

ASSET Beyond squarefeet

MAY 2025

A monthly newsletter from Asset Homes



146th
ISSUE



Inauguration Of
90th Completed Project

ASSET
FESTIVAL
OF
KEYS

LOGO LAUNCH

ASSET
PRAGATHI
Peroorkada,
Thiruvananthapuram



MANAGING DIRECTOR SPEAKS

Dear friends,

The first month of the new financial year is complete without much notice and voice. We have announced completion of our 90th project and positioned ourselves as the most dependable brand on delivery, fulfilled promises and value for money. The new journey has just begun. A journey towards acquiring different kind of new customers, new locations, new and bigger projects, new partners, new financial game plans, new members to team and overall new environment. It's quite wonderful to look at this as a man starting life at the age of ninety.

In the grand theatre of business, where time never pauses and competition breathes down every corridor, one truth remains-exponential growth is not a luxury; it is the need of the hour. It is the beacon calling us forward, the storm we must sail into with courage, clarity, and conviction. But growth, the kind that turns heads and reshapes industries, does not come on a silver platter. It must be earned-crafted with intention and built upon a foundation of brand strength, relentless effort, and unwavering integrity.

The question of the hour is 'How we can become A Brand Beyond a Logo?'

Imagine a traveler lost in the marketplace, eyes wandering through a sea of choices. What draws them in? Not just price, not just a slogan, but a brand they can trust. A brand that speaks of promises kept, of values that resonate, and of stories that matter. Our brand must be that lighthouse-glowing with authenticity and magnetism. A wise merchant once said, "A customer remembered is a customer retained." Loyalty isn't bought-it's earned, over a thousand interactions. From the first handshake to after-sales care, it's the sincerity of our service and the humility of our approach that turn buyers into believers. Every project delivered with finesse, every service rendered with heart, plants seeds of lifelong loyalty. Behind every thriving enterprise is a team-not just of employees, but of warriors. Warriors who carry knowledge not as a badge, but as a responsibility. Individuals who show up not because they must, but because they believe.

We must nurture a culture where people don't just work-they own. Ownership means staying late not because the clock demands it, but because the mission does. It means thinking not as executors, but as visionaries. It means building a tribe of hard-working, passionate, and purpose-driven individuals who stay not for the pay, but for the pride.

To grow exponentially, we must also evolve courageously. Our pricing policies, cancellation clauses, incentive policies, and resale rules have been redrafted-not as routine edits, but as strategic shifts. These new frameworks are fairer, smarter, and more transparent, empowering both us and the customer. Flexibility where needed, firmness where necessary.

The ripple effect of referrals and relationships is a must for exponential growth. Growth is not just found in new roads-it often lies in the voices of those we've already served. A happy customer becomes a brand ambassador, a silent seller in distant corners. Hence, referral programs are not just marketing tactics-they are gratitude in action. And then there's scale-bulk institutional sales that move mountains, not just pebbles. Channel partners who become allies in our mission, carrying our vision to places we haven't yet walked. These aren't just numbers; they are bridges to new realms of opportunity.

Let me tell you of a small firm in a quiet town. They didn't have millions in funding or celebrities endorsing their product. But they had something stronger-a relentless belief in what they offered. They treated their first 10 customers like royalty. Their team worked late, often unpaid. But they showed up every day with fire in their eyes. And slowly, their reputation grew. One referral turned into ten, one bulk order into fifty, one channel partner into a nationwide network. Today, they are a brand synonymous with trust, not because they shouted loudest, but because they delivered consistently, passionately, and fearlessly.

Friends, for us, The Time is Now!!!

We stand at a similar precipice-ready to leap. Let us not whisper of growth in corridors; let us chase it boldly in boardrooms and beyond. Let our name echo through the market not as an option, but as the obvious choice. Exponential growth is not a myth. It's a result-a consequence of quality, effort, loyalty, ownership, and strategy fused together. Now is the hour. Let us rise-not just to grow, but to lead. Together let's move forward to achieve the impossible

Sunil Kumar V

Founder & Managing Director,
Asset Homes

HANDING OVER OF OUR 90TH COMPLETED PROJECT ASSET SOVEREIGN, TRIVANDRUM



An evening of joy reached its peak as proud homeowners received the keys to their new homes at Asset Sovereign. The ceremonial handover, graced by Brand Ambassador Mr. Prithviraj Sukumaran, marked not just the completion of Asset Homes' 90th project, but the beginning of new chapters in the lives of many. Laughter, gratitude, and shared dreams filled the air, celebrating the trust and journey that brought this vibrant community together. The Festival of Keys was a testament to Asset Homes' commitment to delivering not just homes, but happiness.

UNVEILING ASSET PRAGATHI, PEROORKADA



A moment of pride and anticipation unfolded as the logo of Asset Pragathi, Peroorkada was officially unveiled. The launch was led by Asset Homes' Brand Ambassador Mr. Prithviraj Sukumaran, in the esteemed presence of our Joint Venture partners Mr. Manoj Kumar and Mr. Abraham N C, Mr S N Reghuchandran Nair, President Trivandrum Chamber of Commerce & Industry, Mr Antony Raju , MLA along with our Managing Director Mr. Sunil Kumar V. This symbolic launch marked a fresh chapter in Asset Homes' journey of excellence a commitment to progressive living spaces built on trust, quality, and innovation.

ASSET HOMES SHINES AT BAHRAIN EXPO!



Asset Homes proudly participated in the Mathrubhumi Kerala Property Expo held in Bahrain, which witnessed an overwhelming response from the Malayalee community. With over 900 registrations and 3,000+ walk-ins, the event was a grand success. Our presence drew keen interest from NRIs exploring investment opportunities in Kerala, marking yet another milestone in our global outreach journey.

SALES & MARKETING TOWNHALL FY'25 – TALES FROM THE HILLS



Set against the stunning backdrop of Munnar at Elixir Woods Resort, the Asset Homes Sales & Marketing Townhall Meet FY'25 was a powerful celebration of purpose, performance, and people. With inspiring speeches, shared successes, and heartfelt recognition, the event captured the spirit of a team that achieved record-breaking milestones across 51 projects generating the highest sales value in Kerala, driving statewide campaigns, and connecting with thousands of customers. A proud moment that sets the tone for an even more remarkable year ahead. Here's to the unstoppable Asset Warriors!

TOUR OF THEKKADY KEG 2025

Sankar Sivarajan (Projects) secured 4th Position in Team category. Completed the Race of 145km with 3000 m Elevation on 6:16 Hours



PRIDE OF ASSET

Pretty Paul, AGM - Asset Delight, Thrissur, stepped up when it mattered most and successfully closed the sales in Asset Majestic. Her dedication and drive exemplify the "I with We" spirit individual excellence contributing to collective success.

KNOW YOUR COLLEAGUE

Ahoy Assetians,

Here's a supercalifragilisticexpialidocious highlight!

I am excited to introduce myself - Manoj Sivadasan, the driving force behind the Digital Marketing function at Asset Homes. I have joined Asset Homes to bring a strong track record of innovation and proven expertise in navigating the fast-paced world of digital marketing. I have done my post-graduation in MBA- Marketing from Tier - I Business B-School, 'Alliance University, Bangalore'. Also, I have completed 2 Level Certification in Digital Marketing (Advanced & Strategy Levels) from the well-known Digital Marketing Institute - Digiperform. Before joining Asset Homes, I have built a strong foundation and vast experience in digital marketing while working in Bangalore, one of India's leading corporate hubs. During this time, I had the opportunity to work with well-known corporates and multinational companies (MNCs), gaining valuable experience across diverse industries. These roles helped me sharpen key skills in digital marketing, strategy making and data-driven marketing. Exposure to fast-paced, high-performance environments also instilled in me a deep understanding of global best practices and innovative approaches in digital marketing space.

With a strong background in digital strategy, social media management, campaign planning, SEO, performance marketing & brand management etc., I am responsible to lead and guide the external agencies that handle different aspects of digital marketing for Asset Homes, ensuring that their

efforts align seamlessly with our brand vision and business goals.

Born and raised in the vibrant city of Kochi, I am surrounded by a culture rich in tradition, innovation, and community spirit. My family includes my wife, father, mother & brother. I am deeply passionate about nature and the creation of the universe. Being close to nature gives me a sense of peace, inspiration, and balance, which I believe are essential in both personal and professional



life. I am fascinated by the mysteries of the cosmos and often find myself drawn to exploring ideas about the universe, stars, and the endless possibilities beyond our world. This love for nature and the universe constantly reminds me of how vast life is and fuels my curiosity, creativity, and sense of wonder in every moment of life.

Also, I am passionate about staying maintaining a healthy lifestyle. I regularly practice yoga, which helps me stay centered, calm, and focused amid a busy schedule. Along with yoga, I enjoy working out at the gym to build strength and endurance. To add a dynamic edge to my fitness routine, I also practice kickboxing, which not



only boosts my physical stamina but also sharpens my mental discipline. Together, these activities keep me energized, motivated, and ready to take on new challenges both personally and professionally.

I believe life is all about embracing new experiences, learning, and growing through every opportunity that comes our way. Working at Asset Homes feels like an exciting adventure every single day, filled with opportunities, creativity, and constant growth. Being part of a brand that values innovation and excellence keeps me inspired and motivated. I truly enjoy being a part of the Asset Homes family and look forward to contributing to its continued success while shaping my own journey along the way.

Cheers to many more milestones and successes together!

Responsibly Yours,

Manoj Sivadasan

Digital Marketing Coordinator

KEY HANDING OVER



Key Handing Over to
Mr.Gopinath & Family, Asset Fortuna



Key Handing Over to Mr.Anil Kumar &
Mrs.Preetha Anil Kumar, Asset Raintree



Key Handing Over to
Mr.Rakesh Nair & Family, Asset Gitanjali



Key Handing Over to
Mrs.Neeliath Preethi, Asset Senate



Key Handing Over to Mr.Sunilkumar.E.S
& Family, Asset Celeste



Key Handing Over to Mr.Sreyas, Brother of
Mrs.Anju Silgin, Asset Fortuna



Key Handing Over to Dr.Sanjay
Family, Asset Limelight



Key Handing Over to
Mr.Premanand.K.Nair, Asset Luminance



Key Handing Over to
Mr.Umesh.V, Asset Platina



Key Handing Over to
Dr.Premdevas, Asset Fortuna



Key Handing Over to
Mr.Muraleedharan & Family, Asset Platina



Key Handing Over to
Mr.Hari Krishnan, Asset Ensign



Key Handing Over to
Mr.Ishaque P.K, Asset Ensign



Key Handing Over to
Mr.Vinod Sreedharan Pillai & Family
Asset Platina



HOUSE WARMING CEREMONY



House Warming Ceremony of
Mr. Anil Kumar & Family, Asset Raintree



House Warming Ceremony of
Capt. Nandagopan & Dr. Sweta, Asset Fortuna



House Warming Ceremony of
Dr. Premdevas & Dr. Jisha, Asset Fortuna



House Warming Ceremony of
Mr. Muraleedharan, Asset Platina

DOCUMENTS HANDED OVER



Documents Handed Over to
Mrs. Neeliath Preethi, Asset Senate



Documents Handed Over to
Mr. Faisal K.T. & Family, Asset HK Hallmark



Documents Handed Over to
Mr. Muhammed Uthbath Gaswan &
Mrs. Riswana Gaswan, Asset Senate

CUSTOMER OF THE MONTH



Customer of the month
Mrs. Rashmi Jithesh & Family, Asset Rangoli



Customer of the month - Mr. Manoj Samuel,
TKM Asset Grandios Sterling



Customer of the month
Mr. A.K. Rajan & Mrs. Jayashree, Asset Fortuna

DELIGHT SURPRISE



50th Wedding Anniversary Wishes to
Cmdre. K.M. Thomas &
Mrs. Omana Thomas, Asset Rangoli



Birthday Wishes to Mr. Praveen,
Chief Manager, PNB, Asset PKS Heritage

MONTHLY SAFETY MEETINGS



Chamber - Kannur



Winside, Thrissur



Majestic, Thrissur



Ananda Malika, Kochi



Laurels, Kochi



DTE, Kochi

SAFETY TOOL BOX TALK



Asset Laurels, Kochi



Asset Laurels, Kochi



Asset Laurels, Kochi



Asset Dominion, Kochi



Asset Grand Entry, Kochi



Asset Grand Entry, Kochi



Asset Sreyas, Kochi



Asset Sreyas, Kochi



Asset Winside, Thrissur



Asset Magnum, Kannur



Asset Chamber, Kannur

MEDICAL CAMP



Asset Laurels, Kochi



Asset Laurels, Kochi



Asset Sreyas, Kochi



Asset Sreyas, Kochi

Q - LAB



CONGRATULATIONS

SHEETHAL SASIKUMAR
&
VISHNU REGHUNATHAN

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



LOJO JOSEPH
KOCHI

WALL OF FAME



RAJESH K R
KOCHI

ENGINEER OF THE MONTH



PRASANTH A P
KOCHI



TINU DAVIS
KOCHI

SPECIAL RECOGNITION AWARDS



GEORGI THAMBI
SALES, KOCHI



NITHYA P
DELIGHT, KANNUR



PRETTY PAUL
DELIGHT, THRISSUR



AKHIL KUMAR K G
SALES, THRISSUR



SRUTHY MOL SURESH
INTERIORS, KOCHI



MILITH S
DELIGHT, KOCHI



JIJEEESH N
SALES, CALICUT

SERVICE STAR OF THE MONTH



CHANDINI ARUN
DELIGHT, KOCHI



SALINI P S
DELIGHT, KOCHI

CLEAN WORK PLACE



Aseena M S
[18 Years]



Saiju Joseph
[14 Years]



Jijo C Maniamkot
[10 Years]

SERVICE CITATION



Vidyasagar C
[18 Years]



Anju Venugopal
[18 Years]

BIRTHDAY LIST

ASEENA M.S
SUNAYANA ABRAHAM
LIJIN K
VIMAL V T
ASWATHY B
RIDHU KRISHNAN M
ASWATHY RAJENDRAN
HASEEM M K
SUBI V.T
APARNA S S
AJAY PRAKASH J
NAVAS V. A
SEEMA JAYADEVAN
PRISKA K KURIACHAN
SANDHEEP CHANDRAN
KRISHNA C
KRISHNAKUMAR V
REGI VARGHESE
RAJESH P V

02-May SUJESH M
02-May RANJISH
03-May SANDEEP K S
04-May SONA KUNJUMON
05-May BIJUN P
06-May SHYAM MT
07-May VISWANADH S
08-May GOPALANKUTTY T M
08-May GOKUL S U
08-May JAYACHANDRAN N G
09-May RESMI C
10-May LOJO JOSEPH
10-May SHIJU M J
10-May NISHANTH
11-May SURESH KUMAR T P
12-May ROSHAN LAL
14-May RAHUL K SATHEESH
14-May VINEETH P
15-May SEEMA LENIN

16-May
17-May
17-May
17-May
18-May
18-May
19-May
20-May
21-May
25-May
25-May
25-May
25-May
26-May
27-May
27-May
27-May
29-May

ANNIVERSARY LIST

ASEENA M.S
VEENA VENUGOPAL
ANJU VENUGOPAL
SEEMA LENIN
HARIKUMAR K
HAYNA FRANCIS
SHINE VICTOR
JIBINKUMAR V.S
HIRAN P H
SUBI V.T
PRASANTH A P
PRASAD M.B
SUNISH B S
SIMNA E.K
INDU RAJESH
SANKAR.S
REGI VARGHESE

02-May
03-May
04-May
05-May
06-May
08-May
11-May
12-May
13-May
14-May
15-May
16-May
20-May
22-May
23-May
26-May
28-May

NEW JOINEES



VIDYA SATHEESAN
SALES



VISHNU V
SALES



ARATHY K S
CUSTOMIZATION



SANJAY S
SALES



AKHIL KRISHNAN R P
SALES



VIVEK VALSAN
INTERIORS



AKHIL SIVARAMAN
INTERIORS

BIRTHDAY CELEBRATIONS



Roshni Radhakrishnan



Sarimol S



Chandini Arun



Akhil Sivaraman



Rajesh R



Hayna Francis



Jineesh P



Jijeesh N



N Manoj



Ajith J S



Rejil Ck



Ananthakrishnan P R

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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