

# ASSET Beyond MARCH 2025 squarefeet

A monthly newsletter from Asset Homes

ICI BEST RESIDENTIAL PROJECT  
AWARD FOR ASSET FORTUNA

THE LEAF  
SITE EXPO

144<sup>th</sup>  
ISSUE



## MANAGING DIRECTOR SPEAKS

Dear Friends,

As we enter the final month of FY 25, our focus is clear-fulfilling our commitments at its start. This is the time to transform our aspirations into reality together.

Entrepreneurship has often been likened to navigating a dense forest-where every step is an experiment, every decision a test, and every challenge an opportunity. At Asset Homes, we understand that true success is not about avoiding failure but embracing it as an essential part of growth.

90% of experiments may not go as planned, but they are not failures. They are the lessons that refine our strategies, the stepping stones to innovation, and the foundation upon which the 10% of breakthroughs are built.

From the beginning, Asset Homes has been a story of relentless experimentation. We started with nothing but a vision-the belief that homes should be more than buildings; they should be sanctuaries, symbols of hope, and catalysts for transformation. There were times when our ambitions seemed too bold, but we persisted. We navigated complexities, overcame obstacles, and grew stronger with every challenge. Each of you has been an integral part of this remarkable journey.

We are no longer the company we once were. We have evolved, adapted, and redefined what is possible. The lessons from our past have propelled us forward, enabling us to build homes that go beyond bricks and mortar-homes that tell stories, foster communities, and create lasting impact. But this is just the beginning.

As we look ahead, we see Kerala on the brink of transformation. The recent Invest Kerala Summit has ignited a new wave of optimism, with tangible opportunities for development and investment. It is our moment to step up and play a pivotal role in shaping this evolving landscape.

The government's commitment to growth, investment, and innovation aligns perfectly with our mission. We have already contributed to this change, but now, we must do more. We must seize the opportunities ahead, pioneer innovations in real estate, and help redefine Kerala's future.

This transformation, however, does not happen on its own. It is driven by our collective effort, relentless pursuit of excellence, and willingness to experiment and learn. Every setback is a lesson, every challenge an invitation to grow. Let us not fear failure but embrace it as a necessary step toward success.

Asset Homes has always been about more than just constructing homes. Our success will not be measured by the number of buildings we complete but by the lives we touch, the communities we nurture, and the legacy we leave behind. We are in the business of shaping futures-creating spaces where dreams take root, where families flourish, and where people find their true sense of belonging.

So, keep experimenting, pushing boundaries, and learning from success and failure. The story of Asset Homes is still being written, and each of you holds the pen. Together, let us craft a narrative of perseverance, innovation, and impact-a story that will inspire future generations.

Kerala is ready for its next chapter, and Asset Homes will be at the forefront of this transformation. Let us rise to the occasion, fuelled by ambition, resilience, and a shared commitment to excellence.

With deep gratitude and boundless optimism,

**Sunil Kumar V**

Founder & Managing Director,

Asset Homes

## THE GRAND INAUGURATION OF THE EXPERIENCE LOUNGE AT ASSET THE LEAF, TRIVANDRUM

On 28<sup>th</sup> February 2025, we proudly unveiled the Experience Lounge at Asset The Leaf, Karyavattom-India's First LeafStyle Residences. The event was a celebration of innovation, sustainability, and luxury, bringing together esteemed guests and well-wishers to witness a new era of green living.

The Experience Lounge offers an immersive glimpse into the seamless harmony of nature and modern living, redefining what it means to live sustainably without compromising on comfort. This milestone reinforces Asset Homes' commitment to pioneering eco-conscious, future-ready homes.



## ASSET FORTUNA WINS PRESTIGIOUS ICI - ULTRATECH AWARD!



Asset Fortuna, Viyyur, Thrissur has been honored with the "Outstanding Concrete Structure - Residential" award at the ICI - Ultratech Awards 2024 by the Indian Concrete Institute (Kochi Centre). This recognition reflects our commitment to engineering excellence, architectural brilliance, and sustainable construction.

## PROJECT COMPLETION ASSET EAST BROOK - ALUVA



On 8<sup>th</sup> February 2025, Asset Homes proudly hosted the Lamp Lighting Ceremony at Asset East Brook, Aluva. The momentous occasion was led by Sunil Kumar V Founder & MD, Asset Homes, N. Mohanan Director, Asset Homes, Tony John - CEO, Asset Homes, Mahesh L - CTO, Asset Homes, along with other esteemed dignitaries.

The event also featured a ribbon-cutting ceremony, symbolizing the start of an exciting new journey of excellence and achievement at Asset East Brook. This remarkable milestone reflects our unwavering commitment to creating exceptional living spaces.

## First Owners Association meeting Asset Platina - Thrissur



## Champion Among Rotarians (Rotary Athletic Meet)



Mr. Girish M A (Finance department)

## TRAINING PROGRAM

Training Session on  
MS Excel- Basics by Mr. Alex T S



Training Session on Project Management by Mr. Nishanth Thankamani





**17**  
**EXCLUSIVE**  
**DELIGHT SERVICES**

## DELIGHT SURPRISE



Birthday Wishes to  
Mr. George V. Mathew (Sunnichayan),  
Asset North Star-Kochi



Birthday Wishes to  
Mr. Gopinath, Asset Fortuna - Thrissur

## KNOW YOUR COLLEAGUE

Dear Assetians,

I'm Aiswarya Thambi, and I'm thrilled to be a part of the Asset Homes family as a Sales Coordinator in Kochi. I'm truly humbled to be part of such an amazing team. As I start this new chapter in my career, I filled with excitement, gratitude, and a hint of nervousness. Being curious about the industry from my early stages to become a proud member of the team, I've now completed two incredible years with Asset Homes.

I reside with my family in Ezhuppunna, Alleppey district. I was born into a vibrant joint Family of 20 members, and my childhood was filled with unforgettable experience and cherished memories. As time passed now it has shrunked to a nuclear family, of just three members. I'm deeply grateful for the love and support of my parents. As an only child, they are always for me as my rock. My father, K.R Thambi, works as a Cable TV operator, and my mother, Viji, works with him in the same office.

I hold a Master's degree in Tourism and Travel Management from Devaswom Board College, Keezhoor, Kottayam and a Bachelor's degree in B.Com Travel and Tourism from Siena College of Professional Studies, Edakochi.

My hobbies are: Painting, Drawing, Bottle art, I love to read Novels, also am a movie buff and I love watching Romantic, Comedy and Crimethiller films. Occasionally I like to travel to hill stations.



Further, in the coming days in Asset Homes I really love to go in a friendly and co-operative manner with each one of you, learning from your experiences and sharing mine with you all. I'm honored to be an Assetian

and can't wait to see what the future holds!

Responsibly yours,

**Aiswarya Thambi**  
Sales Coordinator

## KEY HANDING OVER



Key Handing Over to Mr. Prodosh.S,  
Asset Luminance - Kochi



Key Handing Over to MR & Mrs.Jawad,  
Asset Luminance - Kochi



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



Key Handing Over to Mr.P.N.Raman,  
Asset Platina - Thrissur



Key Handing Over to  
Mr & Mrs. Kunjimohamed Asab (Parents of  
Nidhin Asab), Asset Fortuna - Thrissur



Key Handing Over to  
Capt. Nandagopan & Family,  
Asset Fortuna - Thrissur



Key Handing Over to  
Mr.Prashanth.V.K & Mrs.Soumini Varma,  
Asset Platina - Thrissur



Key Handing Over to  
Mr. A.K.Rajan & Mrs.Jayashree,  
Asset Fortuna - Thrissur



Key Handing Over to  
Mrs. Sheba Akthar Ali,  
Asset Senate - Kannur



Key Handing Over to Mr. Manoj Manden Pacha  
on behalf of Mr.Sreeraj M. Pacha,  
Asset Senate - Kannur

## CUSTOMER OF THE MONTH



Mr. Jaya Prakash,  
Asset Lineage - Trivandrum



Mrs. Shabna Anas  
TKM Asset Grandios Sanford - Kollam



Mrs. Devadhara. S & family,  
Asset Alpine Oaks - Kochi



Mrs. Sreerakha Krishnan Suresh & Family,  
Asset Fortuna - Thrissur



Mrs. Sheba Akthar Ali,  
Asset Senate - Kannur

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



1<sup>ST</sup> JAN - 31<sup>ST</sup> MARCH, 2025

“സത്യത്തിന്റെ കൂടെ  
എന്നും ഭാഗ്യമുണ്ടാകും”



Responsibly Yours



\*Terms & Conditions Apply

## MONTHLY SAFETY MEETINGS



Asset Canzara - Trivandrum



Asset Nilaavu - Alappuzha



Asset DTE - Kochi



Asset Dominion - Kochi



Asset Alpine Maple - Kochi



Asset Winside - Thrissur



Asset Majestic - Thrissur



Asset Chamber - Kannur



Asset Magnum - Kannur

## SAFETY TOOL BOX TALK



Asset Canzara - Trivandrum



Asset Nilaavu - Alappuzha



Asset Grand Entry - Kochi



Asset Sreyas - Kochi



Asset DTE- Kochi



Asset Majestic - Thrissur



Asset Chamber - Kannur



Asset Magnum - Kannur

## QUALITY TOOL BOX TALK



## Q - LAB

## SAFETY AND QUALITY TRAINING PROGRAMME



## SPECIAL EXCELLENCE AWARD

### SUPER STRUCTURE



1<sup>st</sup> Place: Asset Dominion  
Kochi

Runner-up:  
Asset Canzara -Trivandrum

### SUBSTRUCTURE



1<sup>st</sup> Place: Asset Sreyas  
Kochi



Runner-up  
Asset Nilaavu - Alappuzha

### SALES STAR OF THE MONTH



Shine Victor  
Trivandrum

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



Lojo Joseph  
Kochi

### ENGINEERS OF THE MONTH



Hiran P H  
Kochi



Sandeep K S  
Kottayam

### SERVICE STARS OF THE MONTH



Jibin Kumar V S  
QEST-Kochi



Pretty Paul  
Delight-Thrissur



Simna E K  
Delight-Kozhikode

### SPECIAL RECOGNITION AWARDS



George John  
Legal-Kochi



Georgi Thambi  
Sales-Kochi



Noble A Varghese  
Projects-Thrissur

### SERVICE CITATION



Indu Rajesh  
(17 Years)



Krishnakumar V  
(17 Years)



Anumaya C R  
(15 Years)



Vimal V T  
(12 Years)



Chandini Arun  
(9 Years)



Prasanthan Alinkeel  
(9 Years)



Shihab R H  
(9 Years)



Chandra J C  
(7 Years)

### CLEAN WORK PLACE



Asset Magnum - Kannur

## BIRTHDAY LIST

|                         |        |                      |        |
|-------------------------|--------|----------------------|--------|
| SIMNA E.K               | 01-Mar | VIMAL VARGHESE       | 16-Mar |
| STENY JOSE              | 01-Mar | KRISHNAKANTH T P     | 16-Mar |
| NISHANTH M.R            | 02-Mar | NIJAMUDEEN M         | 18-Mar |
| RAJESHKUMAR C S         | 03-Mar | SANKAR.S             | 19-Mar |
| ROY XAVIER              | 08-Mar | ARJUN LAL B U        | 20-Mar |
| ASHILY BALAKRISHNAN     | 09-Mar | VEDANTH V NAMBOODIRI | 22-Mar |
| VIDYASAGAR C            | 12-Mar | ANOOB P.A            | 24-Mar |
| AJITHA RAGHURAJAN       | 12-Mar | AHALYA PAVITHRAN     | 24-Mar |
| GLADSON ELGIN FERNANDEZ | 12-Mar | JIBINKUMAR V.S       | 25-Mar |
| SILPA S KUMAR           | 13-Mar | MILAN PRADHAN        | 25-Mar |
| NIKHIL VARGHESE         | 14-Mar | SUDHEESH C           | 25-Mar |
| SUJITH N                | 15-Mar | ALEX P JOHN          | 28-Mar |

## ANNIVERSARY LIST

|                     |        |
|---------------------|--------|
| SUNIL KUMAR V       | 29-Mar |
| SALOMY ANTONY       | 11-Mar |
| U.A AZEER           | 13-Mar |
| PRASANTHAN ALINKEEL | 20-Mar |
| BIJU NAIR S         | 27-Mar |
| VINEETH P           | 29-Mar |
| MANOJ SIVADASAN     | 31-Mar |

## NEW JOINEES



Ahalya Pavithran  
Delight



Akhil J  
Marketing



Indu T S  
Pre-Sales



Nikhil Varghese  
Sales



Rakesh Krishnan  
IT & ERP



Rush Shajahan  
Sales

## BIRTHDAY CELEBRATIONS



Arun Gopi



Girish M A



Harikumar K



Jinto K Joy



N Mohanan



Prasoon K



Reshma Raveendran



Salini P S



Sujith Ajayan



Veena Venugopal



Vineeth M



Vivek S

All our projects are audited for Safety and Quality by



Shaping a World of Trust



Responsibly Yours

#### CORPORATE OFFICE

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#### THIRUVANANTHAPURAM

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#### KOLLAM

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#### PATHANAMTHITTA

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#### KOTTAYAM

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Mob: +91 7593 003498, 99465 99999  
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#### ALAPPUZHA

Asset Nilaavu  
South of HMCA Church, Finishing Point Road  
Punnamada Thathampally P.O, Alappuzha - 688013  
Mob: +91 7593003498

#### THRISSUR

First Floor, Asset Platina  
High School Link Road, Opp. SBI-Railway Station Branch  
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CREDAI



MARCH 2025