

ASSET **Beyond** JUNE 2025 **squarefeet**

A monthly newsletter from Asset Homes

**ASSET PRAGATHI
STONE LAYING**

**Premier Partners
Club Meeting**

**CP Meet
at Trivandrum**

**147th
ISSUE**



MANAGING DIRECTOR SPEAKS

Dear Friends,

As we step into June, I want to begin by celebrating your outstanding efforts throughout May. Your dedication, resilience, and passion remind me that success isn't a one-time event. It's a habit forged by extraordinary people doing ordinary things with extraordinary intent.

In Kerala, June 1 isn't just another date; it heralds the monsoon's grand arrival. Dark clouds gather, the earth inhales, and rain begins its rhythmic dance, soaking both soil and soul. For centuries, we've revered these rains not only for their beauty, but for their transformative power - reshaping landscapes, renewing life, and rewriting stories.

To me, the monsoon mirrors entrepreneurship:

- **It arrives with force.** It doesn't whisper; it pours. Likewise, entrepreneurs don't tiptoe—they dive in with hearts ablaze. Your energy in every pitch, every plan, every pursuit has been our own monsoon, imbuing our goals with the promise of growth.

- **It persists without permission.** When it falls, it redefines everything it touches. Rivers swell, waterfalls roar, and even mountains bow to its persistence. In business, true strength isn't just financial, it's emotional, intellectual, and strategic. Our capacity to weather storms, turn adversity into advantage, and keep moving forward, no matter how dark the skies, is our power.

- **It awakens romance.** The pitter-patter on rooftops, the scent of rain on parched earth, the mist over green hills, all stir something deeper. Building a business isn't just about numbers and margins; it's about falling in love with the problem, the journey, and the people we serve. Our stories, our purpose, our vision—that is the romance that gives our success its soul.

Like the monsoon winds that clear the old and usher in the new, we too must embrace change to 3x our impact:

- **Embrace radical ideas.** What if our next breakthrough comes from a wild, untested concept? Pitch one bold idea this month, no matter how crazy it seems.

- **Adopt new tools.** Identify one technology, AI-driven analytics, blockchain for transparency, and automation to cut errors, and explore it deeply as your reinvention partner.

- **Question the familiar.** Reflect on one assumption that has served us well and ask: "What got us here won't get us there?"

Think of Tesla, which redefined the car as a computer on wheels; Toyota, which revolutionised manufacturing with Lean; or Netflix, which transformed itself from DVD rentals to a global streaming and content powerhouse. They didn't multiply resources—they multiplied mindsets.

To triple our impact, we need a triple-minded approach:

- **Courage to say,** "What got us here won't get us there."

- **Curious to ask,** "What if we tried something wildly new?"

- **Consistency to deliver,** even when results aren't instant.

June is our blank canvas. As the clouds gather and thunder rolls over the Western Ghats, remember: the monsoon isn't an interruption, it's an invitation.

An invitation to dream bolder.

An invitation to grow stronger.

An invitation to dance in the rain, not hide from it.

Together, let us create a June that is not remembered for being wet, but for being wildly fertile—with action, ambition, and audacity.

Let it rain. Let it begin. Let's 3x.

With pride and belief in you all,

Sunil Kumar V

Founder & Managing Director

Asset Homes

STONE LAYING CEREMONY OF 117TH PROJECT, ASSET PRAGATHI

The stone laying ceremony of Asset Pragathi, our prestigious new project at Peroorkada, Trivandrum, was held on 28th May 2025 with grace and grandeur, marking the start of another landmark by Asset Homes.

The event featured a welcome address by Mr. Tony John (CEO, Asset Homes) and a heartfelt message from Mr. Sunil Kumar V (Founder & Managing Director, Asset Homes).

The ceremonial stone laying was led by JV Partners Mr. Abraham N C and Mr. Manoj Kumar, along with Mr. Sunil Kumar V (Founder & Managing Director, Asset Homes).

The event concluded with a special felicitation by Mr. S N Raghuchandran Nair (Convener General, CREDAI Kerala & Executive Committee Member, CREDAI National).



PREMIER PARTNERS CLUB FY'26 MEET

The Asset Premier Partners Club FY'26 Meet was successfully held on May 14th, 2025, at Crowne Plaza, Maradu-a vibrant gathering of our valued channel partners.

The event began with a welcome address by Mr. Akshay Anand, (Head of Channel Sales, Asset Homes), followed by Mr. Ranjish Radhakrishnan, (Head of Sales & Marketing – GCC & International Markets, Asset Homes), who shared insights into Asset Homes' journey and upcoming projects. Mr. Gokul Pillai, (Chief Business Officer, Asset Homes), provided an expert outlook on the current market trends.

The highlight of the evening was the official introduction of the Asset Premier Partners Club FY'26, led by Mr. Sunil Kumar V, (Founder & Managing Director, Asset Homes), who also engaged channel partners in an interactive and insightful session.



CHANNEL PARTNERS MEET - THIRUVANANTHAPURAM

The Channel Partner Meet held on May 19th, 2025, at SP Grand Days, Trivandrum, brought together our valued partners for an evening of collaboration and recognition. The event began with a warm welcome by Mr. Akshay Anand, (Head – Channel Sales, Asset Homes) followed by an insightful presentation on the Pragrathi Project by Mr. Rajesh YM, (GM Sales & Marketing – Trivandrum). Mr. Gokul Pillai, (Chief Business Officer, Asset Homes), led an engaging session with key updates and partner interactions.

The highlight of the evening was the felicitation of Asset Premier Partner Club Members from Trivandrum, celebrating their dedication and performance. The event concluded with a heartfelt thank-you from Mr. Amith Radhakrishnan, Sales Manager – Trivandrum, appreciating the continued support of the channel network. A memorable evening that reaffirmed our commitment to strong and lasting partnerships.



ASSET HOMES JOINS HANDS WITH LULU GROUP & 24 NEWS TO BUILD HOMES FOR DESERVING FAMILIES

On the 4th anniversary of 24 News, Lulu Group Chairman Shri M. A. Yusuff Ali M.A announced the gifting of 10 additional homes to deserving families - an extension of his earlier promise of 4 homes already delivered.

Asset Homes is proud to be the execution partner in this meaningful initiative. For a team that has handed over thousands of homes across Kerala, contributing to this cause felt uniquely fulfilling. For our MD & Founder Mr. Sunil Kumar V, it was a moment that truly stood apart.



KEF DAY 2025 HOSTED BY THE KERALA ENGINEERS FORUM AT KUWAIT

Our Founder & Managing Director, Mr. Sunil Kumar V, addressed the gathering and shared his thoughts on the importance of community gatherings and meaningful connections.

A wonderful day of interactions, memories, and celebrating the strong bond with the KEF community.



MATHRUVANDANAM

The event was a heartfelt celebration of love and gratitude on Mother's Day (11th May 2025). The event featured a welcome address by our CEO, Mr Tony John; an inspiring address by Chief Guest Prof. Monamma Kokkad, speaker, writer and trainer; and a special gift distribution in honour of mothers.



ASSET KIDS SUMMER CAMP

The Summer Camp at Asset Rangoli held on May 9th, 2025, was a day packed with fun, learning, and memorable experiences for all the young participants. The event was inaugurated by Mr. Baby P V, Assistant Commissioner of Police, Thrikkakara, followed by a high-energy game session led by popular anchor and TV artist Mr. Rathish Papa. The camp focused on personal development with an insightful session on goal setting and communication skills by Mrs. Limi Rose Tom, entrepreneur and senior HR professional. Post-lunch, kids benefited from practical health tips shared by Dr. Sangeetha, Pediatric Physiotherapist from Amrita Institute of Medical Sciences. The day wrapped up on a magical note with an engaging magic show by Magician K.N. Kutty, leaving the children amazed and delighted.



Asset Magnum - Kannur



17

**EXCLUSIVE
DELIGHT SERVICES**



HOUSE WARMING CEREMONY

House Warming Ceremony of
Mr. Vinod Sreedharan Pillai and family,
Asset Platina - Thrissur

KEY HANDING OVER



Key Handing Over to
Mrs. Liji Mary John, behalf of
Mrs. Linet Elizabeth John,
Asset Celeste - Kottayam



Key Handing Over to
Dr. Amith Aravind & Family,
Asset Celeste - Kottayam



Key Handing Over to Mr. Yedu Krishnan,
Asset Radiance - Kochi



Key Handing Over to
Mr. Elby Thomson, MD South Indian Credits,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Balraj & Mrs. Dhanya,
Asset Platina - Thrissur



Key Handing Over to
Mrs. Lakshmi Priya,
Asset Fortuna - Thrissur



Key Handing Over to Mrs. Smitha Sankar,
Asset Fortuna - Thrissur



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



Key Handing Over to
Mr. Sunil & Family,
Asset Fortuna - Thrissur



Key Handing Over to
Mr. Raghunandan & Mr. Vishnu,
Asset Platina - Thrissur



Key Handing Over to
Mr. Surendran & Mrs. Arathy,
Asset Platina - Thrissur



Key Handing Over to
Adv. Govind Chandrasekhar &
Mrs. Maya Govind, Asset Platina - Thrissur



Key Handing Over to Mr. Vinod & Family,
Asset Fortuna - Thrissur



Key Handing Over to
Ms. Mariyam, behalf of Dr. Shabeer,
Asset Ensign - Calicut



Key Handing Over to
Mr. Ramesh Kandath & Family,
Asset Ensign - Calicut



Key Handing Over to
Mr. Arun Timothy Jacob & Family,
Asset PKS Heritage - Calicut



Key Handing Over to Ms. Sajna,
Asset Ensign - Calicut



Key Handing Over to Mr. Prabath,
Asset Ensign - Calicut



Key Handing Over to
Mrs. Vineetha Balakrishnan,
Asset Raintree - Kannur



Here's to yet another milestone wrapped in trust and elegance.
Asset Zenith, Kottuli, Kozhikode is now officially sold out.



FIRST HOLY COMMUNION

First Holy Communion of
Serene Kate, Daughter of
Edison and Renju,
Asset Chiraag - Thrissur

DELIGHT DRIVE



DELIGHT DRIVE facility for
Mr. Arun Plavara Mammen,
TKM Asset Grandios Sanford - Kollam



DELIGHT DRIVE facility for
Mr. Gangadharan Koduveli,
Asset Chiraag - Thrissur

CUSTOMER OF THE MONTH



Mrs. Rasiya Anshar,
Asset Sunny Days - Trivandrum



Mrs. Shabna Anas,
TKM Asset Grandios Sanford - Kollam



Mr. Sam Thomas & Family,
Asset Picasso Palette - Kottayam



Mrs. Roslin Abin,
Asset Alpine Oaks - Kochi



Mr. Ramdas Vallathol & Family,
Asset Platina - Thrissur

VENDOR'S MEET AT ASSET PLATINA - THRISSUR



KNOW YOUR COLLEAGUE

Dear Assetians,

I'm Rakesh Krishnan, currently working as the IT Manager here at Asset Homes. I hold a Master's degree in Computer Applications and bring with me 14 years of experience in the IT field. I started my career as a Software Support Executive and gradually expanded my skills into hardware support as well. Over the years, I've had the privilege of working with firms that are leaders in their domains-companies that hold the hand of their employees during tough times. This has shaped my technical, professional, and personal journey.

One thing that stood out to me since joining Asset Homes is the way the company truly values and appreciates its employees, often in thoughtful and unexpected ways. It makes me proud to be



part of such a thoughtful and people-centric organization.

I have a deep interest in continuous learning and am eager to add more educational qualifications to my quiver. Outside of work, I enjoy watching comedy shows and sci-fi movies and series. My family includes my mother, sister, and my beloved dog - who is very much part of the family too. I also enjoy the moments I get to spend with my little niece whenever I get the chance.

I'm looking forward to learning from all of you and working together to build great things at Asset Homes.

Responsibly yours,

Rakesh Krishnan
Manager IT

QUALITY TOOL BOX TALK



Q - LAB



MONTHLY SAFETY MEETINGS



Asset Canzara - Trivandrum



Asset Vismayam - Trivandrum



Asset Celeste - Kottayam



Asset Laurels - Kochi



Asset Dominion - Kochi



Asset DTE - Kochi



Asset Magnum - Kannur



Asset Winside - Thrissur

QUALITY AND SAFETY TRAINING PROGRAMME



SAFETY TOOL BOX TALK



Asset The Leaf - Trivandrum



Asset Serenity - Kottayam



Asset DTE - Kochi



Asset Dominion - Kochi



Asset Samskriti - Kochi



Asset Laurels - Kochi



Asset Winside - Thrissur



Asset B right - Thrissur



Asset Elan Casa - Calicut



Asset Zenith - Calicut



Asset Magnum - Kannur

SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



1st Place: Asset Canzara
Trivandrum



Runner-up:
Asset Dominion, Kochi

SUBSTRUCTURE



1st Place: Asset Nilaavu
Alappuzha



Runner-up
Asset Elan Casa - Calicut

SERVICE CITATION



RAJESH R
(9 Years)

Congratulations

to all the winners!
Your achievements are a testament to your
hard work and dedication.
We are proud of you and wish you
continued success in the future

CLEAN WORK PLACE



Asset Canzara - Trivandrum

SALES STAR OF THE MONTH



Jijeesh N
Calicut

1ST RUNNER-UP SALES



Ranjish Radhakrishnan
Alappuzha

ENGINEER OF THE MONTH



LIJIN K
Projects - Kannur

WALL OF FAME



Sujesh M
Finance - Kochi

SERVICE STARS OF THE MONTH



Ashily Balakrishnan
Planning - Kochi



Leeja Vijayan
Planning - Kochi

SPECIAL RECOGNITION AWARDS



Harikumar K
HR & Admin - Trivandrum



Ittyavirah Abraham
Planning - Kochi



Indu Rajesh
Delight - Trivandrum

DELIGHT SURPRISE



Birthday Wishes to Mr. Subhash.K.Joseph,
Asset Belford - Kottayam



Birthday Wishes to Dr. Aryasree Dhileesh,
Asset PKS Heritage - Calicut



Birthday Wishes & Retirement function of
Mr. Ajith JV Owner,
Asset PKS Heritage - Calicut

BIRTHDAY CELEBRATIONS



KRISHNA C



PRISKA K KURIACHAN



ASWATHY B



SUNAYANA ABRAHAM



ASEENA M S



RESMI C



SEEMA LENIN



NISHANTH THANKAMANI



SANTHOSH KUMAR T G



BIJU N P



SUJESH M



ROSHAN LAL



SEEMA JAYADEVAN



VINEETH P



RANJISH RADHAKRISHNAN



SHIJU M J



KRISHNAKUMAR V



SURESH KUMAR T P



SANDHEEP CHANDRAN



VIMAL V T



SANDEEP K S



SONA KUNJUMON



SUBY V T



SHYAM M T



ASWATHY RAJENDRAN

BIRTHDAY LIST

CHANDRA J C	01-Jun
AKSHAY ANAND	02-Jun
BELVIN B S	02-Jun
HEMANTH P	02-Jun
SUNU ROSHAN	04-Jun
ALBEY P JOSEPH	07-Jun
ABHIJITH C R	08-Jun
ATHIRA LAVAKUMAR K	08-Jun

NEELIMA SHYAM PALLATH	10-Jun
AMINA YASIR P Y	12-Jun
SALOMY ANTONY	13-Jun
VIVEK S NAIR	14-Jun
SUMITHA C V	15-Jun
MANU M D	16-Jun
BRIGIL CHACKO	18-Jun
INDU RAJESH	20-Jun
ZUBIN NAIR	22-Jun
SHINE V	23-Jun
AKHIL J	24-Jun
ANJU VENUGOPAL	26-Jun

AMALA MARY P B	26-Jun
DEEPAK R	28-Jun
GOPIKA M M	28-Jun
AMITH R KRISHNAN	30-Jun

ANNIVERSARY LIST

RAJESH K R	02-Jun
LOJO JOSEPH	05-Jun
NAVAS V. A	10-Jun
JOHNSON JACOB	11-Jun

NEW JOINEES



ARUN B
Sales - TVM



SILPA SIVAN
Delight



JAYAPRAKASH K
Sales - EKM



GOIPIKA P J
Pre-Sales - TSR



NEETHU SASI
Pre-Sales - TSR



AMITH R KRISHNAN
Sales - TVM



ROHIT CHANDRAN
Sales - PTA



YADU KRISHNAN K
Sales - TSR



MIDHUN C V
Sales - TSR



RAJESH P
Sales - TVM



AMAL S
Sales - CLT



AKHILA S PILLAI
Sales - KTM



PAUL T S
Sales - EKM



JASMIN JOY
Interiors - EKM



FATHIMA SHAFNAS K N
Interiors - EKM



C JOTHIS
Engineer - TVM



ANKITHA KALYANI S
Interiors - EKM

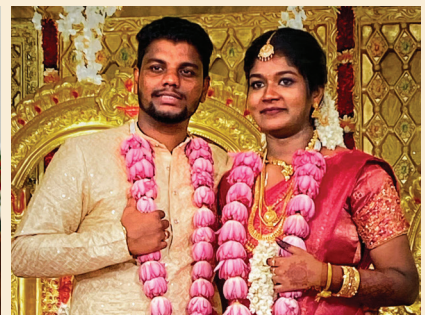
CONGRATULATIONS



Wedding Ceremony of Mr.Vivek,
Son of Mr. Suresh Kumar & Mrs.Rathi,
Asset Platina - Thrissur



Wedding Ceremony of
Mr. Roy Xavier & Mrs. Mary treesa



Wedding Ceremony of
Mr. N Manoj & Mrs. Navina

All our projects are audited for Safety and Quality by



BUREAU
VERITAS

Shaping a World of Trust



Responsibly Yours

CORPORATE OFFICE

Asset Homes Pvt. Ltd.,
Asset Centrale, XV/246C,
N.H. Bypass, Kundannoor Jn,
Maradu P.O, Kochi - 682 304,
Tel: +91 484 4344999/4345000
Mob: 98464 99999, 97452 00250

THIRUVANANTHAPURAM

First Floor, Devs Sakura Building
NH 66 Bypass, Kulathoor P.O, Kazhakoottam
Thiruvananthapuram - 695 583
Tel: +91 471 2418499
Mob: +91 99464 00250, 99460 99999
Email: tvmsales@assethomes.in

KOLLAM

Vrindavan Nagar 7, Town limit
Kadappakada, Kollam - 691 008
Mob: +91 81296 99999
Email: kollam@assethomes.in

PATHANAMTHITTA

Asset Gateway, Kallarakkadavu Road
Near Muthoot Medical College
Pathanamthitta - 869 645
Mob: +91 99465 99999

KOTTAYAM

Ground Floor
Asset Sapphire, Kanjikuzhy
Muttambalam P.O, Kottayam - 686 004
Tel: +91 481 2575696
Mob: +91 7593 003498, 99465 99999
Email: kottayam@assethomes.in

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
Poonkunnam P.O, Thrissur - 680 002
Tel: +91 487 2386199. Mob: 89430 99999
Email: thrissur@assethomes.in

PALAKKAD

Kunnathurmedu P.O, Manappullikkavu
Palakkad - 678 013
Mob: 75930 00267

KOZHIKODE

1st Floor, Asset PKS Heritage
K.T. Gopalan Road, Kottuli, Kozhikode - 16
Mob: 81297 99999
Email: kozhikode@assethomes.in

KANNUR

Asset Magnum, Opposite Amana Toyota
Thottada P.O, Kannur - 670 007
Tel: +91 497 2767079
Mob: 97457 99999
Email: kannur@assethomes.in

DUBAI

1206, 12th Floor, Shoba Ivory - 2, Business Bay, Dubai
Tel: +971 4370 5270
Mob: 00971 58 567 9500
Email: globalsales@assethomes.in

CALL: +91 98464 99999

+91 95267 99999



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