

ASSET Beyond squarefeet

APRIL 2025

A monthly newsletter from Asset Homes



145th
ISSUE

30TH EDITION OF

BEYOND
SQUARE FEET

Tri-annual lecture series
in connection with World Water Day

ASSET
FESTIVAL
OF
KEYS

Fairy
Lights



ASSET



MANAGING DIRECTOR SPEAKS

Dear Friends,

As we close another financial year, I take this moment to reflect on the remarkable journey we've undertaken together.

Across every department-Construction, Project Planning, Sales, Marketing, Customer Delight, Collections, Fund Management, Finance, Statutory Obligations, Legal, Interior Division, HR, Operations, IT, Design, Channel Partner Management, Purchase, Estimation and Costing, Administration-your commitment, teamwork, and pursuit of excellence have defined our success. Through your hard work, we've reached new milestones, overcome significant challenges, and made this year extraordinary.

No journey is without its hurdles, but that's when the true spirit of a team shines brightest. In your individual roles, each of you has made a meaningful contribution to our mission. I feel proud and privileged to lead such a passionate and talented team.

This year was a testament to perseverance. Like the old saying goes, "The harder the battle, the sweeter the victory." Every project we delivered, every challenge we overcame, and every relationship we built is proof of the grit and excellence embedded in our culture. We've not only built homes-we've laid the foundation for future growth.

Let us draw inspiration from the story of the Chinese bamboo tree. For years, it shows no visible growth, despite consistent nurturing. But when the time is right, it grows over 80 feet in a matter of weeks. Much like that, the years of effort we've invested are now ready to take off. We are on the brink of exponential growth-if we stay focused, consistent, and driven.

To each and every one of you-thank you. Your resilience, drive, and dedication are the cornerstones of our progress. The next financial year is brimming with promise, and I am confident that we are ready to surpass even our own expectations. Let's continue to push the boundaries, remain rooted in our values, and build not just structures, but a legacy.

The foundation for growth has already been laid. We've secured the necessary land banks and forged the right collaborations. This year, we don't need new ventures-we need to fully realise the potential of what we already have. The focus is clear: planning, selling, collecting. Every department has a vital role to play in our shared goal-record launches, record sales, and record collections.

Let's move forward with unity, discipline, and ambition. Let's set new benchmarks, break past records, and turn this into a defining year in our history. There is no room for complacency. Let's embrace our roles, empower one another, and charge ahead with energy and purpose.

Wishing you and your families a prosperous and fulfilling new financial year, FY 26. Together, we will achieve greatness.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

30TH EDITION OF

BEYOND SQUARE FEET

Tri-annual lecture series
in connection with World Water Day

The milestone edition of BEYOND SQUARE FEET brought together thought and tradition. The ceremonial lamp was lit by Mr. Tony John, CEO of Asset Homes, alongside Shri. Alankode Leelakrishnan and Rotary Club Presidents - Aju Jacob George (Cochin Harbour), Adv. Marian Paul (Cochin Midtown), Mukesh R Pillai (Cochin North), and Rajaram Sukumar (Cochin Mahanagar). Mr. V Sunilkumar addressed the gathering, setting the tone for the evening.

The highlight of the event was “Puzhakal Malakal Poovanangal”, a profound lecture by Shri. Alankode Leelakrishnan, weaving together nature and humanity’s journey.



ASSET FESTIVAL OF KEYS

The Festival of Keys was a memorable evening of joy and new beginnings as Asset Homes celebrated the handover of four landmark projects - Asset Luminance, Asset Radiance, Asset Jubilance, and Asset Alpine Maple. With the ceremonial lighting of the lamp, inspiring speeches, and the much - awaited key handover, the event symbolized the realization of dreams and the start of vibrant new communities.



Fairy Lights | FOYER DECOR CONTEST



1st Prize - Olive Kalista, Edachira, Kochi



2nd Prize - Hilite Metromax, Thodayad, Calicut



3rd Prize - Asset Kasavu, Kochi



CONSOLATION PRIZES



Asset Precious, Thrissur



Skyline Avenue Suites, Thrissur



Skyline Riverscape, Kochi



Namma Fenix, Kochi



TKM Asset Grandios Sanford, Kollam



Confident Exotica, Calicut

Skyline Zenith, Kent Oak Ville,
Asset Picasso Palette and
Noel Matteethra Heights
have also won the consolation prize.

HINDU ECONOMIC FORUM STATE MEGA B2B & AWARD NIGHT



Mr. Sunil Kumar V, Founder and Managing Director, Asset Homes was invited as the Guest of Honour at the prestigious MEGA B2B Award Nite & Family Gathering hosted by the Hindu Economic Forum on 23rd March at Regency Club, Kuttanaloor, Thrissur.

BAI STATE CONFERENCE



Our MD leading the panel discussion at BAI State Conference

INAUGURATION OF ASSET PLATINA - THRISSUR



DOCUMENTS HANDED OVER



Documents Handed Over to
Mr. Rajesh Nalupurakkal,
Asset Raintree - Kannur

PROJECT HANDED OVER



Project Handed Over to Owners Association of
Asset Luminance, Kochi



Asset Homes Celebrated National Safety Week on 7th March 2025 at KMA hall, Panampilly Nagar.
A few glimpse of the event are given below.





LAUNCHED

The online edition of the Complete Safety Handbook was launched at the 30th edition of Beyond Square Feet by Mr. Alankode Leelakrishnan, in the presence of Mr. Naveen Srinivasan (Mathrubhumi) and Mr. Glisson George (Asset Homes). A joint initiative by Asset Homes and Mathrubhumi.com, the handbook promotes safety awareness in the construction sector.



NATIONAL SAFETY COUNCIL AWARD - 2024

Asset Homes Wins Prestigious National Safety Awards



Abhinandan Patra Award (Civil Construction Category)
Asset Dominion -Kochi



Sreshta Suraksha Puraskar Award
(Residential Apartments Category) Asset Fortuna - Thrissur



Abhinandan Patra Award - (Residential Apartments Category)
Asset Senate - Kannur



Suraksha Puraskar Award - (Civil Construction Category)
Asset Magnum - Kannur

KNOW YOUR COLLEAGUE

Dear Assetians,

I am Aswathy, the Pre-Sales Head at Asset Homes, and for the past six months, this role has been an incredible journey of learning, leadership, and new experiences. With a background in economics and five years of experience in customer service and performance analysis, I have always been driven by a passion for people-understanding them, connecting with them, and helping them make informed decisions.

Born in the serene town of Alappuzha, I grew up surrounded by backwaters and the beauty of nature. Simplicity has always been at the heart of who I am, and I find joy in life's little moments-the sound of rain hitting the earth, the sight of mountains standing tall, and the comfort of a song that fits the mood just right. These small things, often overlooked, make life meaningful to me.

My family-my father, mother, and brother-have always been my strongest support, but today, I also have my husband by my side. His home is in Thrissur, but more than that, he is my home-my unwavering support system who constantly encourages me to dream bigger and push my limits.

At Asset Homes, I have found a role that challenges and excites me. Pre-sales isn't just about numbers and targets; it's about people. Helping someone take the first step toward owning their dream home is rewarding in itself. Managing a team, strategizing, and optimizing processes keep me on my toes, and



every day, I strive to learn, improve, and grow.

Beyond work, I am someone who believes in exploration-not just in travel but in life as a whole. A few months ago, I completed a whole India bike trip-an experience that reshaped my perspective in ways I never expected. It taught me resilience, adaptability, and the thrill of embracing the unknown. Travel gives me the freedom to break away from routine, to witness the world in all its diversity, and to connect with people beyond borders.

For me, ambition is not just about success-it's about growth, resilience, and the pursuit of something meaningful. I am constantly evolving, learning from experiences, and striving to be better than I was yesterday. But at my core, I am a simple person who values authenticity, relationships, and the beauty of the world around me. Life is an adventure, and I am here to embrace every bit of it.

Responsibly yours,

Aswathy B

Head Pre-sales

DELIGHT SURPRISE



Birthday Wishes to
Dr. M.Harisankar, Asset Zenith, Calicut



HONOURING

Honouring
Dr. Vijayalakshmi Menon,
Landlord of
Asset MoonGrace and
Asset Petals, for her
exceptional service in
medical fraternity.

KEY HANDING OVER



Key Handing Over to
Mrs. Banazira, Asset Alpine Oaks - Kochi



Key Handing Over to
Mr. Aneesh. R, Asset Luminance - Kochi



Key Handing Over to Dr. Pranav Nair &
Mrs. Jayshree Nair, Asset Limelight - Kochi



Key Handing Over to Dr Abdul Azeez &
Dr.Beena, Asset Platina - Thrissur



Key Handing Over to Dr. Chandramohan &
Mrs.Radhadevi, in-law's of
Mr. Radhakrishnan, Asset Platina - Thrissur



Key Handing Over to
Mr. Mohandas. P,
Asset Fortuna - Thrissur



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



Key Handing Over to
Mr. Unnikrishnan & Family,
Asset Precious - Thrissur



HOUSE WARMING CEREMONY

House Warming Ceremony of
Mr. Ramdas Vallathol,
Asset Platina - Thrissur

CUSTOMER OF THE MONTH



Mrs. Reshma. R,
Asset Hillcrest Volga - Trivandrum



Mr. Naveen Sunny Alex,
Asset Chrisabelle - Kottayam



Mr. Senthil & Mrs. Bernadette Sherine Dcruz,
Asset Limelight - Kochi



Mr. Babaram & Mrs. Latha,
Asset Platina - Thrissur



DELIGHT DRIVE facility for NRI customer
Mr. Sridev.T.Raghunandan &
Mrs. Lakshmi Priya, Asset Canvas - Kochi

MONTHLY SAFETY MEETINGS



Asset Gateway - Pathanamthitta



Asset Serenity - Kottayam



Asset Alpine Maple - Kochi



Asset Dominion - Kochi



Asset JGT Ananda Malika - Kochi



Asset Avon - Kochi



Asset DTE - Kochi



Asset Laurels - Kochi



Asset Winside - Thrissur



Asset Winside - Thrissur



Asset Pavithram - Thrissur



Asset Majestic - Thrissur



Asset Zenith - Calicut



Asset Zenith - Calicut



Asset Chamber - Kannur

SAFETY TOOL BOX TALK



Asset CANZARA - Trivandrum



Asset NILAAVU- Alappuzha



Asset CELESTE - Kottayam



Asset Laurels - Kochi



Asset JGT Ananda Malika - Kochi



Asset Majestic - Thrissur



Asset Heritance - Calicut



Asset Chamber - Kannur

QUALITY TOOL BOX TALK



Q - LAB

TRAINING PROGRAMME



Training on Empowering Women by
Brahmakumari SreeSudha



Asset family expresses its heartfelt condolences

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st Place: Asset Canzara
Trivandrum



Runner-up:
Asset Dominion, Kochi

SUBSTRUCTURE



1st Place: Asset The Leaf
Trivandrum



Runner-up
Asset Nilaavu - Alappuzha

SALES STAR OF THE MONTH



Shine Victor
Trivandrum

1ST RUNNER-UP SALES



JIjeesh N
Calicut

ENGINEER OF THE MONTH



LIJIN K
Projects

WALL OF FAME



Sujesh M
Finance

SERVICE STAR OF THE MONTH



Nidhi P M
Delight-Kollam

SPECIAL RECOGNITION AWARDS



Jyothish K
Qest-Kannur



Nishanth M R
Projects-Trivandrum



Nishanth Thankamani
Planning-Kochi



Sheethal Sasikumar
Planning-Kochi

SERVICE CITATION



Seema Jayadevan
(14 Years)



Shine Victor
(13 Years)



Hayna Francis
(13 Years)



Seema Lenin
(9 Years)



Sajeem S
(17 Years)



Shaji Jose Ev
(16 Years)



P T Sajith
(5 Years)

CLEAN WORK PLACE



Asset Magnum - Kannur

BIRTHDAY LIST

HAYNA FRANCIS	01-Apr	JIJEEESH N
ANANTHAKRISHNAN P R	01-Apr	SARIMOL S
RAJESH V S	05-Apr	JINEESH P
REJIL C K	12-Apr	PRASAD M.B
BINDU N R	12-Apr	N MANOJ
AJITH J S	13-Apr	GREESHMA M S
		AKHIL SIVARAMAN
		JOHNSON JACOB
		RUSH SHAJAHAN
		SUBIN V. S
		RAJESH R
		ARUN BHASKARAN
		ROSHNI RADHAKRISHNAN
		CHANDINI ARUN
		JOMON P J

13-Apr
13-Apr
14-Apr
15-Apr
16-Apr
17-Apr
18-Apr
20-Apr
21-Apr
23-Apr
26-Apr
26-Apr
28-Apr
29-Apr
30-Apr

ANNIVERSARY LIST

ANJU A V	03-04
SANGEETHA K G	05-04
SUJITH N	07-04
GOPALANKUTTY T M	09-04
SUNU ROSHAN	09-04
SHAMEENA SHAFEEQUE	21-04
DEEPAK R	21-04
ASHA ARUNKUMAR	22-04
TIJO T	22-04
VIDYASAGAR C	23-04
SEEMA JAYADEVAN	23-04
ANTONY P P	24-04
SUMITHA C.V	27-04
NIPUNYA T K	28-04
ABHIJITH C R	29-04
GLISSON E G	30-04

NEW JOINEES



APARNA S S
Associate Pre-Sales



JOMON P J
Sales Executive



PRAJEESH P C
Sales Executive



PRIYITHA P S
Associate Pre-Sales



RAJESH Y M
GM-Sales & Marketing



TINO MATHEWS
Sales Head-Senior Living

BIRTHDAY CELEBRATIONS



Ajitha Raghurajan



Alex P John



Arjun Lal B U



Ashly Balakrishnan



Jibinkumar V S



Nijamudeen M



Nishanth M R



Sankar S



Simna E K



Slipa S Kumar



Sudheesh C



Vedanth V Namboodiri

All our projects are audited for Safety and Quality by



Shaping a World of Trust



Responsibly Yours

CORPORATE OFFICE

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(An ISO 9001:2015 Certified Company)

www.assethomes.in

CREDAI



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APRIL 2025