

ASSET Beyond SEPTEMBER 2025 squarefeet

A monthly newsletter from Asset Homes



150th
ISSUE

Crisil Real Estate

Asset Homes Pvt. Ltd.

DA2+

Valid till
July 27, 2026

Developer Gradings

PMI AWARDS

HaRsHaM 2025

CPMEET



MANAGING DIRECTOR SPEAKS

Dear Friends,

Congratulations to all the performers of August, and my warm wishes for a refreshing holiday and a purposeful September ahead.

Onam is more than a festival. It is a timeless philosophy. A celebration of vision, unity, and shared prosperity. As I reflect on its deeper meaning this year, I'm reminded of how closely it mirrors the spirit of entrepreneurship and the journey of Asset Homes, a journey each of you has helped build with commitment, courage, and care.

Just as in the golden era of Mahabali, authentic leadership is not measured by wealth or power, but by the trust we earn, the joy we spread, and the values we uphold. Every project we complete, every customer we delight, and every life we touch contributes to the legacy we are crafting—a legacy rooted in trust, shaped by effort, and made vibrant by the people we serve. For this, I offer my heartfelt gratitude. You are the flowers in our corporate pookkalam, each one unique, vibrant, and essential. Together, you form a pattern of excellence that defines who we are.

Yet, Onam also carries profound lessons with it. A pookkalam is not beautiful by chance—it is an act of discipline, precision, and creativity. The same applies to our work. Excellence is not achieved in bursts; it is nurtured in the details we honour, the standards we uphold, and the consistency we bring, day after day. There have been moments when we've fallen short—missing timelines, communication gaps, and overlooking details. These are not minor lapses. They threaten the harmony of the larger design. Let Onam remind us: discipline is devotion, and perfection is purpose.

Another timeless message of Onam is the importance of humility. Mahabali's greatness lay not only in his might but in his ability to bow before truth and accept change with grace. For us, humility means being open to listening, learning, and adapting. It means leaving ego behind, accepting feedback with maturity, and knowing that growth demands change. Let us never allow complacency or pride to hinder our evolution.

At Asset Homes, we are not simply building homes; we are sculpting lifestyles, delivering dreams, and raising the bar for what a housing brand can be. This calls for an entrepreneurial mindset—not just in leadership, but across every role. Entrepreneurship is not a title—it's a mindset. It means taking ownership, embracing challenges, innovating boldly, and leading from where you are.

And just as Onam is about togetherness, so is our success. Grand visions are realised only through collective effort. Our strength lies in the synergy of our teams, in mutual respect, and in the joy of working towards a shared goal. Let us nurture that spirit of collaboration—because alone we can do little, but together we can do wonders.

So, this Onam, let us enjoy the flowers, the feasts, and the festivities—but let's also carry forward its more profound lessons:

- Be creative.
- Be disciplined.
- Be humble.
- Be united.
- Be entrepreneurial in thought and action.

Together, let us ensure that Asset Homes remains not just a company, but a legacy of trust, of innovation, and of enduring human values.

Wishing you and your families a joyous, meaningful, and entrepreneurial Onam!

Sunil Kumar V

Founder & Managing Director,
Asset Homes

EXCELLENCE, FIVE TIMES IN A ROW



Crisil
Intelligence

Crisil Real Estate Developer Gradings

Crisil
DA2+

Asset Homes Pvt. Ltd.

The developer's ability to execute real estate projects as per specified quality levels within the stipulated time schedule and the ability to transfer clear title is

Very Good

This Crisil Grading is valid from July 28, 2025 to July 27, 2026

Binaifer Jehani
Binaifer Jehani

Business Head - Assessments
Crisil Intelligence

Crisil has a practice of keeping all its gradings under continuous surveillance and gradings are revised as and when Circumstances so warrant. For latest grading information, kindly visit <https://www.crisil.com>

by S&P Global



We are honoured to achieve the prestigious CRISIL DA2+ rating for the fifth consecutive year. This recognition showcases our consistency in quality, transparency, and leadership in the real estate sector

PMI KERALA CHAPTER AWARDS 2025



Sustainability is at the heart of everything we build. Asset Fortuna earned the Green Infrastructure Project of the Year award at the PMI Kerala Chapter Awards 2025 – a proud recognition of our eco-friendly practices and green vision.

ASSET THE AVON, BRIDGETOWN SITE EXPO



Held on 30th and 31st August 2025, the site expo of Avon The Bridgetown welcomed guests to experience the project up close and explore its vision for modern living.

EXCLUSIVE BANKERS MEET AT KOLLAM



Held on 26th August 2025, the Bankers Meet at Kollam brought together partners for an exclusive showcase of upcoming projects. The evening featured insights on Asset Malhar, along with presentations on Asset Nilaavu and Asset Gateway, reinforcing trust and strengthening relationships for the road ahead.

BANKERS MEET - CALICUT



On 25th August 2025, the Bankers Meet was held at Calicut, marking another step forward in our journey. The session featured a detailed project briefing by our GM – Sales, Mr. Jijeesh, along with a location video and a walkthrough presentation. The event reinforced trust and partnership, setting the stage for future milestones.



HaRsHaM 2025

AN EVENING OF TOGETHERNESS



Harsham 2025 – Palakkad Pravasi Centre Annual Family Meet.

On 3rd August 2025, Harsham, the Annual Family Meet of the Palakkad Pravasi Centre, was celebrated at Surya Reshmi Convention Centre, Palakkad. Hosted by Asset Homes in association with VKation Experiences and Ahalia Wellness, the evening marked a proud milestone as Asset Homes honoured the NRI community and announced their arrival in Palakkad for the very first time. The event was also highlighted by the launch of the Palakkad Teaser, making Harsham 2025 an evening of pride, celebration, and new beginnings.

KNOW YOUR COLLEAGUE

Dear Assetians,

My name is Sujith Ajayan, and I serve as a Legal Officer at Asset Homes. My story begins in Poothotta, Ernakulam, a place I proudly call home. My journey reflects a core belief that true strength comes from a strong foundation—one built on a blend of knowledge, discipline, and dedication. My academic path has been shaped by a deep-seated curiosity and a desire to learn from diverse fields. I began with a Master of Arts in History from Maharaja's College, Ernakulam, which provided me with a broader perspective on society and its complexities. Studying history taught me to see how decisions and events create long-term impacts—an insight that continues to be invaluable in my approach to law, allowing me to view legal cases not just as isolated disputes, but as part of a wider social narrative.



The transition from history to law was a natural progression for me. After completing my LLB from Mahatma Gandhi University in 2017, I stepped into the world of legal practice at the Kerala High Court and the Ernakulam District Court. Those years of active practice were crucial for building my professional identity. Appearing before courts, handling diverse cases, and working under pressure taught me the true value of preparation, precision, and ethical advocacy. It was during this time that I realized legal knowledge is only part of the equation; the ability to apply it effectively and ethically is what truly shapes a professional.

My values and work ethic are deeply rooted in my upbringing. My father, a retired from central government Service, and my

mother, a homemaker, instilled in me the importance of honesty, perseverance, and responsibility. Their example remains my greatest source of inspiration and continues to guide my decisions. I am also fortunate to have the support of my wife, Sailekshmi, whose presence brings a vital sense of balance to my personal and professional life. Together, these academic, professional, and personal experiences form the complete foundation of my journey. They continue to guide me in my role at Asset Homes, where I remain committed to contributing with integrity, dedication, and a strong sense of purpose.

Warm regards,
Sujith Ajayan
Legal Officer at Asset Homes.

CHANNEL PARTNERS MEET, THRISSUR



BAHRAIN KERALEEYA SAMAJAM - KANNUR



PUNARJANI REBUILD PROGRAMME



The Thrikkakara MLA Uma Thomas handed over the house of Omana Josi, a resident of Vaduthala Janakiya Road, which was completed using Asset Homes' social commitment fund under the Punarjani-REBUILD project implemented by the Henry Austin Foundation. The ceremony, in which Asset Homes Founder & MD Sunil Kumar was the chief guest, was presided over by Councilor Henry Austin. Block President Sanal Vinathathara and M V George offered their best wishes. The house, which had been incomplete for more than four years due to financial constraints since the start of construction under the LIFE project, was completed and handed over through the Punarjani-REBUILD project.

PRE SMT - AUGUST 2



Technical Training session by QEST & MEP at Pre-SMT (Sales & Marketing), Asset Moongrace

INDEPENDENCE DAY





A GRAND OPENING AT ASSET RADIANCE

A new chapter began as Asset Radiance was inaugurated with a proud ribbon-cutting ceremony. Landowners Mr. Binod Mohan and Mrs. Smitha Binod, along with our MD, marked this occasion as a milestone in trust and partnership.

KEY HANDING OVER



Mr. Abey Easow,
Asset Gateway



Mr. Binukumar.S,
Asset Gateway



Dr. Padmaja & Family,
Asset PKS Heritage



Dr. Rahul brother of Mr. Rohit Nair,
Asset Ensign



Dr. Swathilal & Family,
Asset PKS Heritage



Mr. Abhiramghosh, Son of Mrs. Rekha.S.D,
Asset Celeste



Mr. Aneesh Palliath & Family,
Asset Raintree



Mr. Biju Kumar & Family,
Asset Platina



Mr. Joseph Joly, Landlord of
Asset MoonGrace



Mr. Mithun Madhavadas & Family,
Asset Platina



Mr. Murali Mohanan & Mrs. Rohini,
Asset Platina



Mr. Navaneeth Narayanan, Son of
Mrs. Vijaya Narayanan of Asset MoonGrace

KEY HANDING OVER



Mr. Ranjith Kumar & Family,
Asset Radiance



Mr. Santhosh Nambalat & Family,
Asset Platina



Mr. Sunil K. Paul & Family,
Asset Platina



Mrs. Jesna Salim,
Asset Platina



Mr. Vinod Balakrishnan & Mrs. Remya,
Asset Platina



Mrs. Anju Rajan & Family,
Asset Platina



Ms. Sujatha Prakash,
Asset Raintree



Mrs. Jisha Jose,
Asset Celeste Villa



Mrs. Sruthi Ajith, JV owner of
Asset PKS Heritage



Ms. Sobhanakumari, JV Owner of
Asset PKS Heritage

CUSTOMER OF THE MONTH



Mr. George & Mrs. Sophia,
Asset Platina



Mr. Jayakrishnan R & Family,
Asset East Brook



Mr. Ratheeshan & Mrs. Theja,
Asset Senate



Mr. Khaleel S. Hamid,
Asset Hillcrest Volga

DELIGHT DRIVE



Mr. Dinesh Vijayan, Asset Galleria



QR codes for availing
delight services
have been
distributed in
all completed projects
launched after 2015

HOUSE WARMING CEREMONY



Mr.Mithun Madhavadas & Family,
Asset Platina



Mr.Murali Mohanan & Family,
Asset Platina



Mr.Santhosh Nambalath,
Asset Platina



Mr.Gopakumar Gopala Menon,
Asset MoonGrace

MONTHLY SAFETY MEETINGS



Asset The Leaf, Trivandrum



Asset The Leaf, Trivandrum



Asset Nilaavu, Alappuzha



Asset Dominion, Kochi



Asset Dominion, Kochi



Asset Down To Earth, Kochi

MEDICAL CAMP



Medical Camp At Canzara



Medical Camp At Serenity

17

EXCLUSIVE
DELIGHT SERVICES



SAFETY TOOL BOX TALK



Asset Magnum, Kannur



Asset JGT Ananda Malika, Kochi



Asset Laurels, Kochi



Asset Laurels, Kochi



Asset B Right, Thrissur



Asset B Right, Thrissur



Asset Magnum, Kannur



Canzara, Trivandrum



Asset, Nilaavu, Alappuzha



Asset Jgt Ananda Malika, Kochi



Asset B Right, Thrissur

Emergency Evacuation Mock Drill and Fire fighting training @ Asset Laurels



First Aid Training by Dr. Abraham Varghese from the National Safety Council -Kerala Chapter



Q - LAB



UTSAV 2025 – INFOSYS ANNUAL CULTURAL FESTIVAL



Held in Trivandrum from 18th to 22nd August 2025, Utsav brought together a vibrant celebration of art, music, and culture, creating moments of joy and togetherness

LOAN MELA AT TECHNOPARK



South Indian Bank hosted a Loan Mela on 19th and 20th August 2025 at Technopark, Trivandrum, offering exclusive schemes for professionals

TRAINING PROGRAM



SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



Winner
Asset The Avon, Bridgetown



First Runner Up
Asset Zenith

SUBSTRUCTURE



Winner
Asset Zenith



First Runner Up
Asset Dominion

SALES STAR OF THE MONTH



JIJEEESH N
CALICUT

1ST RUNNER-UP SALES



AKHIL KRISHNAN R P
KOLLAM

WALL OF FAME



JIBIN KUMAR VS
KOCHI



ROSHAN LAL
KOCHI

SERVICE STAR OF THE MONTH



PRETTY PAUL-DELIGHT
THRISSUR

ENGINEERS OF THE MONTH



LEEJA VIJAYAN
KOCHI



U A AZEER
CALICUT

CLEAN WORK
PLACE



SPECIAL RECOGNITION AWARDS



VIVEK S-PROJECTS
THRISSUR



GOIKA P J
PRESALES-THRISSUR



ABHILASH K NAIR
PROJECTS-THRISSUR

SERVICE CITATION



Gopalankutty T M
(11 Years)



Johnson Jacob
(11 Years)



Nijamudeen M
(11 Years)

BIRTHDAYS

Anumaya C R	01-Sep
Nidhi P M	01-Sep
Jyothish K	01-Sep
Sidharth Sajeev	02-Sep
Alex T S	03-Sep
Rajesh K R	03-Sep
Nithya Vijayan	04-Sep
Manoj Sivadasan	08-Sep
Sreelakshmi P S	10-Sep
Amal Krishna	11-Sep
Vivek R	12-Sep
Pravin Gopalan	12-Sep
Glisson E G	12-Sep
Abilash Sreenivasan	15-Sep
Akhil S R	15-Sep
Shifan C M	15-Sep

Chinju M S	15-Sep
Anas M M	15-Sep
Lekha G Nair	15-Sep
Nithin Nandakumar	16-Sep
Asha A Balakrishnan	16-Sep
V Sunil Kumar	17-Sep
Asha Elizabeth Johnson	18-Sep
Jijo C Maniamkot	20-Sep
Babu K V (Driver)	20-Sep
Jashil A	21-Sep
Santhosh T	22-Sep
Georgi Thambi	24-Sep
Ashik V S	25-Sep
Krishnaprasad N	26-Sep
Sunish B S	26-Sep
Aswathy A Mohan	26-Sep
Sabin K S	26-Sep
Vrinda Pavithran	27-Sep
Muhammed Umar B N	30-Sep
Jayaprakash K	30-Sep

WEDDING ANNIVERSARIES

Chandini Arun	02-Sep
Sujesh M	03-Sep
Jijo C Maniamkot	05-Sep
Nidhi P M	06-Sep
Babitha T G	06-Sep
Gokul G K	08-Sep
Rajesh R	10-Sep
Subin V. S	11-Sep
Ajith Kumar S	12-Sep
Abhilash R	12-Sep
Rema V.b	17-Sep

BIRTHDAY CELEBRATIONS



ANURAG A K



ANURANJ V K



BIJU NAIR S



DILEEP KUMAR V



JINSON THOMAS



JYOTHISH KUMAR N A



LEEJA VIJAYAN



MIDHUN C V



NIPUNYA T K



PRIYANKA PREMLAL



RAJESH Y M



SANGEETHA K G



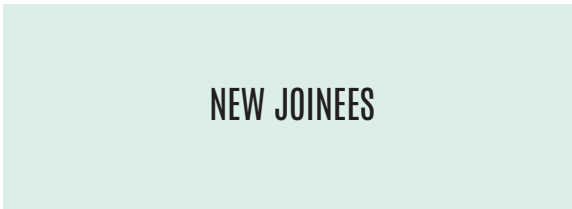
SARTHAJ A N



SHAJI JOSE E V



VISHNU S



NEW JOINEES



Aadhil Saifudheen
Projects-Kochi



Abilash Sreenivasan
HR & Admin-Kottayam



Akash V M
Projects-Kottayam



Anurag Ajayakumar
Projects-Kannur



Anuranj V K
Projects-Kannur



Georgekutty
Channel Sales-Kochi



Girish Kumar T H
Projects-Trivandrum



Heby Antony
Sales-Trivandrum



Jashil A
MEP-Kannur



Max George
Sales-Kottayam



Sateesh Kumar S
Projects-Trivandrum



Shibil Gopalakrishnan
Sales Palakkad



Sreelakshmi P S
Presales-Kottayam



Subin Sabu
QEST-Kochi



Vishnu K B
QEST-Palakkad

CONGRATULATIONS



Swathika & Hari Krishnan, Son of Ajithakumar & Shailaja,
Asset Fortuna, Thrissur



Arun B And Vinayalakshmi S

All our projects are audited for Safety and Quality by



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

AssetHomesOfficial AssetHomesKochi
 assethomes_ AssetHomesKochi assethomes



(An ISO 9001:2015 Certified Company)

www.assethomes.in



SEPTEMBER 2025