV consultant, runs his own company, and together, they are all part of the world that brings me joy and fulfilment.

In my free time, I love to paint, as colours bring me joy and help me unwind when I feel stressed. I also have a passion for singing and dancing. And, of course, my friends - they are my source of energy, my stress relievers, and my ultimate mood lifters.

I am deeply grateful to the Asset family for their unwavering support and encouragement over the past two years. Your trust and guidance have been instrumental in my growth, and I look forward to many more years of collaboration.

I embrace this journey as an opportunity to further establish myself and contribute to the collective success of our team.



Thank you, Asset Homes, for being a second family to me. And I'm excited to continue contributing to the team's success and building strong relationships with both colleagues and clients.

Responsibly yours,
Sruthy Suresh
Interior Coordinator



BIRTHDAY LIST

Ameer V H 01-Oct
 Reshma John 08-Oct
 Arunima Joy 08-Oct
 Premil Kumar P 12-Oct
 Befin Francis 14-Oct
 Aleena Prasad 16-Oct
 Nikhil G 16-Oct
 Saiju Joseph 19-Oct

Tony John 19-Oct
 Anandha Padmanabhan V A 19-Oct
 Roshan A R 24-Oct
 Vinitha George 24-Oct
 Abhiram M S 25-Oct
 Pretty Paul 27-Oct
 Sabu G 28-Oct
 Asha Arunkumar 30-Oct

ANNIVERSARY LIST

Priyamol Jose 02-Oct
 Tony John 02-Oct
 Smitha Gireesh 26-Oct
 Shaji Jose E V 29-Oct
 Ittyavirah Abraham 30-Oct

NEW JOINEES



Rithu Krishnan M



Aswathy



Sivadathan N



Soji Joseph



Bindu N R



Georgi Thambi



Prince Joseph



Nikhil G



Krishnakanth T P



Safrin A Karim

BIRTHDAY CELEBRATIONS



Babu K V



Akhil Kumar K G



Sidharth Sajeev



Santhosh T



Asha Elizabeth Johnson



Aswathy A Mohan



Archana Javin



Vishnusree P S



Asha A Balakrishnan



Chinju M S



Sunish B S



Jijo C Maniamkot

☎ 99461 00252
☎ 98464 99999
☎ 95267 99999

DUBAI: 00971 58 567 9500

delight.services@assethomes.in



17

**EXCLUSIVE
DELIGHT SERVICES**

MEDCARE
D-LOC
PRE-MONSOON CHECK UP
MAINTENANCE CLINIC
FREE INSURANCE
TRANSIT HOME FACILITY
DELIGHT SERVE
DELIGHT DRIVE
FAMILY OF THE MONTH
CUSTOMER ON BOARD
DELIGHT DE ASSIST
DELIGHT DECOR
DELIGHT SURPRISES
DELIGHT SHIFT
DELIGHT SHINE
DAILY DELIGHT
DELIGHT AID



All our projects are audited for Safety and Quality by



Shaping a World of Trust

CORPORATE OFFICE

Asset Homes Pvt. Ltd., No. XV/246C,
Asset Centrale, NH Bypass,
Kundannoor Junction, Maradu P.O.,
Ernakulam, Kochi - 682 304,
Tel: 0484 4344 999, 4345 000

Thiruvananthapuram

Asset Homes Pvt. Ltd.
First Floor, Devs Sakura Building,
NH 66 Bypass, Kulathoor P.O.,
Kazhakootam, Trivandrum - 695583
Tel: +91- 471-2418499
Mob: 99460 99999
Email: tvmsales@assethomes.in

Kollam

Asset Homes Pvt. Ltd.,
Vrindavan Nagar 7, Town limit,
Kadappakada, Kollam - 691008.
Tel: +91- 474-2731199
Mob: 81296 99999
Email: kollam@assethomes.in

Kottayam

Asset Homes Pvt. Ltd., Ground Floor,
Asset Sapphire, Kanjikuzhy,
Muttambalam P.O., Kottayam - 686004
Tel: +91- 481-2575696,
Mob: 99465 99999
Email: kottayam@assethomes.in



Responsibly Yours

(An ISO 9001:2015 Certified Company)
www.assethomes.in

CALL: +91 98464 99999

 **95267 99999**

Alappuzha

Tel: +91 7593003498
Email: alappuzha@assethomes.in

Thrissur

Asset Homes Pvt. Ltd.,
First Floor, Asset Platina,
High School Link Road
Opp. SBI, Railway Station Branch,
Poonkunnam P O, Thrissur - 680 002
Tel: +91- 487-2386199,
Mob: 89430 99999
Email: thrissur@assethomes.in

Kozhikode

Asset Homes Pvt. Ltd.,
No.29/2084 A-1, K. T. Gopalan Road,
Kottuli, Kozhikode - 16
Tel: +91- 495-2744455
Mob: 81297 99999
Email: kozhikode@assethomes.in

Kannur

Asset Homes Pvt. Ltd., Asset Hallmark,
Near Payyambalam Park,
Payyambalam (PO), Kannur - 670 001
Tel: +91- 497-2767079,
Mob: 97457 99999
Email: kannur@assethomes.in

Dubai

Asset Homes Pvt. Ltd.,
City Space Real Estate Office 1206,
12th Floor,
Shoba Ivory - 2, Business Bay, Dubai
Tel : +971- 43705270,
Mob: 00971 58 567 9500
mail: globalsales@assethomes.in

Qatar

Tel: +97471240688
Email: sales.qatar@assethomes.in



 AssetHomesOfficial
 AssetHomesKochi
 assethomes_
 AssetHomesKochi
 assethomes