

ASSET Beyond squarefeet

FEBRUARY 2025

A monthly newsletter from Asset Homes



FESTIVAL OF
KEYS
PRELUDE

ASSET PAVITHRAM
STONE LAYING

143rd
ISSUE



MANAGING DIRECTOR SPEAKS

Dear Friends,

The year 2025 began on an exciting note with the announcement of our Jackpot Scheme, giving buyers the incredible opportunity to win a fabulous discount of ₹50 lakhs on their booked units. This initiative has already significantly boosted sales velocity, and I extend my best wishes to our sales team and buyers alike for realising their dreams.

Last month, we celebrated yet another remarkable edition of the Festival of Keys in Kozhikode. The event witnessed overwhelming customer appreciation, paving the way for a promising future in the Malabar region.

The fiscal year (FY24-25) also began with an ambitious target: the handover of 17 projects within the year. Despite challenges such as tight cash flows, stringent market conditions, and the complexities of managing multiple sites simultaneously, we have risen to the occasion. We are well on track with 8 major projects already completed and the remaining ones scheduled for the next two months. Having delivered 84 projects since inception, we are poised to reach an impressive milestone of 93 completed projects by the end of this fiscal year. As we look ahead, we eagerly anticipate the handover of our 100th project—a testament to our commitment to excellence and timely delivery.

There are moments when a dream transforms into reality—when the intangible becomes tangible. The Festival of Keys is one such moment, a celebration not of bricks and mortar but of trust, community building, and fulfilled promises.

Buying a home is never just about acquiring four walls and a roof. It's about finding a sanctuary—a place where memories are made, roots are planted, and aspirations take flight. For every individual who received their keys at the Festival, it wasn't merely a culmination of a journey but the affirmation of a promise: the promise of timely delivery, unparalleled quality, and unwavering security.

"These keys are not just to your apartment" During the Kozhikode ceremony, Shri. Prithviraj Sukumaran

said, "They are to your future, to your dreams, and to the very home that will hold your memories." These heartfelt words resonated deeply with everyone present, encapsulating what we stand for as an organisation.

Every project we deliver is more than just a structure; it's a community. It's about the relationships that flourish, the laughter of children in safe spaces, and the celebrations that bring people together. Behind every door lies a future filled with stories waiting to unfold.

What sets us apart is our relentless commitment to meeting deadlines. In an industry where delays are often accepted as the norm, we've made timely delivery a hallmark of our identity. For us, every deadline met is not just about professionalism—it's about honouring the dreams and trust of our customers.

This commitment is no accident. It's the result of meticulous planning, resource optimisation, and a steadfast focus on our customers' needs. We understand that every delay costs not just the organisation but, more importantly, the dreams of homebuyers. That's why delivering on time isn't just a goal for us; it's a responsibility.

As we prepare for the handover of more projects for this fiscal year, there is a palpable sense of excitement within the organisation. Each key handed over symbolises not just the end of a journey but the beginning of new possibilities.

The Festival of Keys celebrates what has been built and the future that lies ahead. It's a reminder that we are not just building homes; we are building trust, relationships, and a legacy of excellence.

Friends, business becomes genuinely remarkable when commitment meets responsibility. Let's continue to uphold this ethos, creating more Festivals of Keys and spreading everlasting smiles on the faces of our customers.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

FESTIVAL OF KEYS PRELUDE - CALICUT: Meet & Greet with Mr. Prithviraj Sukumaran

The Meet & Greet with Mr. Prithviraj Sukumaran (Brand Ambassador, Asset Homes) was a night of vision, achievements, and excitement. From the grand key handover for 83rd & 84th projects Asset Ensign & Asset PKS Heritance to the much anticipated logo launch of 117th project Asset Hills Edge, the event was filled with inspiring moments. Powerful addresses by Mr. V. Sunil Kumar (Founder & Managing Director, Asset Homes) and Mr. Prithviraj Sukumaran set the tone, leading into an exclusive meet-and-greet session. With music, camaraderie, and a glimpse into the future of exceptional living, it was an unforgettable celebration of excellence!



ASSET PAVITHRAM STONE LAYING

A moment of tradition and promise! The Stone Laying Ceremony of Asset Pavithram brought together key stakeholders, including Mr. V. Sunil Kumar (Founder & Managing Director, Asset Homes Pvt. Ltd.), Mr. Tony John (CEO, Asset Homes Pvt. Ltd.), Mr. Shashikumar Nair (Director, Asset Sabari Properties Pvt. Ltd.), Dr. V. Aathira (Division Councilor), and esteemed banking partners. With prayers, inspiring addresses, and heartfelt gestures, the event set the stage for a future of community living redefined.



80TH PROJECT ASSET MOONGRACE, COCHIN INAUGURATION

On 14th January 2025, we proudly hosted the Lamp Lighting Ceremony at Asset Moon Grace. The event was graced by Sunil Kumar V (Founder & MD, Asset Homes), N. Mohanan (Director, Asset Homes), Tony John (CEO, Asset Homes), Gokul Pillai (Chief Business Officer), Mahesh (Chief Technical Officer) & Praveen (Chief Design Officer) and other distinguished dignitaries who joined in the lamp lighting ceremony. The event, which also featured a ribbon-cutting ceremony, marked the beginning of a promising new chapter filled with excellence and achievement.



REPUBLIC DAY CELEBRATION



INAUGURATION OF 82ND PROJECT ASSET CELESTE, KOTTAYAM

Inauguration of Asset Celeste Villas and Apartments on 9th January 2025 marking a new milestone in luxury living at Madhavanpady, Kottayam. The event featured inspiring addresses from key dignitaries, including our Managing Director, Mr. Sunil Kumar V, and CEO, Mr. Tony John, along with a heartfelt felicitation by Smt. Santhamma Thomas, Panchayath Member of Puthuppally Panchayath. Architect Sri. Vishagh Joseph shared his vision for this exceptional project, while Sri. Sajeem S, Chief Manager - Branch Operations (South Zone), expressed gratitude to all contributors.



Asset Magnum Sample Apartment Inauguration

Asset Magnum celebrated a significant milestone with the inauguration of its sample apartment, offering a first look at the elevated living experience it promises. The event, led by Mr. Tony John (CEO, Asset Homes), featured a ribbon-cutting ceremony by JV Partner Asset Magnum, including Mr. Najeem P (Ajeera Shajahan), Mr. Muhammad Ali P, Mr. Rakesh Krishnan, Mr. Sugesh K, Mr. Sameer T P, Mr. Muhammed Rafi M P, Mr. Mansoor Ponnankai, and Mr. Adv. T O Mohanan (Division Councilor). Guests explored the thoughtfully designed interiors, reflecting modern elegance and functionality. This milestone reinforces Asset Homes' commitment to creating high-quality, contemporary living spaces that redefine urban living.



TRAINING PROGRAM



Training Session on Ergonomics Awareness
by Dr. Arun, Lakshmi Hospital



17
EXCLUSIVE
DELIGHT SERVICES

DELIGHT SURPRISE



Birthday Wishes to Mr. Jimmy Lukose,
Asset Alpine Oaks - Kochi



Birthday Wishes to Mr. K.K. Thomas,
Asset Chrisabelle - Kottayam



Wedding Wishes to Mr. Nayana &
Mr. Vineeth, S/o Suresh Kumar & Rathi,
Asset Platina - Thrissur



25th Wedding Anniversary Wishes to
Mr. Shaju Baby & Mrs. Clara,
Asset Fortuna - Thrissur

KEY HANDING OVER



Key Handing Over to Ms. Vaishnavi,
D/o Devadhara, Asset Alpine Oaks - Kochi



Key Handing Over to
Mr. George.V.C & Mrs. Sophia George,
Asset Platina - Thrissur



Key Handing Over to
Mr. Madhusoodhanan Nair & Mrs. Renuka,
Asset Fortuna - Thrissur



Key Handing Over to Mr. Manoharan &
Family, Asset Platina - Thrissur



Key Handing Over to Mr. Ramdas Vallathol,
Asset Platina - Thrissur



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



Key Handing Over to Mrs. Latha Babaram,
Asset Platina - Thrissur



Key Handing Over to
Mrs. Renuka Premkumar,
Asset Platina - Thrissur



Key Handing Over to
Mr. Hari Krishnan Keloth,
Asset Ensigh - Kozhikode

CUSTOMER OF THE MONTH



Mr. Ayub Khan,
Asset Sunny Days - Trivandrum



Mr. Lal Varghese & family,
TKM Asset Grandios Sanford - Kollam



Mrs. J isha.P.Nambiar,
Asset Chrisabelle - Kottayam



Mr. Shaijan.P.K,
Asset Luminaire - Kochi



Mr. Ravindran & Mrs. Shobha,
Asset Platina - Thrissur



Mr. Dayesh.R.K and Family,
Asset Raintree - Kannur

KNOW YOUR COLLEAGUE

Dear Assetians,

I am Neelima Shyam Pallath, working as an Interior Coordinator at Asset Homes. I'm truly thankful to the management team for their trust and support, which has greatly enhanced my confidence and expertise.

Regarding me, My native place is Thrissur, but I completed my graduation at Fatima Mata National collage in Kollam, I completed my IAD(interior architectural designing) at Dream zone in Ernakulam.

My roots are; my father's name is Shyam Pallath, and he was an engineer. My mother's name is Renuka Devi, and she was a homemaker. I also have two siblings: an elder brother who is an engineer and a younger sister who is a dentist.

Get to know me; I am a single parent, and my greatest blessing from God is my son Rituraj, who is currently in 9th grade. I am deeply grateful and thankful for the invisible hand that protect me from harm, pain and making me stronger, self-sufficient and above all kinder. My personal quote is; "Smile is a revolution"

My hobbies; Mural painting, warli painting, fabric painting, origami, crafting, clay jewellery making, stitching dancing, singing and interior designing. Driving car for weekend getaways, exploring



nature, and gardening are also my passions.

I am deeply grateful to the Asset family for their support and encouragement. I am passionate about learning, growing and making a difference.

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,

Neelima Shyam Pallath
Interior Coordinator

ASSET LAURELS, KOCHI SAMPLE FLAT INAUGURATION

The Asset Laurels Sample Flat inauguration on January 7th marked a new milestone for Asset Homes. Mr. Sunil Kumar V (Founder & Managing Director, Asset Homes Pvt. Ltd.) and Mr. Siby Varghese (Joint Venture Partner, Asset Laurels) led the ceremonial ribbon-cutting, unveiling a space that embodies elegance and innovation. Guests experienced the meticulously crafted interiors, reflecting Asset Homes' commitment to quality and modern living.



Chandrasekharan
F/O Chandini Arun



SAD DEMISE



Radha Radhakrishnan
M/O Ranjish Radhakrishnan

VENDOR'S MEET AT ASSET LUMINANCE



MONTHLY SAFETY MEETINGS



Asset The Leaf- Trivandrum



Asset Celeste - Kottayam



Asset Dominion - Kochi



Alpine Maple - Kochi



Asset Majestic - Thrissur



Asset Winside - Thrissur

SAFETY TOOL BOX TALK



Asset Canzara - Trivandrum



Asset Nilaavu - Alappuzha



Asset Alpine Maple - Kochi



Asset Dominion - Kochi



Asset Grand Entry - Kochi



Asset Winside - Thrissur



Asset Magnum - Kannur



Asset Magnum - Kannur

QUALITY TOOL BOX TALK



Q - LAB



DOCUMENTS HANDED OVER



Documents Handed Over to
Mr. Mohandas & Mrs. Maya,
Asset Fortuna - Thrissur

HOUSEWARMING CEREMONY



Housewarming Ceremony of
Mr. Manoharan,
Asset Platina - Thrissur



Housewarming Ceremony of
Mr. Aswath Kumar,
Asset Ensign - Kozhikode

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st Place: Asset Canzara
Trivandrum



Runner-up:
Asset Dominion - Kochi



1st Place: Asset Sreyas
Kochi



Runner-up
Asset Nilaavu - Alappuzha

SUBSTRUCTURE

CONGRATULATIONS

WALL OF FAME



RAJESH K R
RM - Projects

SALES STAR OF THE MONTH



Shine Victor
Sales- Trivandrum

1ST RUNNER-UP SALES



LOJO JOSEPH
Sales- Kochi

ENGINEER OF THE MONTH



Shihab R H
Projects-Kochi

SERVICE STAR OF THE MONTH



Mili T S
Delight-Kochi

CLEAN WORK PLACE



Asset Magnum - Kannur

SERVICE CITATION



Navas V A
(18 Years)

SPECIAL RECOGNITION AWARD



Shameena Shafeeque
Interior-Kochi



Rejil C K
Sales-Kannur

CREDAI EXPO @ CALICUT





BIRTHDAY LIST

HARIKUMAR K	03-FEB
JINTO K JOY	06-FEB
N MOHANAN	07-FEB
ELDHO JOY	11-FEB
SALINI P S	14-FEB
VEENA VENUGOPAL	17-FEB
RESHMA RAVEENDRAN	18-FEB
SUJITH AJAYAN	21-FEB
PRASOON K	22-FEB
ARUN GOPI	22-FEB
SUJITH P	26-FEB
VINEETH M	27-FEB
VIVEK S	28-FEB

ANNIVERSARY LIST

GREESHMA M S	01-FEB
VIVEK S NAIR	06-FEB
RANJISH RADHAKRISHNAN	06-FEB
NANDAKUMAR K.S.	07-FEB
RATHEESH P B	08-FEB
SHIJU M J	09-FEB
ROSHNI RADHAKRISHNAN	10-FEB
SAJEEM S	11-FEB
FLEX JOSE	14-FEB
SAIJU JOSEPH	18-FEB
SARTHAJ A N	18-FEB

NEW JOINEES



APARNA THANKAPPAN
Projects



BELVIN B S
Projects



SAJNA N SALAM
Sales



SREEKUTTY S
Sales



VRINDA PAVITHRAN
Customization



ZUBIN NAIR
Sales

CONGRATULATIONS



Bibin George & Archana

BIRTHDAY CELEBRATIONS



Anit Joy



Hiran P H



Mili T S



Sheethal Sasikumar



Aiswarya Thambi



Anju P Philipose



Vivek M



Anooj Krishna R S



Sooraj Soman



Prasanthan Alinkeel



Nithya P

All our projects are audited for Safety and Quality by



Shaping a World of Trust



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