

# ASSET Beyond DECEMBER 2024 squarefeet

A monthly newsletter from Asset Homes



141<sup>st</sup>  
ISSUE

## LAUNCH OF ANANDA MALIKA



ASSET TURNS 18

# MANAGING DIRECTOR SPEAKS



Dear Friends,

November was a truly memorable month as we celebrated our 18th Anniversary on the 19th. This milestone is not just a reflection of our company's growth but a testament to the unwavering dedication, passion, and hard work that each one of you brings to the table every day. I extend my deepest gratitude to all of you for making this journey so fulfilling and inspiring.

Over the past 18 years, we have achieved more than just building homes; we have built lasting relationships, earned a strong reputation, and laid the foundation for a bright future together. Your relentless pursuit of excellence, commitment to innovation, and collective efforts have brought us to this incredible moment. We have faced challenges, celebrated successes, and evolved as one united team. I am immensely proud to lead such a talented group of individuals.

As we celebrated this milestone, I reflected on how November 19th holds significance for several iconic organisations. On this same day, companies like Mattel, Revlon, Discovery, Inc., and The Boeing Company began their journeys - each growing to become global leaders in their industries. These organisations remind us that anniversaries are not just markers of longevity but also opportunities to commit to bold aspirations for the future.

In this spirit, we have outlined 7 key resolutions for our 18th year, each representing a step forward in our shared journey:

## 1. Commit to Innovation and Growth

Growth is the lifeblood of any organisation, and innovation is its engine. As we move forward, we aim to foster a culture where creativity thrives and where new ideas are not only welcomed but actively encouraged. From exploring new technologies to venturing into untapped markets, we will strive to remain ahead of the curve.

## 2. Enhance Customer Relationships

Our customers are the heart of our business.

Strengthening our bonds with them requires focusing on understanding their evolving needs and delivering value at every touchpoint. Through personalised experiences, superior service, and consistent communication, we aim to deepen their trust in us.

## 3. Strengthen Employee Engagement and Well-being

Our people are our greatest asset. Investing in their professional growth, fostering an inclusive environment, and ensuring their well-being will remain a priority. Together, we will create a workplace where everyone feels valued, motivated, and inspired to contribute their best.

## 4. Increase Social Responsibility and Sustainability

As a responsible organisation, we recognise our role in shaping a better world. From implementing eco-friendly practices in our projects to engaging in meaningful community initiatives, we are committed to leaving a positive impact on society and the environment.

## 5. Expand Market Presence and Influence

To grow, we must expand beyond our current boundaries. By exploring new geographies, strengthening our brand, and building strategic alliances, we aim to increase our footprint and position ourselves as industry leaders.

## 6. Improve Operational Efficiency through Digital Transformation

Adopting smarter, tech-driven solutions will streamline operations, enhance productivity, and deliver better value to all our stakeholders. Focusing on digital transformation will help us work smarter, not harder, and prepare us for future challenges.

## 7. Foster Diversity, Inclusion, and a Strong Company Culture

A diverse team is a stronger team, and an inclusive environment unlocks the full potential of our people. By embracing varied perspectives and nurturing our shared values, we will build a culture that drives innovation and collaboration while staying true to our mission.

Looking ahead, I am confident that with your continued support and enthusiasm, we will soar to even greater heights, just like the luminaries who began their remarkable journeys on this same date.

Here's to many more years of growth, innovation, and success. Thank you for being an integral part of this journey, and I eagerly look forward to all that we will accomplish together in the years to come.

Wishing you all a December filled with joy and inspiration.

Warm regards,

**Sunil Kumar V**

Founder & Managing Director,

Asset Homes

Asset JGT Ananda Malika was launched in an aura of majesty on 16th November 2024 at Casino Hotel, Willingdon Island. Mr. Sunil Kumar V, Founder and MD of Asset Homes, addressed an esteemed audience and elaborated on the unique aspects of the project. Mr. Thomas Dominic and Mr. Joseph Dominic, Directors of JGT, also spoke about their inspiring association with Asset Homes.

Adding to the grandeur of the event, Prithviraj Sukumaran and Asha sharath, our brand ambassadors, participated in the occasion and reflected on the one-of-a-kind journey of Asset Homes. The function concluded with a vote of thanks delivered by Tony John, CEO of Asset Homes.



ANANDA  
MALIKA

BY ASSET JGT

JAWAHAR NAGAR,  
ERNAKULAM



Asha Sarath unveiled the logo of Asset JGT's second project, Swapnamalika, by handing over to Architect Cyril. Jose Dominic, Susanna Muthoot, SunilKumar V and Joseph Dominic were present.



## CELEBRATING 18 YEARS OF EXCELLENCE

The 18th Anniversary of Asset Homes was celebrated with great enthusiasm and pride. The event commenced with a heartfelt welcome speech by Mr. Tony John, CEO, marking the beginning of a memorable day.

This was followed by an inspiring keynote address delivered by Mr. Sunil Kumar V, Founder and Managing Director. Thoughtful messages were also shared by Mr. N. Mohanan, Director, and Mr. C.V. Rappai, Director, reflecting on the company's incredible journey and achievements over the years.

The celebration concluded with the much-anticipated 18th Anniversary Gift Distribution, honoring the dedicated Assetians whose contributions have been instrumental in the company's success.





## CRISIL REAL ESTATE CONCLAVE DEC. 2024



Our MD Mr. Sunil Kumar speaks as a panellist in the CRISIL Real Estate Conclave 2024 at Hyatt Bolgatty Cochin on 1st Dec. 2024.

## NEW PRE SALES BAY



Inauguration of our new Pre Sales bay at the corporate office.

## CONGRATULATIONS



Our Girish (Finance) receiving Best Bowler award from IFCR Vice Chairman Rtn. Salim in Grandstand'24 cricket tournament at Cochin.

## REALTY PLUS AWARD



MD Mr. Sunil Kumar received the Realty plus award for The Leaf and Asset PKS Heritance at the award function at Bangalore. We are the only builder from Kerala achieving this award.

## ASSET CANZARA SAMPLE APARTMENT INAUGURATION



Asset Canzara sample apartment inauguration done by JV Partner Mr. Xavier Luke Fernandez in the presence of our MD Mr. Sunil Kumar.

## HSE DEPARTMENT'S 3<sup>RD</sup> QUARTERLY MEETING AND TRAINING



### ASSET HOWZAAT @ GRANDSTAND'24 CRICKET TOURNAMENT

The Corporate Rotary Grandstand is a wonderful avenue for all sports-loving individuals. This flagship event in the Rotary sports fraternity brings together enthusiasts from various backgrounds to celebrate the spirit of sportsmanship and camaraderie. It stands as a testament to our commitment to fostering community engagement and promoting a healthy, active lifestyle.

## WORLD QUALITY DAY

On 14th November, World Quality Day was celebrated at our corporate office. The event began with a welcome speech by Mr. Roshan Lal (GM, QUEST), followed by an inspiring keynote address by Mr. Tony John (CEO). Quality messages were shared by Mr. Glisson E G (Chief Engineer, QUEST), Mr. Pravin Gopalan (Chief Design Officer), Mrs. Anju Venugopal (Chief Information Officer), Mr. Gokul G K (Chief Business Officer), and Mr. Sajith P.N (Sr. General Manager, Projects), each highlighting the importance of quality in their respective domains. The celebration concluded with a vote of thanks by Mr. Jibinkumar V S (Manager, Health, Safety & Environment).



# 17

**EXCLUSIVE  
DELIGHT SERVICES**

### DELIGHT SURPRISE



Birthday Wishes to Ms. Sudha. B.S,  
TKM Asset Grandios Sterling - Kollam



Birthday Wishes to Mr. Denny Joseph,  
Asset Chrisabelle - Kottayam



Birthday Wishes to Dr. Asha Rao,  
Asset Chiraag & Asset Fortuna - Thrissur



Birthday Wishes to Dr. Jabir,  
Asset Zenith - Calicut

## KEY HANDING OVER



Key Handing Over to  
Mrs. Bernadette Sherine D'cruz &  
Mr. Senthil Kumar, Asset Limelight - Kochi



Key Handing Over to Ms. Laila Das,  
Mother of Ms. Dana Vamadevadas,  
Asset Limelight - Kochi



Key Handing Over to  
Mr. Benny Joseph, Asset Precious - Thrissur



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



Key Handing Over to  
JV partner Mr. Janardanan Puthalath &  
Mrs. Sujatha.V, Asset Raintree - Kannur

## CUSTOMER OF THE MONTH



Ms. Kavya Retnakaran,  
Asset Orchestra - Trivandrum



Mr. Vimal Jack Roy,  
Asset Chrisabelle - Kottayam



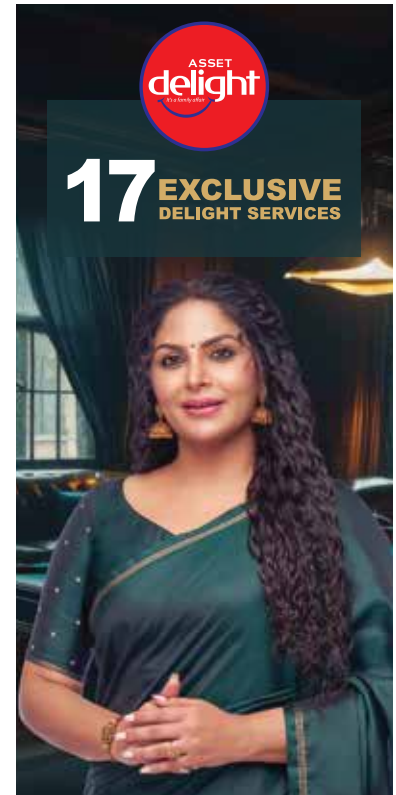
Mr. Sivadasan. M,  
Asset Fortuna - Thrissur



Mr. Jacob Mammen & Family,  
TKM Asset Grandios Sanford - Kollam



Mr. K.C.Ashok Kumar  
Asset Alpine Oaks - Ernakulam



## DELIGHT DRIVE



Mr. Sunil Sunny,  
Asset Gitanjali - Thrissur



Mr. Bibin Oommen,  
Asset Limelight - Kochi

## KNOW YOUR COLLEAGUE

Dear Assetians,

I am Aswathy, an individual deeply committed to maintaining harmony and sustainability in all aspects of life. Hailing from Trivandrum, I was fortunate to be raised in a family that valued resilience, integrity, and the pursuit of knowledge. My father, a retired CRPF officer, and my mother, a homemaker, instilled in me the importance of perseverance and an unwavering commitment to excellence. My younger sister is pursuing her postgraduation in gynecology at Trivandrum Medical College.

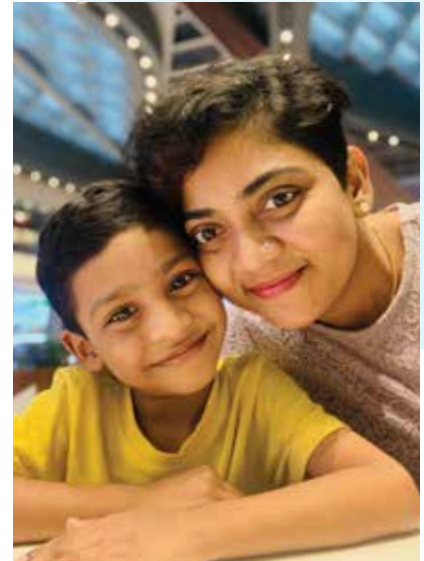
On a personal level, my family remains my source of strength and inspiration. My husband, a researcher exploring the evolution of human consciousness, challenges me to think beyond conventional boundaries, while my son,

Eminnem McZaiine, studying in UKG, fills our home with boundless curiosity and energy. Balancing family and career deepens my appreciation for life's interconnectedness. Outside of work, painting and interior decoration offer me a creative outlet.

My academic foundation in Civil Engineering from Govt.RIT, Kottayam, followed by an M.Tech in Traffic and Transportation Engineering from CET, Trivandrum, laid the groundwork for a career rooted in critical thinking. The professional chapters of my life have been equally transformative. My tenure at the National Games Secretariat, Kerala, and later in Dubai, provided invaluable exposure to diverse challenges.

Since joining Asset Homes on 19th January 2023, I have discovered how creativity, technology, and philosophy intersect in exploring the balance between human ambition and environmental harmony. I have been especially drawn to eco-friendly construction practices, which not only minimize environmental impact but also align with a vision of harmonious coexistence with nature.

At Asset Homes, my roles as Interior Coordinator and in the Customization Department have been opportunities to explore how design innovation can elevate human well-being. My life at Asset Homes will undoubtedly be a remarkable chapter in my journey. The values I have embraced, the friendships I have built, and the knowledge I have gained here all



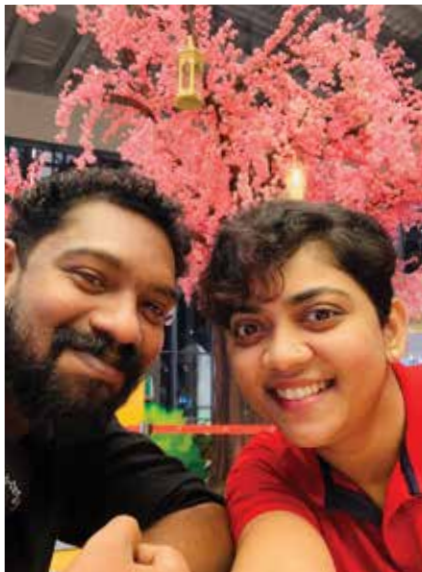
enrich my experiences and shape my growth.

My intellectual pursuits extend into ancient construction techniques, a subject that deeply fascinates me. These techniques show how design can create calming spaces, relieve stress, and even influence well-being. This fusion of ancient wisdom with modern eco-conscious practices inspires my vision for the future of construction. I am truly grateful to Asset Homes for granting me the space to pursue and develop my vision.

Responsibly yours,

**Aswathy A Mohan**

Interior Coordinator



### ASSET BUTTERFLIES CARNIVAL AT KAKKANAD



### VANITHA VEEDU EXPO AT KOCHI



## MD's TALK @ ROTARY CLUB



Our Founder and Managing Director, Sunil Kumar V addressed the Rotary Club of Cochin East on November 4<sup>th</sup>, sharing insights on the concept and operations of Senior Living Facilities.

## MONTHLY SAFETY MEETINGS



Asset Sovereign - Trivandrum



Asset The Leaf - Trivandrum



Asset Gateway - Pathanamthitta



Asset Celeste - Kottayam



Asset Alpine Maple - Kochi



Asset Dominion - Kochi



Asset DTE - Kochi



Asset Winside - Thrissur



Asset Majestic - Thrissur

## SAFETY TOOL BOX TALK



Asset Dominion - Kochi



Asset Dominion - Kochi



Asset DTE - Kochi



Asset DTE - Kochi



Asset Laurels - Kochi



Asset Alpine Maple- Kochi



Asset Moon Grace - Kochi

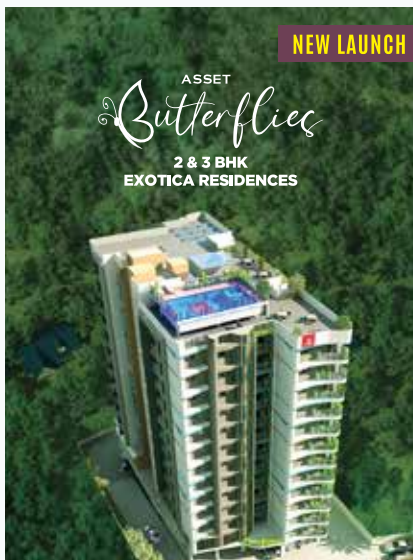


Asset Winside - Thrissur

## QUALITY TOOL BOX TALK



## Q - LAB



## SPECIAL EXCELLENCE AWARD

### SUPER STRUCTURE



1<sup>st</sup> - Asset Dominion  
Kochi



1<sup>st</sup> Runner-up  
Asset Canzara - Trivandrum



1<sup>st</sup> - Asset Sreyas  
Kochi



1<sup>st</sup> Runner-up  
Asset Nilaavu - Alappuzha

CONGRATULATIONS

### SPECIAL RECOGNITION AWARD



Vishnusree P S

### SALES STAR OF THE MONTH



Jijeesh N

### 1<sup>ST</sup> RUNNER-UP SALES



Aju Philip

### ENGINEER OF THE MONTH



Sujith N

### SERVICE STAR OF THE MONTH



Prasanthan Alinkeel

### CLEAN WORK PLACE



Asset Alpine Maple - Kochi

### SERVICE CITATION



Rajesh K R  
(16 Years)



Salomy Antony  
(11 Years)



Tinu Davis  
(9 Years)



Sandeep K S  
(5 Years)



Jijeesh N  
(5 Years)



## BIRTHDAY LIST

|                        |        |
|------------------------|--------|
| ELDHOSE PAUL           | 01-Dec |
| AKHIL THOMAS           | 01-Dec |
| MRIDHUL T V            | 02-Dec |
| VEENA NAIR             | 02-Dec |
| BIBIN GEORGE           | 04-Dec |
| SHARON RAJU            | 04-Dec |
| MANUEL YESUDAS         | 04-Dec |
| FLEX JOSE              | 05-Dec |
| PRADEESH PRADEEP       | 05-Dec |
| SRUTHY MOL SURESH      | 06-Dec |
| BIBIN BABU             | 07-Dec |
| PRIYAMOL JOSE          | 08-Dec |
| SAJITH P N             | 10-Dec |
| SMITHA GIREESH         | 10-Dec |
| DOLVIN SANTY           | 15-Dec |
| SIVADATHAN N           | 16-Dec |
| ANAS A                 | 16-Dec |
| BALASREERAM K S        | 18-Dec |
| BABITHA T G            | 20-Dec |
| SIGILA T S             | 20-Dec |
| BRIN STEPHEN GONSALVEZ | 22-Dec |
| SIVAPRASAD M.S         | 26-Dec |
| MUHAMMED AADHIL A N    | 30-Dec |

## ANNIVERSARY LIST

|                     |        |
|---------------------|--------|
| ARUN BHASKARAN      | 01-Dec |
| ASWATHY A MOHAN     | 03-Dec |
| AJITHA RAGHURAJAN   | 04-Dec |
| SHIHAB R H          | 06-Dec |
| SALEEM K P M        | 06-Dec |
| VINEETH M           | 16-Dec |
| ABHIRAM M S         | 22-Dec |
| NISHANTH THANKAMANI | 24-Dec |
| MILI T S            | 25-Dec |
| BIJU N P            | 27-Dec |

## NEW JOINEES



Anas A



Anit Joy



Blessy George



Hemanth P



Saleem K P M



Vedanth V Namboodiri



Anvin Jacob



Arjun Sreedharan



Noble A Varghese



Neethu V B



## CONGRATULATIONS

Sooraj Soman and Asha Lakshmi



## BIRTHDAY CELEBRATIONS



Abhilash R



Alwyn Jose A



Babu C A



Sajesh S



Chinnu Sajeevan



Safrin A Karim



Vinod Kumar K



U A Azeer

All our projects are audited for Safety and Quality by



Shaping a World of Trust



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DECEMBER 2024