

ASSET Beyond squarefeet

JANUARY 2025

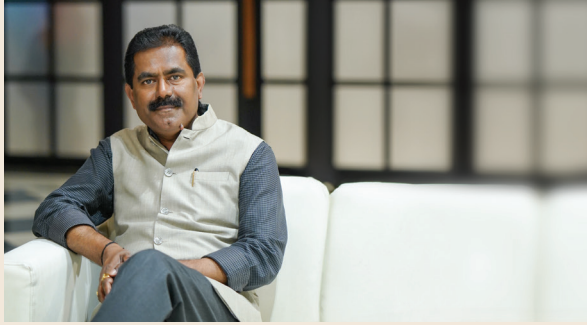
A monthly newsletter from Asset Homes



ASSET VISMAYAM STONE LAYING



MANAGING DIRECTOR SPEAKS



As we bid farewell to 2024 and embrace the promise of 2025, I want to take a moment to reflect on the incredible journey we have undertaken together this past year. 2024 has been a year of remarkable achievements driven by your commitment, energy, and dedication. Each of you has been instrumental in overcoming challenges, reaching milestones, and building the foundation of our shared success. For this, I extend my heartfelt gratitude.

Looking ahead, 2025 holds even greater potential for Asset Homes. Together, we stand on the brink of extraordinary possibilities that will define the next chapter of our story. Achieving this requires us to bring our best to the table-focusing sharply on our vision, aligning our approach, and driving innovation and excellence across every aspect of our operations. Every team, every process, and every individual will play a pivotal role in propelling us forward.

Let me outline the key focus areas for the year ahead:

Sales and Marketing: Driving Visibility and Growth

In 2025, our Sales and Marketing teams will continue to play a critical role in expanding our reach and strengthening our brand. From targeted campaigns to innovative digital strategies, let's focus on creating narratives that resonate deeply with our audience, enhancing customer acquisition and retention, and driving significant revenue growth. The new year promotion - Jackpot, is just one example of how we can continue to build interest and trust in our brand.

Customer Delight: Elevating the Experience

Our customers are the cornerstone of our success. This year, let's aim to exceed their expectations at every touchpoint. By anticipating their needs and delivering thoughtful, high-quality services, we will build homes and foster lasting relationships, trust, and loyalty.

Project Execution: Precision in Delivery

Timely, efficient, and quality-driven project execution remains essential to our reputation. In 2025, let's streamline processes, ensure accountability, and set new benchmarks in delivery excellence, making Asset Homes a symbol of reliability in the industry.

Project Planning: Strategic Vision

A strong foundation begins with meticulous planning. Our Project Planning team will set the stage for success across all our projects by refining our timelines, resource allocation, and risk management strategies. Let's plan smarter to deliver better.

HR and Legal: Building Strong Foundations

Our people are our greatest asset. This year, let's focus on attracting top talent, fostering growth, and ensuring a culture of trust and respect. Simultaneously, strengthening our legal frameworks will ensure we navigate the complexities of compliance with confidence and integrity.

Finance and IT/ERP: Enabling Scalability

Financial discipline and robust IT infrastructure are essential for scalability. By optimising our financial processes and refining our ERP systems, we will create a seamless foundation for growth and smarter decision-making.

Internal Audit: Safeguarding Excellence

Our Internal Audit team will ensure we meet the highest standards in quality, safety, cost, and timelines. Proactive audits will serve as a catalyst for improvement, driving transparency and accountability across the board.

Innovation and Collaboration: A Forward-Thinking Approach

2025 will be a year of bold ideas and seamless collaboration. By embracing innovation and fostering teamwork, we will adapt to changing market dynamics and lead the way in redefining industry standards.

Sustainability and Corporate Responsibility: Leading with Purpose

Our commitment to sustainability will continue to guide our operations. Let's ensure that every action reflects our responsibility toward the environment and the community, creating value beyond profits.

Moving Forward: Uniting for Success

The opportunities before us in 2025 are immense but require consistent effort, creativity, and collaboration. Each of you plays a vital role in shaping the future of Asset Homes. We will turn these opportunities into exceptional achievements by staying united and focused.

As we embark on this journey, we have exciting projects, promising partnerships, and innovative ideas on the horizon. Together, we will continue to raise the bar and make 2025 a landmark year in our company's history.

Once again, thank you for all you have contributed to our success so far. Let's continue this momentum and make 2025 our most successful year yet.

Wishing you and your families a joyful, prosperous, and fulfilling New Year.

Sunil Kumar V

Founder & Managing Director,
Asset Homes

BLM AND ASSET HOMES LAUNCHED THEIR FIRST JOINT HOUSING PROJECT IN THIRUVANANTHAPURAM

BLM, one of the country's largest housing cooperative societies, has partnered with Asset Homes to launch a premium residential project in Thiruvananthapuram. The foundation stone for Asset Vismayam, the first joint venture project with BLM in Kerala, was laid during a grand ceremony at the project site in Sasthamangalam, the heart of the city.

Asset Vismayam, the 116th project by Asset Homes, features spacious and luxurious 3 and 4 BHK apartments. Speaking on the occasion, BLM Chairman R. Prem Kumar expressed optimism about the partnership, announcing plans for many more projects in Kerala under joint development. Sunil Kumar V - Founder and Managing Director Asset Homes, assured that the project would be completed on time with the exceptional quality standards synonymous with Asset Homes.



The foundation stone-laying ceremony was graced by several notable figures, including prominent architect G. Shankar, S.N. Raghuchandran Nair President, Trivandrum Chamber of Commerce and Industry, Madhusudanan Nair Ward Councilor, among others. The project categorized as premium Exotica series, promises a luxurious lifestyle in a prime location.



SIGNING OF MOU



MOU signing of proposed project at Melechowva:
Mr.Sunil Kumar, Mr.P.V.Ratankumar and Mr.Ravindranath Valappil



Our MD inaugurating the annual day Celebrations of Saraswathy Vidyanikethan School, Poonkunnam Thrissur



Our MD extending 90th birthday greetings to Smt. Sarada teacher, wife of late Com.E.K Nayanar, former Chief Minister of Kerala, on her Navathi celebration at Kannur.

Hall of Fame Award



P Rajeev & Industries Department, Kerala
Governance (Governance)

K R Bijlmon
Business

Santa Monica
Education (Study Abroad)

Jilumol Mariet Thomas
Individual (Talent)

Hannah Muthoot
CSR

Shafi Parambil
Politics (Parliamentarian)

Asset Homes
Business (Construction)

Mandakini
Leisure (Brand)

ULCCS
Co-Operative (Construction)

KIFA
Agriculture (Movement)



HALL OF FAME
Trendsetters of Kerala 2024

#Impact #Influence #Inspiration

Digital Partner



Information Partner



Branding Partner



Technology Partner





HALL OF FAME
Trendsetters of Kerala 2024

Asset Homes
Business (Construction)

www.livenewage.com

Digital Partner: DIGITAL, Information Partner: dhankibaat, Branding Partner: brandmore, Technology Partner: PENOFT

Channel Partner Meet: Unveiling Ananda Malika by Asset JGT



On December 10, 2024, Asset Homes hosted an exclusive Channel Partner Meet at the elegant Casino Hotel, Willingdon Island, to celebrate collaboration and unveil the much-anticipated project, Ananda Malika, by Asset JGT. The event began with an engaging introduction by the host, Akshay Anand, followed by an inspiring welcome speech by Tony John, CEO of Asset Homes, who expressed heartfelt gratitude to the channel partners. Sunil Kumar, Director of Asset JGT, introduced the visionary concept behind Ananda Malika and its connection to the broader Asset JGT portfolio, while Joseph Dominic, Director of Asset JGT, detailed the unique features and benefits of the project, emphasizing its exceptional design and premium amenities. Anumodh M, General Manager of Asset JGT, shared insights into the meticulous planning and execution behind Ananda Malika, showcasing its potential to set new benchmarks in real estate. Gokul Pillai, Chief Business Officer of Asset Homes, highlighted exclusive partner benefits, followed by a moment of recognition for Anil Kurian and George Jose, who were honored for their outstanding contributions. The evening concluded with a heartfelt vote of thanks by Anvin Jacob, Sales Manager of Asset JGT, leaving everyone inspired and excited for the journey ahead with Ananda Malika. The event was a resounding success, strengthening the partnership and setting the stage for future achievements.

Festival of Keys – Moon Grace & East Brook Key Handover: A Night of Celebration and New Beginnings

Asset Homes proudly continued its Festival of Keys, a landmark initiative to hand over 17 completed projects in 2025. The latest milestone was celebrated in Kochi on December 8th, 2024, where keys were handed over to the proud new homeowners of Asset Moon Grace and Asset East Brook, marking our 80th and 81st completed projects.

Kochi Hosts Another Milestone

The city of Kochi, known for its vibrant culture and cosmopolitan charm, played host to this memorable evening. The venue, The Renai Kochi, Palarivattom, was abuzz with excitement as the evening commenced with the arrival of distinguished guests and homeowners.

Mr. V. Sunil Kumar, Founder and Managing Director, delivered an inspiring welcome speech, emphasizing the significance of this occasion and the vision behind the Festival of Keys.

The ceremonial lamp lighting was graced by notable dignitaries, including T. J. Vinod, MLA (Ernakulam), Anwar Sadath, MLA (Aluva), Prithviraj Sukumaran, and Asha Sarath, along with JV partners and representatives from Asset Homes. This marked the beginning of an evening dedicated to celebrating milestones and fulfilling dreams.

Delivering Dreams with Every Key

The highlight of the evening was the official key handover to the homeowners of Asset Moon Grace and Asset East Brook. The joy and pride were palpable as keys were presented by our esteemed brand ambassadors, Prithviraj Sukumaran and Asha Sarath. Each name announced was a story of trust, collaboration, and dreams realized.

Felicitation speeches by distinguished guests, including prominent local leaders and JV partners, added warmth to the celebrations, acknowledging Asset Homes' commitment to quality and community building.

Building on a Legacy

The Festival of Keys is not just an event—it's a movement to deliver joy, trust, and excellence. Asset Homes is committed to creating milestones that celebrate the dreams of countless families.



CP meet for Asset Pavithram



Kerala Home Expo at Kannur Branch



WE DELIVER KERALA LIKE NOBODY ELSE

CHOOSE YOUR
ASSET

TRIVANDRUM
KOLLAM
PATHANAMTHITTA
KOTTAYAM
ALAPPUZA

ERNAKULAM
THRISSUR
PALAKKAD
KOZHIDODE
KANNUR

Every Asset Home, Right Here in Kannur!

ASSET
MAGNUM
THOTTADA, KANNUR

☎ 97457 99999 📞 95267 99999 Dubai ☎ 00971 58 567 9500



116
Projects

81
Completed
Projects

35
Ongoing
Projects

10
Districts

7000+
Customers



CORP. OFFICE: No. XIV/246C, Asset Centre, NH Bypass, Kundannoor Junction, Maradu P.O., Ernakulam, Kochi - 682 304. Tel: 0484 4344 999

Responsibly Yours



KEY HANDING OVER



Mr.Sivadasan.V,
Asset Fortuna, Thrissur



Mr.Suresh Kumar
& Family, Asset Platina, Thrissur



Mr.Mohammed Ashraf, Father
of Muhammed Uthbath Gaswan,
Asset Senate, Kannur



Mr.Aravindaksha,
Asset Fortuna, Thrissur



Mrs.Rakhi Anand,
Asset Fortuna, Thrissur



Mr.Devananda Shenoy &
Dr.Asha Rao, Asset Fortuna, Thrissur



Mrs.Sruthi Aneesh,
Asset Fortuna, Thrissur



Mr.M.K.Ravindran,
Asset Fortuna, Thrissur



Mr.Pradeep Prabhakaran,
Asset Platina, Thrissur



Mr. Ajithakumar &
Mrs.Shailaja, Fortuna Thrissur



Mr.Ravindran Markassery,
Asset Platina, Thrissur



17

**EXCLUSIVE
DELIGHT SERVICES**



CUSTOMER OF THE MONTH



Mr.A.K.Ajitha
Kumar, Asset Fortuna



Mr.Joseph.V.Joseph & Family,
Asset Alpine Oaks



Mrs.Preetha.K.P, Asset Sunny Days

HOUSE WARMING CEREMONY



Mr.Ajitha Kumar &
Mrs.Shailaja, Asset Fortuna



Mr.Aravindakshan, Fortuna



Mrs.Sreerekha
Suresh, Asset Fortuna



Mr.Babaram
& Mrs. Latha, Platina



Mr.Besto Thomas, Asset Rangoli



DELIGHT SURPRISE



77th Birthday Wishes to Mrs.Gracy Varghese,
Asset Le Grande



Birthday Wishes to Mr.Joseph.M.Kainady,
Asset Elan Casa



DOCUMENTS HANDED OVER



Documents Handed Over to Mr.Akhil Ananthakrishnan, Asset Rangoli



Documents Handed Over to Mr.M.K.Ravindran, Asset Fortuna



Documents Handed Over to Mr.Sivadasan, Asset Fortuna



Documents Handed Over to Mr.Sreejith, Asset Fortuna

DOCUMENTS HANDED OVER



Asset Fortuna project handed over to the Association.

DELIGHT DRIVE



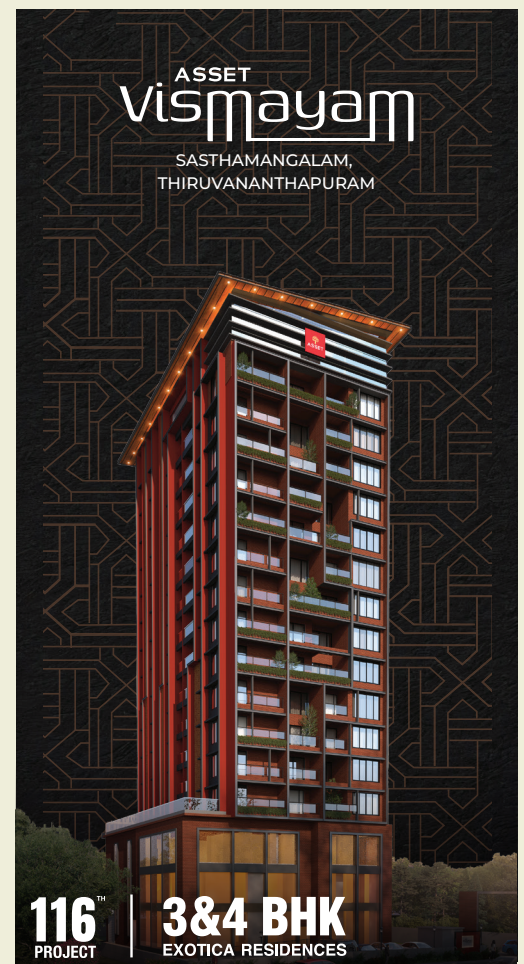
Dr.Linsho Unnikrishnan, Asset Rangoli, Kochi



Dr.P.Mohamed Rafique, Asset Canvas, Kochi



Mr.Robin Joseph, Asset Alpine Oaks, Kochi



KNOW YOUR COLLEAGUE

Dear Assetians,

I am Sheethal Sasikumar, an architect at Asset Homes, and I'm thrilled to share a little about myself with you all. Hailing from Thiruvalla, I grew up in a household where creativity was not just encouraged but lived. Coming from a family of artists across various fields, art naturally became a part of my identity from a young age. This artistic influence continues to shape my passion for architecture and design. My family and close friends are my anchor and source of inspiration. My father, Sasikumar is a Bank Manager, and my mother, Shreelatha is a self made artist and a Home maker, have always inspired me to appreciate the beauty in the world around me. My brother, Sidharth is a Nursing Student, continues to influence my perspective in everything. Me and my brother both grew up in Muscat, Oman



since my father was working there. Later on we moved to Kerala to our home town. Now my family is settled in Thiruvalla

I completed my architectural studies at Mangalam School of Architecture and Planning, where I developed a deep interest in sustainable architecture. For me, architecture is not just about creating buildings — it's about crafting spaces that resonate with people's emotions and enhance their quality of life. I firmly believe that a home should be a sanctuary, a place where people feel at ease, inspired, and connected. The spaces we inhabit play a significant role in shaping our moods, habits, and overall well-being, which is something I always keep in mind while designing.

In 2024 July, I joined Asset Homes, stepping into the vibrant and collaborative environment of the Planning Department. From day one, I felt the warmth and camaraderie of the team. Here, everyone works together like a family, supporting and pushing each other to achieve collective goals. This sense of unity makes each project more rewarding and enjoyable. Outside of work, I find joy in dancing, painting, and traveling — all of which fuel my creativity and bring fresh perspectives to my designs. Whether it's through brush strokes, rhythmic movements, or exploring new places, I believe every experience contributes to my growth as an architect.

I'm excited to continue this journey with Asset Homes, contributing to



meaningful projects that leave a positive mark on the community. I look forward to learning, growing, and creating with all of you.



Sheethal Sasikumar

Vanitha Veedu



Vismayam Site Expo



MONTHLY SAFETY MEETINGS



ASSET CANZARA, TRIVANDRUM



ASSET DOMINION, KOCHI



ASSET ALPINE MAPLE, KOCHI



ASSET DTE, KOCHI



ASSET WINSIDE THRISSUR



ASSET WINSIDE THRISSUR

Emergency evacuation mock drill and Fire fighting training



THE FIRST AID TRAINING PROGRAMME



SAFETY TOOL BOX TALK



ASSET WINSIDE, THIRUVUR



ASSET DOMINION, KOCHI



ASSET ALPINE MAPLE, KOCHI



ASSET DOMINION, KOCHI

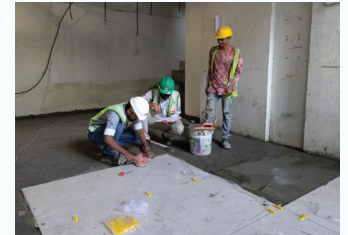


ASSET DTE, KOCHI



ASSET AVON, KOCHI

QUALITY TOOL BOX TALK



**WIN
₹50 LAKHS OFF*
ON YOUR DREAM HOME!**

**ASSET
JACKPOT
SEASON 3**

1ST JAN - 31ST MARCH, 2025

**“സത്യത്തിന്റെ കൂടെ
എന്നും ഭാഗ്യമുണ്ടാകും”**

116 Projects	81 Completed Projects	35 Ongoing Projects	10 Districts	7000+ Customers
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*Terms & Conditions Apply

ASSET HOMES ANNOUNCES JACKPOT SEASON 3

Asset Homes is thrilled to unveil Season 3 of the Asset Jackpot, an exclusive and innovative promotional scheme for the new year that brings homeownership within your reach. This season, one fortunate homebuyer will have the chance to win a phenomenal ₹50 lakhs discount on the purchase price of their dream home through a lucky draw. This exciting offer is available for bookings across any of Asset Homes’ **32 premium residential projects** located in nine districts of Kerala. With a diverse portfolio of thoughtfully designed homes, this is a golden opportunity to invest in your future while enjoying the promise of superior quality and timely delivery.

The lucky draw to determine the winner will occur on **June 5, 2025**, making this an opportunity you cannot miss.

“The Asset Jackpot Scheme has always been a favourite among our customers, and we are thrilled to launch its third season. This initiative is about revitalising the real estate sector while encouraging quicker decision-making. At Asset Homes, we remain committed to delivering the highest quality standards and ensuring timely delivery of every project,” said Sunil Kumar V., Founder and Managing Director of Asset Homes.

Eligibility and Timeline

Booking Period: January 1, 2025, to March 31, 2025

Eligibility: All customers who book an apartment during this period are automatically eligible for the lucky draw.

Terms and Conditions: Apply as per the promotional guidelines published.

This New Year, seize the chance to make your dream home a reality with Asset Jackpot Season 3. Don’t miss out—your dream home is just a booking away!

Gokul Pillai

Chief Business Officer

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



Winner - Asset Moongrace
Kochi



1st Runner-up
Asset Canzara - Trivandrum



Winner - Asset Sreyas
Kochi



1st Runner-up
Asset Nilaavu - Alappuzha

SPECIAL RECOGNITION AWARD



ARUNIMA JOY



ASHILY
BALAKRISHNAN



NEELIMA SHYAM
PALLATH

SALES STAR OF THE MONTH



LOJO JOSEPH

1ST RUNNER-UP SALES



DOLVIN SANTY

CONGRATULATIONS

ENGINEER OF THE MONTH



AJITH J S

SERVICE STAR OF THE MONTH



BABU K V

CLEAN WORK PLACE



Asset Canzara Kazhakootam

SERVICE CITATION



SUBIN V S
(18 Years)



REMA V B
(17 Years)



RAJESHKUMAR C S
(15 Years)



HARIKUMAR K
(12 Years)



KRISHNA PRASAD N
(7 Years)



BIRTHDAY LIST

SHEETHAL SASIKUMAR	02-Jan
TIJO T	03-Jan
MIDHUN K.M	08-Jan
NITHYA P	08-Jan
VIVEK M	08-Jan
RATHEESH P B	10-Jan
JIJO ANSON	13-Jan
SOORAJ SOMAN	15-Jan
PT SAJITH	16-Jan
HIRAN P H	16-Jan
ANIT JOY	17-Jan
PRASANTHAN ALINKEEL	19-Jan
ANJU P PHILPOSE	19-Jan
Mili TS	21-Jan
ANOOJ KRISHNA RS	22-Jan
ANJU A V	26-Jan
VIPIN V	27-Jan
ABHILASH K NAIR	28-Jan
AISWARYA THAMBI	29-Jan

ANNIVERSARY LIST

TINU DAVIS	13-Jan
NIJAMUDEEN M	14-Jan
BEFIN FRANCIS	16-Jan
RAJESH P V	17-Jan
NISHANTH M.R	18-Jan
ASWATHY RAJENDRAN	19-Jan
VIMAL VARGHESE	19-Jan
CHINNU SAJEEVAN	21-Jan
ASWATHY B	21-Jan
DOLVIN SANTY	26-Jan
VISHNUSREE PS	28-Jan
BALASREERAM K.S	29-Jan
VISWANADH S	29-Jan
JYOTHISH KUMAR N A	31-Jan

NEW JOINEES



AKSHAY K S
(SALES)



ANTONY P P
(PURCHASE)



ARUN GOPI
(PROJECTS)



BRIGIL CHACKO
(SALES)



ATHIRA VIJAYAN
(ESTIMATION)



MADHUMITHA B S
(HR & ADMIN)



ROSE MARY T V
(PURCHASE)



SABIN K S
(PROJECTS)



SUJITH AJAYAN
(HR & ADMIN)



CONGRATULATIONS
Anjana Ajimon and Nikhil

BIRTHDAY CELEBRATIONS



AKHIL THOMAS



ANAS A



ATHIRA VIJAYAN



BABITHA T G



BALASREERAM K S



BIBIN BABU



BRIN STEPHEN GONZALVES



ELDHOSE PAUL

BIRTHDAY CELEBRATIONS



MANUEL YESUDAS



MUHAMMED AADHIL A N



SIGILA T S



SMITHA GIREESH



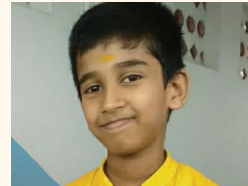
PRADEESH PRADEEP



PRIYAMOL THOMAS

CHILDREN'S DAY CONTEST WINNERS

CATEGORY 1-PAINTING



PARTHIP ARUN
S/O SUMITHA C V-FIRST PRIZE



ESHAAN KARTHIK
S/O SIVASRUTHY-SECOND PRIZE



AYISHA MARIAM
D/O SHIHAB R H-THIRD PRIZE

CATEGORY 2-ELOCUTION



THEERTHA ARUN
D/O SUMITHA C V-FIRST PRIZE



VAIDEHI VINODKUMAR
D/O VINODKUMAR K-SECOND PRIZE



HARISANKAR K M
S/O ASEENA M S-THIRD PRIZE

Christmas Celebration



All our projects are audited for Safety and Quality by



BUREAU
VERITAS

Shaping a World of Trust



Responsibly Yours

CORPORATE OFFICE

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PATHANAMTHITTA

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Kallarakkadavu road, near Muthoot medical college
Pathanamthitta PO - 689645
Mob: +91 99465 99999

KANNUR

Asset Magnum, Opposite Amana Toyota,
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Email: kottayam@assethomes.in

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Email: globalsales@assethomes.in

ALAPPUZHA

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Mob: +91 7593003498



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January 2025