

ASSET Beyond AUGUST 2025 squarefeet

A monthly newsletter from Asset Homes

149th
ISSUE

STONE LAYING

ASSET
Hillsedge
exotica residences

CP MEET-THRISSUR





MANAGING DIRECTOR SPEAKS

Dear Friends,

Congratulations to all our July performers for keeping the Asset flag flying high. As we step into August, let's bring more energy, aspiration, and accountability to everything we do.

Let me begin with a short story.

On a breezy afternoon, a balloon seller drew a crowd of curious children by releasing balloons into the sky-red, green, yellow, and white. A little boy, poor in appearance but rich in wonder, tugged at the man's sleeve and asked, "If you let go of a black balloon, will it also rise?"

The seller smiled and replied, "It's not the colour that makes it rise. It's what's inside it."

This story is a quiet but powerful reminder. It's not what's outside, but what's within that lifts us. Not our looks, background, or titles, but our mindset, perseverance, and passion. Just like balloons, we too rise when we fuel ourselves with the right intent, attitude, and inner strength.

In life and business, visible success -profits, recognition, promotions- is just the tip of the iceberg. What truly matters is the unseen: the effort, learning, late nights, and failures that shape us.

It's this spirit of growth and potential that inspired us to launch a new leadership development initiative: the Graduate in Residence program.

Over the past weeks, Prof. Thomas Joseph of IIM, in close collaboration with our internal leaders, conducted a deep, multi-dimensional evaluation of our team. This was not a casual exercise- it was a time-intensive and thoughtful process assessing individuals on leadership potential, problem-solving ability, collaboration, execution, and alignment with the vision of Asset Homes.

Based on this, we are launching two dynamic learning cohorts:

Graduates in Residence

A group of 20 team members who have demonstrated

strong leadership promise. This program will be an intensive, year-long mentoring journey under the direct guidance of Prof. Thomas, our senior leadership, and myself. But let's be clear: this is not a reward. It's a runway. A starting point, not a finish line. These 20 individuals have earned a chance- but the journey ahead will define their readiness.

The 20 Graduates in Residence are:

Pretty Paul, Ittiyavirah Abraham, Deepak.R, Nishanth Thankamany, U.A. Azeer, Roshan Lal, Jibin kumar.V.S, Ranjish Radhakrishnan, Akshay Anand, Jijeesh N, Alex T.S, Aswathi A Mohan, Ashily Balakrishnan, Aseena M.S, Rajesh Kumar C.S, Pradeesh pradeep, Akhil krishnan R.P, Vimal Varghese, Anoob P.A and Vishal Mathews.

We extend our heartfelt congratulations to each of them. You have not only earned this recognition but also the responsibility that comes with it.

To those not in this batch, I say this: this door is always open. You are now part of the Aspirants in Residence group. Every demonstration of initiative, excellence, and alignment with our values will be noticed and encouraged. We believe some of the greatest stories of transformation will emerge from here.

In professional life, it's not degrees or designations that define your ascent-it's self-belief, adaptability, and consistent effort. Focus on learning, solving problems, building strong relationships, and taking ownership. And above all, don't chase only what's visible-invest in what's invisible because that's what sustains long-term success.

Let us all rise together, not because of our positions, but because of what we carry inside.

With belief in your potential,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

STONE LAYING CEREMONY OF 119TH PROJECT, ASSET HILLSEDGE

The transformative Hillsedge project officially begins in Methottuthazham, Calicut-a joint venture between ASSET Homes and Crietor Group. The ceremony was graced by the humble presence of Sunil Kumar V, Founder & Managing Director Asset Homes and Iflu Rahman , Founder & Managing Director of Crietor group.

Set to redefine urban living with sustainable, premium design Hillsedge is shaping the future of real estate in Calicut.





K-RERA Registration Number:
K-RERA/PRJ/KKD/096/2025
www.rera.kerala.gov.in



119th PROJECT | **3 & 4 BHK** EXOTICA RESIDENCES | **NEW LAUNCH**

CHANNEL PARTNERS MEET AN EVENING TO REMEMBER

We had the pleasure of spending an evening with some of our closest channel partners. It was a chance to reconnect, share what's new, and say thank you in person.

Mr. Akshay Anand opened the evening with a warm welcome and a few words on the journey we've shared so far. Mr. Santhosh T gave a quick look at where Asset stands today and where we're headed. Mr. Akhil Kumar followed with updates on our ready-to-move-in and ongoing projects, giving everyone a snapshot of what's happening across the board.

We also introduced Asset Granary, our new project in Palakkad. Mr. Sagar S Menon shared the story behind the launch and spoke about the opportunity it brings for partners and buyers alike.

A key moment of the evening was the introduction of the Asset Premier Partners Club. Mr. Gokul Pillai spoke about the idea behind the club and how it's meant to recognise the trust, effort, and commitment shown by our partners over the years. Club cards were handed over to Property One, Sumesh V R, Rajan C A, Babu MR, Abdul Shakeer from Shas Properties, Babu Ramakrishnan, and Sindhu Krishnandas. It was a proud moment, both for us and for them.

The evening closed with a thank-you note from Mr. Yadhu Krishnan and some informal conversations over dinner.

To everyone who joined us, thank you for being there and for standing with us. We look forward to what we build together next.

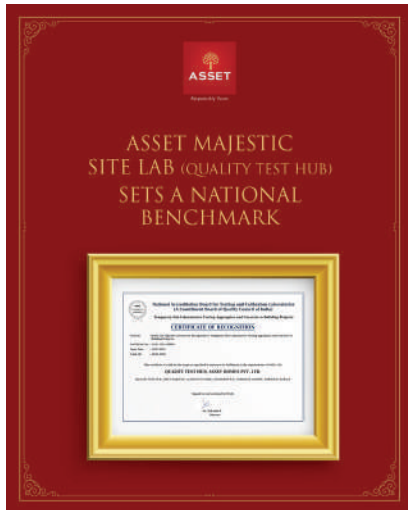




Milestone Unlocked
Common areas at Asset Ensign, Calicut officially handed over this July
Built with care, handed over with pride.



A New Chapter Begins
Common areas at Asset Heritance, Calicut officially handed over
A proud moment shared with the community.



Asset Majestic Site Lab (Quality Test Hub) has received CERTIFICATE OF RECOGNITION from NABL (National Accreditation Board for Testing and Calibration Laboratories)
This is the First Site Lab Recognized by NABL in South India and the Second in INDIA

TOUR OF HCC 2025

Certificate of Appreciation- Sankar Sivarajan
Completed HCC2025 by riding 1130kms from 01st June- 30th June 2025



KNOW YOUR COLLEAGUE

Dear Assetians,

I'm Adwaid H Nair, currently working as an IT & ERP Executive here at Asset Homes. I hail from Ranni, Pathanamthitta, a place close to my heart and where many fond memories were made.

My family has always been my strongest foundation and source of inspiration. My father, Harikumar P G, is a visionary businessman who established his own coir manufacturing company, while my mother, Simi T S, is an entrepreneur who runs a successful food products



firm. I have a twin sister, Akshaya H Nair, currently pursuing higher studies in Logistics and Supply Chain Management, and a younger brother, Neelankantan, studying in the 9th standard.

I completed my B.Tech in Computer Science and Engineering from Providence College of Engineering, Chengannur. My professional journey began at Sioniq, an ERP-based firm, where I worked

as a Software Implementation Engineer. Building upon that experience, I joined Asset Homes in July 2024 as an ERP Administrator, where I manage and streamline the company's internal ERP systems.

One of the most memorable moments of my life, beyond academics and my career was being nominated for the Bravery Award and Jeevan Raksha Padak at the age of 17 for saving the lives of drowning men in the River Pamba after the devastating 2018 Kerala floods. I was deeply honored to receive recognitions from several bodies, including the Pathanamthitta Collectorate Awards 2018.

What truly motivates me in the technology field is my passion for problem-solving from identifying bugs to ensuring a seamless workflow across systems. I've always been inclined toward management responsibilities, believing in the value of organization and efficiency in everything I do.

Outside of work, I'm a sports enthusiast. I find joy in long-distance running, swimming, and particularly in high jump activities that challenge me



physically and mentally, and fuel my discipline and determination.

Being part of the Asset Homes family has been a fulfilling experience so far. I'm excited to continue growing with all of you and to contribute toward building smart, efficient systems and a collaborative team environment.

Warm regards,
Adwaid H Nair



KEY HANDING OVER



Key Handing Over to
Mr.Jagan Jacob, Asset Ensign



Key Handing Over to
Dr. Neetha Gopal & Dr.Rahul, Asset Ensign



Key Handing Over to Dr.Sajith Prasad &
Dr.Sreelakshmi, Asset Platina



Key Handing Over to
Mr.Anoop & Mrs.Anjali, Asset Ensign



Key Handing Over to Mr.Anoop Zachariah
Mathew & Family, Asset Radiance



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



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



Key Handing Over to
Mr.Magesh & Family, Asset Limelight



Key Handing Over to
Mr.Pradeep Prabhakaran, Asset Platina



Key Handing Over to
Mr.Rajeev.R & Family, Asset Limelight



Key Handing Over to Mr.Srinath
& Mrs.Oralia, Asset Alpine Oaks



Key Handing Over to Mr.Vinod
Purushothaman & Family, Asset Luminance



Key Handing Over to Mrs.K.Sreedevi
& Mr.Sathyanadhan.P.K, Asset Ensign



Key Handing Over to
Mrs.Preethika , Asset Platina



Key Handing Over to
Mrs.Sherin.D Cruz, Asset Jubilance

KEY HANDING OVER



Key Handing Over to
Mrs.Sreelakshmi Ajith, Asset Ensign



Key Handing Over to Ms.Sheela Vijay on
behalf of Mr.Sachinraj, JV owner, Asset PKS Heritage



Key Handing Over to
Mrs.Soumya Anirudhan, Asset PKS Heritage



Key Handing Over to
Ms.Savithri.K.P, Asset PKS Heritage



Key Handing Over to Prof.Udayabhan
& Mrs.Bindu, Asset Fortuna



Mr.Thafseer on behalf of Mr.Thashreef.P.M &
Mrs.Sharmina, Asset Raintree

CUSTOMER OF THE MONTH



Customer of the month-
Mr Vinod Kumar- Apt 12B , Asset Legacy



Customer of the month
Mr.Muraleedharan & Family, Asset Platina



Customer of the - Mr.Sunil Kumar
E.S & Family, Asset Celeste Villa



Customer of the month -
Ms.Bindu Divakaran, Asset Alpine Oaks

DELIGHT DRIVE



Mr.Nadeer.M.K,
Asset Senate



Mr.Sameer Palangat,
Asset Senate



Mrs.Bismi Mohammed Sali,
Asset Canvas

DOCUMENTS HANDED OVER



Documents Handed Over to
Mr.Vinod Purushothaman, Asset Luminance



Documents Handed Over to
Mr.Sreeraj.M.Pacha, Asset Senate



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EXCLUSIVE DELIGHT SERVICES



First Meeting with owners of Asset Ensign Apartments
was conducted successfully and committee members were elected

HOUSE WARMING CEREMONY



Housewarming Ceremony of Cdr
Sean Sajan Abraham, Asset Rangoli

TRAINING PROGRAMS



Delightful Handover
The Asset Way-Roshan Lal-Sr.GM, QEST



Building Protection Against Lightning by
Vishnu V Sasi-Engineer-technical

ERP TRAINING



MONTHLY SAFETY MEETINGS



Asset Leaf, Trivandrum



Asset Canzara, Trivandrum



Asset Sreyas, Kochi



Asset Laurels, Kochi



Asset Grand Entry, Kochi



Asset Dominion, Kochi



Asset JGT Ananda Malika, Kochi



Asset Avon, Kochi



Asset DTE, Kochi



Asset Samskriti, Kochi



Asset Sreyas, Kochi



Asset Grand Entry, Kochi

SAFETY TOOL BOX TALK



JGT Ananda Malika, Kochi



Asset sreyas, Kochi



Asset Laurels, Kochi



Asset dominion, Kochi



Asset samskriti, Thrissur



B Right, Thrissur



Asset Leaf, Trivandrum

Emergency Evacuation Mock Drill and Fire fighting training @ Asset Majestic



Q - LAB



SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



Winner
Asset PKS Heritage



First Runner Up
Asset Chamber

SUBSTRUCTURE



Winner
Asset Vismayam



First Runner Up
Asset Nilaavu

SALES STAR OF THE MONTH



AKHIL KUMAR K G
THRISSUR

1ST RUNNER-UP SALES



JIJEESH N
CALICUT

WALL OF FAME



AKSHAY ANAND
KOCHI

ENGINEERS OF THE MONTH



SHIJU M J
KOLLAM



SHIJU M J
KOLLAM

SPECIAL RECOGNITION AWARDS



NIKHIL VARGHESE
CP, KOCHI



RAGESH R V
PROJECTS, KOLLAM



RITHU KRISHNAN M
HR&ADMIN, CLT

SERVICE STAR OF THE MONTH



VEENA VENUGOPAL
DELIGHT-KTM

CLEAN WORK PLACE



QUALITY PERFORMER AWARD INTERIORS

BEST PERFORMER COLLECTION



SRUTHY MOL SURESH
KOCHI

BEST PERFORMER ORDER VALUE



NEELIMA SHYAM PALLATH
KOCHI

SERVICE CITATION



SABU G
(18 Years)



SUBI V T
(14 Years)



Prasad M B
(12 Years)



Sandheep Chandran
(10 Years)



Prasanth A P
(10 Years)



Nidhi P M
(9 Years)



ROSHAN LAL
(5 Years)

BIRTHDAY LIST

JYOTHISH KUMAR N A	03-Aug
PRIYANKA PREMLAL	04-Aug
ARATHY K S	05-Aug
SARTHAJ A N	07-Aug
VISHNU S	07-Aug
ANURAG A K	08-Aug
SANGEETHA K G	08-Aug
PRASANTH A P	10-Aug
NANDAKUMAR K S	10-Aug
MADHUMITHAA B S	12-Aug
MIDHUN C V	13-Aug
SHAMEENA SHAFEEQUE	14-Aug

BIJU NAIR S	15-Aug
JINSON THOMAS	15-Aug
TINO MATHEWS	16-Aug
SALEEM K P M	17-Aug
MURALEEDHARAN V C	17-Aug
ABINITH BABU K P	18-Aug
RAJESH Y M	18-Aug
NIPUNYA T K	25-Aug
MANJIMA M K	25-Aug
TINU DAVIS	28-Aug
AJITH M V	28-Aug
LEEJA VIJAYAN	28-Aug
DILEEPKUMAR V	29-Aug
SHAJI JOSE	29-Aug

ANNIVERSARY LIST

ELDHOSE PAUL	16-Aug
SUNAYANA ABRAHAM	20-Aug
JINEESH P	21-Aug
SANDHEEP CHANDRAN	23-Aug
BIBIN BABU	23-Aug
KRISHNAKUMAR V	24-Aug
ALEX T S	25-Aug
SANDEEP K S	26-Aug
LIJIN K	29-Aug
STENY JOSE	29-Aug
KRISHNAPRASAD N	31-Aug

BIRTHDAY CELEBRATIONS



Harikrishna R



Prijitha P S



Sarundas C



George John



Rakesh Krishnan



Adwaith H Nair



Akshanth K



Rose Mary T V

NEW JOINEES



AADIL DETH S
QEST



ABIN B MOHAN
SALES



AJITH M V
QEST



AKASH JAYAMOHAN
SALES



AMAL KRISHNA
QEST



AMITH A
PROJECTS



ANEESH KURIAN
PROJECTS



ANSHAD N N
INTERIORS



ANURAG A K
QEST



APARNA P R
PROJECTS



ARJUN T K
QEST



ATHUL P P
QEST



BHAVANA K
PROJECTS



ELSA THAMPY
PROJECTS



JAISION SUNNY
PROJECTS



JAISSIM ABDUL RASHEED
PROJECTS



JESLIN JOHNY
QEST



KEVIN ABRAHAM
QEST



MEBI SHAJI
PROJECTS



MUHAMMAD UMAR B N
PROJECTS



MUHAMMED SHAMIL P V
SALES



MURALEEDHARAN
Delight



NANDANA K SAJEEV
PROJECTS



NITHYA VIJAYAN
PROJECTS



RAGESH R V
PROJECTS



RATHISH K S
PROJECTS



RENUKA UNNI
ESTIMATION



SAIFUDHEEN SHAMSU T
QEST



SHIBIN K M
INTERIORS



SYAM KUMAR A S
QEST



VISHNU S
PROJECTS



VISRUTH V SHANMUGHAN
QEST

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: 79092 29999

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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