

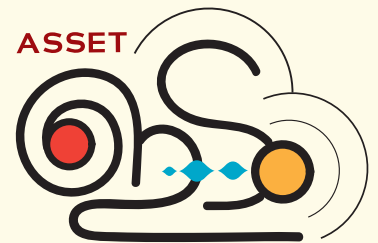
ASSET Beyond squarefeet

November 2025

A monthly newsletter from Asset Homes



കെരള ജീവനിക
നവരംഗം!



WORLD HABITAT DAY CELEBRATION

THE 32ND EDITION OF

**BEYOND
SQUARE FEET**

STONE LAYING OF
ASSET PALETTE

152nd
ISSUE



MANAGING DIRECTOR SPEAKS

Dear Friends,

As we step into the vibrant month of November, our hearts fill with pride as Kerala celebrates its Formation Day — a day that reminds us of the strength, resilience, and progressive spirit that define our beloved state. Just as Kerala has become a model of development through unity, discipline, and collective vision, we at Asset Homes can draw deep inspiration from these same values as we continue our journey of excellence.

The success of Kerala lies in its people — educated, hardworking, and deeply committed to the common good. Likewise, the success of Asset Homes is built upon the strength of our people — each one of you — whose teamwork, dedication, and integrity elevate our brand beyond boundaries. When individual brilliance merges with collective purpose, extraordinary things happen.

In an increasingly competitive business landscape, financial discipline, customer commitment, and operational transparency must remain our compass. Every rupee saved, every promise delivered on time, every delighted customer — each adds to our shared success. True professionalism is not about working harder alone, but about working smarter together — aligned in purpose, united in vision, and driven by shared passion.

The “Kerala Model” stands tall because it blends social consciousness, sustainable growth, and human development. In that spirit, let Asset Homes continue to stand as a model of responsible entrepreneurship — one that harmonizes innovation with empathy, ambition with ethics, and growth with goodness.

Kerala’s development journey has always been anchored in its people — their education, awareness, and collective will to progress. It is a model that values human capital over mere capital, quality of life over quantity of wealth, and inclusive progress over isolated success. At Asset Homes too, our real strength lies not merely in the buildings we construct, but in the lives we

touch — the customers we serve, the communities we uplift, and the teams we nurture.

Just as Kerala proves that progress and compassion can coexist, we must ensure that Asset Homes remains a living example of this philosophy in business. Our vision must extend beyond construction — to create spaces that inspire pride, harmony, and a sense of belonging. Like Kerala’s balanced approach to development, our projects should strike a balance between aesthetic beauty and functional excellence, modern technology and environmental responsibility, and profitability and social value.

Kerala’s governance model thrives on decentralization, participation, and transparency — values we can emulate within our organization. Let us continue to encourage open communication, accountability, and collaboration across all levels. Every site engineer, customer service executive, designer, and manager plays a vital role in shaping the brand’s collective success. When decisions are informed, actions transparent, and values shared, a company becomes truly sustainable — just as our state continues to be.

Kerala’s focus on education, innovation, and adaptability also reminds us that learning must never stop. As professionals, we must constantly update our knowledge, embrace new technologies, and anticipate change before it arrives. Innovation should not be confined to products or designs; it must also be reflected in our processes, people management, digital practices, and customer engagement.

Ultimately, the Kerala Model is a story of resilience, responsibility, and respect — values deeply embedded in the DNA of Asset Homes. It reminds us that the number of projects completed does not measure real success, but by the trust sustained, the promises kept, and the difference made. Let us continue to grow with that vision — where business is not just about profit, but about

purpose; not just about leadership, but about legacy.

As we welcome this new month, I extend my heartfelt congratulations to all our top performers of October. Your achievements are living proof that dreams backed by discipline lead to success. May your performance inspire many others to strive for greater heights.

This month holds a special place in our journey — November 19 marks the 19th birthday of Asset Homes. Nineteen years of relentless pursuit, bold vision, and uncompromising quality have transformed a humble beginning into one of Kerala's most trusted and admired housing brands. On this proud occasion, I extend my heartfelt gratitude to every member of the Asset family — past and present — whose loyalty, hard work, and passion have been the true foundation of our success.

November 19 also marks the birth anniversary of Smt. Indira Gandhi, one of India's most remarkable leaders — a woman who personified courage, conviction, and clarity of purpose. Her life reminds us that authentic leadership is not about position, but about perseverance; not about power, but about purpose. Much like her vision of a self-reliant, progressive India, Asset Homes too was founded on the dream of building a self-sustaining, value-driven brand - rooted in integrity,

innovation, and excellence.

As we celebrate our 19th year, let us carry forward that same spirit of fearless leadership, relentless innovation, and committed service. Let this milestone renew our collective resolve to aim higher, work smarter, and deliver better — ensuring that the next decade of Asset Homes shines even brighter than the last two.

Together, let us move forward with renewed energy, deeper commitment, and stronger teamwork — ensuring that every project, every interaction, and every challenge reflects the very best of Asset Homes.

Wishing each of you a productive, purposeful, and prosperous November. Let's continue building not just homes, but trust, value, and pride — the true pillars of a lasting legacy.

With warm regards,



Sunil Kumar V

Founder & Managing Director
Asset Homes

INAUGURATION OF ASSET JUBILANCE, KOCHI



Inauguration of Asset Jubilance was held on 17th October 2025 in Kakkanad, Kochi, marking a proud milestone for Asset Homes. The project offers thoughtfully designed, budget-friendly homes that promise a comfortable and convenient lifestyle for modern families.



October 11, 2025
Asset PKS Heritance,
Calicut

WORLD HABITAT DAY CELEBRATION

As part of the Edam: World Habitat Day celebrations, Asset Homes hosted a full day of events celebrating quality, compassion, and community.

The day began with Blueprints of Quality, a hands-on workshop for civil engineering and architecture students. Homes for the Homeless followed, highlighting the Asset Aashiyana initiative to build 300 free homes across Kerala.

The evening featured the 32nd edition of Beyond Square Feet with Vayalar Sharath Chandra Varma, exploring the cultural meaning of home, and concluded with Umbayee's Caravan—a soulful ghazal concert that celebrated the warmth and harmony of living together.





ASSET HOMES AT 24 NEWS DREAM HOME & ASSET SOVEREIGN SITE EXPOS 2025

Asset Homes proudly showcased its projects at the 24 News Dream Home Property Expo on October 13 at Lulu Mall, Thiruvananthapuram, and later hosted the Asset Sovereign Site Expo from October 24-26 at Asset Sovereign. Both events received an overwhelming response from visitors and homeowners alike.



GLOBAL KERALA SUMMIT 2025 - ABU DHABI

The Global Kerala Summit, held on 25th October 2025 at ISC, Abu Dhabi, brought together business leaders, policymakers, and industry experts to explore strategies for transforming Kerala into an investment-friendly state by 2030. Key discussions focused on Finance, Retail, Real Estate, Health, Education, and Tourism, outlining a roadmap for sustainable growth.



STONE LAYING CEREMONY OF ASSET PALETTE, KOCHI

The stone-laying ceremony of Asset Palette, our 121st project, was held on October 8, 2025, at Thammanam, Kochi. The event marked a proud milestone in the journey of Asset Homes, reflecting our continued commitment to creating trust, quality, and responsible living spaces.



TEAM VISIT TO COLUMBIA PACIFIC - SENIOR LIVING PROJECTS, BENGALURU

The Marketing, Sales, and Delight teams of Asset Homes visited Columbia Pacific's Senior Living projects in Bengaluru to gain valuable insights into senior living concepts and execution. The visit inspired fresh ideas to enhance customer experience and reaffirmed our commitment to excellence in every project.



PUNJAB NATIONAL BANK & ASSET HOMES - RETAIL OUTREACH PROGRAM AT KOTTAYAM

Asset Homes, in association with Punjab National Bank, successfully conducted the Monthly Retail Outreach Program in Kottayam, strengthening customer engagement and offering homebuyers tailored financial solutions for their dream homes.



FIRST MICROGREENS HARVEST AT ASSET CENTRALE



Our Founder & Managing Director, Mr. V. Sunil Kumar, inaugurated the first microgreens harvest at Asset Centrale — a refreshing step toward wellness and mindful living. Eat Healthy, Live Healthy!

ACTIVITY AT GOVERNMENT COLLEGE, CHITTUR, PALAKKAD



Asset Homes conducted an engaging activity at Government College, Chittur, Palakkad, aimed at inspiring young minds and fostering awareness about responsible living and sustainable community development.

RECOGNISED AMONG INDIA'S TOP 10 CHIEF BUSINESS OFFICERS 2025



Our Chief Business Officer Mr Gokul GK has been featured among the “10 Best Chief Business Officers Transforming Business Leadership in India 2025” by CEO Insights Magazine — a proud moment for Asset Homes!

KITES SENIOR CARE HOME INAUGURATION, KAKKANAD

Mr V. Sunil Kumar, Founder & Managing Director of Asset Homes, addressed the gathering at the Kites Senior Care Home inauguration in Kakkanad, sharing insights on the importance of compassionate living spaces and senior care initiatives.



KNOW YOUR COLLEAGUE

Dear Assetians,

I'm Deepu G. Panicker, currently serving as Chief Manager – Cost & Contracts at Asset Homes. I was born and brought up in Changanacherry, Kottayam district, as the son of P. Gopakumara Panicker (Retired Senior Manager, State Bank of Travancore) and Jayasree Gopakumar, whose encouragement and guidance have been my lifelong inspiration. I also have a sister, Parvathy Gopan, a Chartered Accountant with ESAF Bank, Thrissur.

I completed my schooling at Technical Higher Secondary School, Puthuppally, and earned my B.Tech in Civil Engineering from CUSAT, followed by a Masters in Construction Management and Economics from the University of Greenwich, UK.

My professional journey began in 2006 with SFS Homes, and since then, I've had the opportunity to work with several reputed organizations including SmartCity Kochi, Aster Medcity, PMC Oman (where I was part of the landmark - Mall of Muscat project), and TECL Projects, Kerala. Each role has contributed to my expertise in project management, cost planning, and value engineering — shaping my approach toward precision, teamwork, and integrity in every project.

On the personal front, I reside in Vazhakkala, Kakkanad, with my wife Dr. Vineetha Prakash, an Assistant Professor (HR & OB) at Rajagiri Business School, Kochi and our daughter Niranjana Panicker, a 6th standard student at Assisi Vidyaniketan Public School, Kakkanad. Niranjana holds a Brown-belt in Karate, and has won several medals in karate tournaments. We are a small, close-knit family who believes in balancing ambition with togetherness and finding joy in life's simple moments.

At Asset Homes, I focus on cost management, contract administration, and value engineering, ensuring that every project reflects our brand's commitment to quality, transparency, and timely delivery. I believe that teamwork and trust are as vital as technical knowledge in achieving sustainable success.

Outside my professional life, I'm passionate about acting, having appeared in several Malayalam films including Pavi Caretaker, Nadanna Sambhavam, Painkili, and Ayyappanum Koshium. Acting has always been my creative outlet — a space where I explore emotions, storytelling and self-expression beyond the corporate realm.

During my university years, I represented the CUSAT Cricket Team, competed as a State-level chess player, and served as captain of Theatre



Arts, experiences that have shaped my personality to become a focused, creative, and collaborative individual. For me, success isn't just about reaching professional milestones but about staying grounded, pursuing one's passions, and cherishing the people who make the journey worthwhile. I see myself as an engineer by profession, artist by passion, and a proud family man at heart.

Responsibly yours,

Deepu G. Panicker

Chief Manager – Cost & Contracts

CHOROONU



Choroonu Ceremony of Druv, Son of Mr. Sudheesh Nair & Mrs. Deepthi, Asset Winside

VIDYARAMBHAM



Kiara Susan Eldhose
D/o Eldhose Paul



Vamika Vipin
D/o Vipin V

TKMCAS GLOBAL ALUMNI, UAE CHAPTER

ഒന്നിച്ചോണം നല്ലോണം 2025



The TKMCAS Global Alumni, UAE Chapter successfully celebrated "ഒന്നിച്ചോണം നല്ലോണം 2025," its grand Onam gathering, on Sunday, 26/10/2025, from 11 AM to 6 PM at Nesto HQ Hall, Al Arab Mall, Al Tawoon, Sharjah. The event was a memorable day filled with nostalgia, enjoyment, and festive spirit for all alumni and their families.

QUALITY TOOL BOX TALK



Q - LAB



SAFETY TOOL BOX TALK



Asset Magnum - Kannur



Asset Majestic - Thrissur



Asset Canzara - Trivandrum



Asset Nilaavu - Alappuzha



Asset laurels - Kakkanad



Asset Samskriti - Kochi

MONTHLY SAFETY MEETINGS



Asset laurels - Kakkanad



Asset Serenity - Kottayam



Asset Magnum - Kannur



Asset Dominion - Thrippunithura



Asset The Leaf - Trivandrum



Asset Nilaavu - Alappuzha



Asset butterflies - Kakkanad



Asset JGT Ananda Malika - Kochi



Asset The Avon - Kochi



Asset Nilaavu - Alappuzha



Asset butterflies - Kakkanad



Asset JGT Ananda Malika - Kochi



Asset The Avon - Kochi

WSO PLATINUM 5-STAR AWARD FOR ASSET MAGNUM



Asset Magnum has been honored with the Most Outstanding Performance – Platinum 5-Star Award at the WSO INDIA (State) Level OHS&E Awards 2025 under the Construction OHS&E Excellence category for the Residential Buildings Sector, Kerala.

On 14th October 2025, the award was received by Mr. Glisson George, Chief Engineer – QEST, recognizing our exemplary commitment to developing and implementing world-class Occupational Health, Safety, and Environment (OHS&E) management systems in the construction sector.

VENDOR'S MEET COMPLETED AT ASSET EAST BROOK



VENDORS MEET COMPLETED AT ASSET RADIANCE



KEY HANDING OVER



Key Handing Over to
Mrs. Ayas Posha, Asset Ensign



Key Handing Over to
Dr. Anusree Sandeep &
Family, Asset Ensign



Key Handing Over to
Dr. Chippy Tomy & Family,
Asset East Brook



Key Handing Over to
Dr. Nimmy.A.George,
Asset Jubilance



Key Handing Over to
Mr. Abhishek Nair on behalf of
Mrs. Resmi Vasudev, Asset Platina



Key Handing Over to
Mr. Ajay Nellikkode &
Mrs. Priyanjali, Asset Platina



Key Handing Over to Mr. M.A.Mathaikutty,
Father of Mr. Deepak Abraham Mathaikutty,
Asset Gateway



Mr. Varghese P Joseph, Asset Canvas



Key Handing Over to
Mr. Midhun Peethan & Family,
Asset Jubilance



Key Handing Over to
Mr. Pravin Raj & Family, Asset Radiance



Key Handing Over to Mr. Rajendran
& Mrs. Neeraja, Asset Moon Grace



House Warming Ceremony of
Mr. Sooraj & Mrs. Anjali,
Asset PKS Heritance



Key Handing Over to
Mr. Rammohan, Asset Ensign



Key Handing Over to
Mr. Sairam Rammohan &
Mrs. Vidhya Sairam, Asset PKS Heritance



Key Handing Over to
Mr. Soyuz Chacko Kanjooparamban,
Asset East Brook



Key Handing Over to
Mr. Thrishanth & Adv. Sooryaghathri,
Asset PKS Heritance



Key Handing Over to
Mr. Yahya.E.Pareed & Family,
Asset East Brook



Key Handing Over to
Mrs. Rekha Rajan & Mr. Prasobh Cherakara,
Asset Alpine Maple

CUSTOMER OF THE MONTH



Mr. Gopinath & Family,
Asset Fortuna



Mr. P.P. Chandrasekharan &
Mrs. Radha Chandrasekharan,
Asset Alpine Oaks



Mrs. Remya Sreejith,
Asset Senate



Ms. Archana,
Asset Sunny Days

DOCUMENTS HANDING OVER



Documents Handed Over to
Mr. Abhishek Nair on behalf of
Mrs. Resmi Vasudev,
Asset Platina



Documents Handed Over to
Mr. Aneesh.R,
Asset Luminance



Documents Handed Over to
Mr. Jawad.K,
Asset Luminance



Documents Handed Over to
Mr. Thafseer on behalf of
Mr. Thashreef.P.M & Mrs. Sharmina,
Asset Raintree



Documents Handed Over to
Mrs. Rekha.R,
Asset Luminance



Documents Handed Over to
Ms. Shelna Gangadharan,
Asset Raintree



Documents Handed Over to
Ms. Sujatha Prakash,
Asset Raintree



BIRTHDAY CELEBRATIONS



Aadil Deth S



Abhiram M S



Ajithkumar S



Akash V M



Amit A



Aparna Thankappan



Arunima Joy



Asha Arunkumar



Athul P P



Befin Francis



Blessy George



Devika K R



Pretty Paul



Roshan A R



Shibin K M



Sijith Kumar S



Sivasruthy S

Congratulations!

CLEAN WORK PLACE



Asset The Leaf - Trivandrum

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 Butterflies, Kochi

SALES STAR OF THE MONTH



JIJEEESH N
CALICUT

1ST RUNNER-UP SALES



SHIBIN GOPALAKRISHNAN
PALAKKAD

ENGINEER OF THE MONTH



PRASANTH A P
KOCHI

WALL OF FAME



SUJESH M
FINANCE - KOCHI

SERVICE STAR OF THE MONTH



RAKESH KRISHNAN
HR & ADMIN-KOCHI

SERVICE CITATION



NANDAKUMAR K S
(13 Years)



SANGEETHA K G
(13 Years)



MAHESH L
(11 Years)



ARUN BHASKARAN
(9 Years)

BIRTHDAYS

GOKUL G K	03-Nov
ABHILASH R	03-Nov
RAJESWARI C P	06-Nov
MAHESH L	09-Nov
NEETHU SASI	09-Nov
CHINNU SAJEEVAN	10-Nov
PINKY MOL C M	11-Nov
ITTYAVIRAH ABRAHAM	14-Nov
NASRIN P N	15-Nov
REMA V B	15-Nov
JOSE MANUEL	15-Nov
APARNA P R	15-Nov
RENUKA UNNI	23-Nov
BABU C A	24-Nov
SHIHAB R H	25-Nov
VISHAL MATHEW	26-Nov
HARI V SHENOY	26-Nov
U.A AZEER	27-Nov
ALWYN JOSE A	28-Nov
ROSHNIMOL M V	28-Nov
ROHIT CHANDRAN	29-Nov
ANSHAD N N	29-Nov
ANTONY P P	29-Nov
JAISON SUNNY	30-Nov

WEDDING ANNIVERSARIES

AJITH J S	05-Nov
VIVEK.R	11-Nov
SALINI P S	11-Nov
ROSHNI MOL M V	11-Nov
MANU M D	12-Nov
ARJUN LAL B U	13-Nov
SORRAJ SOMAN	18-Nov
RESHMA RAVEENDRAN	19-Nov
SAJITH P N	24-Nov
RESMI C	24-Nov
SABU G	28-Nov

SPECIAL RECOGNITION AWARDS



ABIN B MOHAN
SALES-ALAPPUZHA



ANKITHA KALYANI S
INTERIORS-KOCHI



DHANESH K A-SALES
KOCHI



FATHIMA SHAFNAS K N
INTERIORS-KOCHI



FLEX JOSE-MEP
KOCHI



JASMIN JOY
INTERIORS-KOCHI



MAX GEORGE
SALES-KOTTAYAM



PRASAD.M B
QEST-KOCHI



VIDYASAGAR C
PROJECTS-KOCHI

NEW JOINEES - NOVEMBER 2025



ANAKHA PRADEEP T T
Delight - CLT



ANIRUDHAN T A
Projects - COC



ARATHY S R
Pre Sales - COC



ARUN N R
Estimation - COC



AKSHAY KUMAR K
Projects - KNR



ASHISH ASOKAN
Projects - COC



JITHIN K JOY
Interiors - COC



NASRIN P N
Customization - COC



SREELAL P SAJEEV
Sales - TSR



SUJITH S
QEST - COC



VINOD K V
Projects - TSR



VINU K J
Interiors - COC



Responsibly Yours

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