

ASSET Beyond DECEMBER 2025 squarefeet

A monthly newsletter from Asset Homes



19 YEARS OF
ASSET HOMES

YOUNG @ HEART
STONE LAYING

'REEL ESTATE'
PUBLISHED

BANYAN COURT
STONE LAYING

153rd
ISSUE



MANAGING DIRECTOR SPEAKS

Dear Friends,

Heartfelt congratulations to everyone across all departments for your excellent performance in November. Your dedication and teamwork have made possible the handover of our 91st project - Asset Chamber, Kannur - today. Let's carry this momentum through December and continue delivering excellence together.

The future of real estate and housing infrastructure over the next five years is being shaped by rapid economic shifts, environmental priorities, and evolving customer expectations. Globally, the focus is clear; cities are growing, lifestyles are changing, and the demand for sustainable, technology-driven, and community-centric living is redefining development everywhere. In Kerala, real estate will continue to grow at a steady, quality-driven pace. The state's strong NRI base, high literacy, and expanding infrastructure corridors mean that apartments and gated communities will remain the preferred choice in cities like Kochi, Thiruvananthapuram, Kozhikode, and Thrissur. With nearly 40% of housing investments driven by NRIs, the demand for premium and well-managed projects will stay robust. At the same time, climate realities such as floods, coastal erosion, and heat will accelerate adoption of resilient construction practices, rainwater harvesting, solar integration, and efficient waste management. Vertical living and mixed-use communities will gain ground as land availability tightens and urban lifestyles evolve.

Across South India, strong fundamentals will fuel urban expansion. Bangalore and Hyderabad will remain key growth hubs due to IT, R&D, and global capability centre activity, while cities like Chennai, Coimbatore, Mysuru, and Vizag emerge as hotspots supported by industrial corridors, airports, and metro connectivity. Rising incomes, expanding suburbs, and villa and plotted development formats will continue to define the regional housing story. At the national level, India is entering one of its most dynamic real estate growth cycles. The country will need over 25 million new urban homes by 2030. Affordable and mid-segment housing will drive volumes, while luxury and super-luxury segments grow on the strength of NRI inflows and rising domestic wealth. The stabilization of RERA and GST rationalization will

further enhance transparency and buyer confidence. The next phase of real estate will see wider use of AI-assisted design, prefabrication, drone monitoring, and green materials, all aligned with India's larger sustainability vision.

In Dubai and the Middle East, the outlook remains strong. Dubai's population will cross 4 million by 2030, and large-scale master plans like the Dubai 2040 Vision and Saudi Arabia's Vision 2030 will define the next wave of global real estate leadership. Branded residences, smart communities, and energy-efficient designs will dominate, reinforcing the region's commitment to innovation and sustainability.

In essence, the next five years will witness a defining transformation, where real estate becomes smarter, greener, more inclusive, and deeply customer-centric. Whether it's Kerala's quality-led housing, South India's urban expansion, India's national growth, or the Middle East's futuristic skyline, the common thread is clear: the future belongs to those who innovate responsibly and build with purpose.

As we stand at the threshold of this exciting era, I urge each member of the Asset Homes family to embrace a larger vision - one that goes beyond our state, beyond our nation, and reaches confidently into the world. The future belongs to those who think global, act local, and deliver universal value. Let us not confine our aspirations to the borders of Kerala or India. Let us dream with a global mindset, execute with global precision, and serve with global professionalism. If we combine our strengths with discipline, creativity, and - but also stand tall among the world's most admired real estate brands. The world is expanding its horizons. Let us expand ours - with courage, clarity, and confidence.

Sunil Kumar V

Founder & Managing Director,
Asset Homes

A NEW BENCHMARK FOR SENIOR LIVING; STONE LAID FOR SERENE YOUNG AT HEART, KOCHI



The Stone Laying Ceremony of Serene Young at Heart was held in the presence of Sri P Rajeev, Hon'ble Minister for Industries, Law and Coir, Government of Kerala. The ceremony marked an important step in the progress of the project and brought together key partners and stakeholders.

The event was attended by Ms Asha Sharath, Brand Ambassador of Asset Homes, Mr Jerry Thomas Mathew, JV Partner, Mr Rajagopal, Director and Group CEO of Columbia Pacific Communities, Dr Reema, Director and Group COO of Lifebridge Senior Care Pvt Ltd, Mr N Mohanan, Director of Asset Homes, and Mr Sunil Kumar, Managing Director of Asset Homes.

Serene Young at Heart is being developed with Columbia Pacific Communities as the service partner, bringing together expertise in senior living and the commitment to creating a supportive, comfortable and enriching environment for residents. The ceremony reflected the shared belief in building a community where seniors can experience security, dignity and a sense of belonging.

BROCHURE UNVEILED FOR SERENE YOUNG AT HEART; A TOUCHSTONE IN SENIOR LIVING



The brochure of Serene Young at Heart was unveiled, offering a clear and comprehensive look at the community's philosophy, design approach and the lifestyle it aims to create for seniors in Kochi. The launch provided guests with a detailed understanding of the project's features, care framework and thoughtfully planned living spaces. The brochure now serves as an important guide for families exploring a new standard of senior living.

SAMPLE APARTMENT AND SALES OFFICE OPEN AT SERENE YOUNG AT HEART, KOCHI



Serene Young at Heart in Kochi welcomed guests and partners for the inauguration of its Sample Apartment and Sales Office. The event offered everyone a first look at the thoughtfully designed living spaces that reflect the comfort, care and ease that define the vision of this senior living community.

The Sales Office was inaugurated by Ms Asha Sharath, Brand Ambassador of Asset Homes. The Sample Apartment was inaugurated by Mr George Dominic, Director of the Casino Group of Hotels. The Scale Model of the project was unveiled by Mr Joseph Dominic, Director of Asset JGT Pvt Ltd.

Guests spent time walking through the model apartment and understanding the detailing, planning and warmth that will shape daily life at Serene Young at Heart. The event helped set the tone for what the community aims to offer – a place where seniors can enjoy independence, wellbeing and genuine connection.

THE 123RD PROJECT, ASSET BANYAN COURT SETS A NEW BEGINNING: A LEGACY TAKES SHAPE



On 7th November 2025, Asset Banyan Court - 123rd Project of Asset Homes, marked the beginning of a landmark residential project in Melechova, Kannur. The foundation stone was proudly laid by Mr. Raveendranath Valappil (JV Partner), Ms. Shahina Moideen (Ward Councillor - Kannur Corporation, Chairperson Tax Appeal Standing Committee), Ms. Asha Sharath (Brand Ambassador, Asset Homes), Mr. Sunil Kumar V (Founder & Managing Director, Asset Homes) and Dr. M.P. Hassan Kunhi (Director- Asset Homes), symbolizing trust, vision and excellence.

The celebration continued with the release of the project brochure, location and walkthrough videos, inspiring addresses by Ms. Asha Sharath and Ms. Shahina Moideen, and felicitation of key dignitaries. The handing over of project approval letters from leading banks like HDFC bank, ICICI bank, SBI, Canara Bank, South Indian Bank, Kerala Gramin Bank, Axis bank, Bank of Baroda and Union Bank Insta, marked a significant milestone, paving the way for the realization of this premium residential vision.

The day concluded with a vote of thanks, reflecting collaboration, commitment and the journey ahead toward creating homes that blend quality, comfort and community.

SUNIL KUMAR'S 6TH BOOK 'REEL ESTATE' PUBLISHED



BOOK LAUNCH

6TH TITLE OF
SUNIL KUMAR V

15 NOV
8 PM

സുനിൽകുമാർ വി.

BOOK RELEASE BY:

V K Mathews
Founder and Executive Chairman
IBS Software.

BOOK RECEIVED BY:

Asha Sarath
Actor/Dancer

SHARJAH INTERNATIONAL BOOK FAIR-2025
WRITER'S FORUM, EXPO CENTRE, SHARJAH

Kochi: Reel Estate, the sixth book by **V Sunil Kumar**, Founder and Managing Director of Asset Homes, has been officially launched at the Sharjah International Book Fair. The first copy was released by **V K Mathews**, Founder and Chairman of IBS Software Services, and received by film star and dancer **Asha Sharath**.

Reel Estate is inspired by Sunil Kumar's popular reels that began in October last year with the aim of motivating new entrepreneurs. What started as short, insightful videos soon grew into a wider phenomenon, with several reels crossing one to two lakh views. The humor, relatable themes, and practical guidance in these reels resonated strongly with both aspiring entrepreneurs and the general public.

Encouraged by this overwhelming response, Sunil Kumar expanded 20 selected reel topics into a thoughtfully curated book. Reel Estate explores themes such as selecting the right business partners, adapting to new technologies, the rise of senior living, the value of advertising, and depictions of liquor barons in Malayalam cinema. The book is published by DC Books. This marks Sunil Kumar's sixth title, adding to an already notable list of publications including Build to Last, Co-Veeedu Days, Myth and Realty, Khadar, and Susthira Nirmithikal.

LEADERS FROM REAL ESTATE INDUSTRY IN INDIA 2025

Gokul G K
Chief Business Officer, Asset Homes

TradeFlock Proudly Honours You as One of the
Leaders from Real Estate Industry in India 2025 for Your
Visionary Leadership, Commitment to Excellence, and Significant
Contributions to Transforming India's Dynamic Real Estate Landscape.

Mentor, Advisor & Consulting Editor-in-Chief
Ms. Anamika Sahu
TradeFlock

A PROUD MOMENT FOR ALL OF US!

Mr. Gokul Pillai has been featured in the TradeFlock Leadership Edition 2025 as one of India's top real estate leaders in the series "Reimagining Real Estate for Every Life Stage."



Gokul G K
Chief Business Officer,
Asset Homes

Leadership Dynamo by Mr Shamim Rafeek



G-20 members had attended a great session on “Leadership Dynamo” by Mr Shamim Rafeek. We would like to thank the Management for this opportunity. Also a Special thanks to our MD - Sunil Kumar and CEO - Tony John for attending the evening session.



Honoring a respected visionary and partner, Janab T.K. Shahal Hassan Musaliar

Honoring a respected visionary and partner, Janab T.K. Shahal Hassan Musaliar, Chairman of T.K.M. College of Engineering, and proud recipient of the prestigious Kerala Sree Puraskaram. His remarkable contributions continue to inspire excellence and innovation.

MATHRUBHUMI.COM KERALA PROPERTY EXPO, HELD ON NOVEMBER 22ND AND 23RD, 2025 AT SHEIKH SULTAN BIN ZAYED AL NAHYAN STADIUM, ABU DHABI



KNOW YOUR COLLEAGUE

Dear Assetians,

I'm Arjun Prasannan, and I consider it a privilege to be a part of the esteemed Asset Homes family - a place where aspirations become homes. As the Digital Marketing Manager, I take pride in making impactful decisions that enhance the brand's digital presence, drive meaningful sales leads, and support its continued growth. Being featured in this magazine is an honour, and I'm grateful for the opportunity to share a part of my journey with my colleagues. I come from a small and close-knit family - my father Prasannan, mother Sugathakumari, and elder sister Anjali. My father is an auto driver, my mother is a retired government employee, and my sister works as a software engineer. She is married now and has a child. Whatever my sister and I have achieved so far, and whatever we aim to achieve in the future, is entirely because of our parents' hard work and sacrifices. They are the foundation of everything we are today. My hometown is a small village called Nedumpram, located in Tiruvalla Taluk of Pathanamthitta district. While many people have countless things to say about their native place, for me, the most precious part of my hometown is a handful of good friends. Just like everywhere else, the people back home are a mix of different kinds, and for that reason, I don't have much more to say about the place itself. A family is a place where comfort and joy run deep - an endless well that never dries. Within its warmth, we discover laughter in the simplest moments, strength in the toughest times, and cherished memories that give life its true meaning. This is what makes our home truly special and uniquely ours. Coming to my educational background, I'm an Post graduate in MBA Finance and Operations, from



Kerala University. With an overall experience of 5 years in Digital Marketing and have handled different roles. At this moment, I cannot help but remember Mr. Prejish Sir, who gave my career a meaningful turning point. After completing my BBA in Marketing, I joined as an offline marketing intern. During the COVID lockdown, when work came to a standstill, he entrusted me with handling the company's social media pages. That opportunity became the spark. With countless hours spent learning from YouTube and experimenting on my own, I was able to build my career in this field. I feel Asset Homes is where I am truly meant to be. Since joining in 2025, my journey here has been immensely rewarding. As an Assetian, I have always felt valued and respected. Now, about my Department, I'm fortunate to have incredibly supportive Head Manoj, and above all, I'm guided and mentored by Gokul Sir, whose leadership and encouragement have been truly invaluable. I'm constantly learning new things every day, which is

helping me to grow both personally and professionally. I always dreamed of becoming a cricket player. But due to lack of support and circumstances, I couldn't pursue that path. Even today, whenever I get the time, I still make it a point to play cricket. I also enjoy baking cakes, photography, and travelling - these are the hobbies that keep me refreshed and inspired. I conclude with immense happiness and heartfelt enthusiasm as I continue my journey with Asset Homes. I remain fully dedicated to giving my best and contributing meaningfully to the company's ongoing growth and success. I look forward to learning, evolving, and achieving new milestones together as a team. There is so much more to do and so much more to achieve. I hope to accomplish everything I dream of starting from here.

Warm regards,
Arjun Prasannan
Social Media Manager

ASSET HOMES MARKS 19 YEARS OF EXCELLENCE & INNOVATION

The 19th Anniversary of Asset Homes was celebrated with joy, gratitude and a renewed sense of purpose across Corporate office and all branches. Each and every office came alive with vibrant moments that highlighted the spirit of togetherness that defines the Asset Homes family.



CUSTOMER OF THE MONTH



Mr. Cherur Sathish &
Family, Asset Platina



Mr. Pilakkal Gangadharan &
Mrs. Lakshmi Gangadharan, Asset Senate

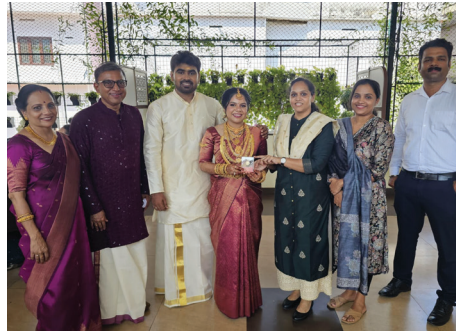


Mrs. Hemaprabha.G & Family,
Asset Moon Grace

DELIGHT SURPRISE



Birthday Wishes to
Mrs. Sosamma Mathew, Asset Sapphire




CONGRATULATIONS
MS. SHREYA,
DAUGHTER OF
MR. SAIRAM RAMMOHAN,
Asset PKS Heritage

DELIGHT DRIVE



Mr. Rajesh Krishna, Asset East Brook



Mr. Sajith Narayanan, Asset Galleria



Mr. Sunil Sunny, Asset Gitanjali

HOUSE WARMING CEREMONY



Mr. Cherur Sathish & Family,
Asset Platina



Mr. Hareendran,
Asset Sovereign

KEY HANDING OVER



Mr. Akshay Vijayan,
Asset East Brook



Mother of Mr. Roshan Al Rasheed,
Asset PKS Heritance



Mr. Balaraman,
Asset Alpine Maple



Mr. Harikrishna Venugopalan &
Mrs. Parvathy, Asset Alpine Maple



Mr. Hareendran,
Asset Sovereign



Mr. Jayaram Achuthan Kutty &
Mrs. Rema Balaraman, Asset Alpine Maple.



Mr. Naveen John Joseph,
Asset Celeste



Mr. Riju.K.Eldose,
Asset PKS Heritance



Mr. Nithin Aziz & Family,
Asset Jubilance



Mr. P.R.Chandramohan,
Asset Celeste



Mr. Pradeep,
Asset PKS Heritance



Mr. Sabinraj,
Asset PKS Heritance



Mrs. Girija Nair,
Asset Alpine Maple



Mrs. Greeshma Shajiv Kumar,
Asset Castle



Mrs. Sarala.S.Unni,
Asset Moon Grace



Mrs. Sheeja Vijay & Family,
Asset PKS Heritance



Mrs. Soudhabi & Family,
Asset Ensign



Ms. Archana,
Asset PKS Heritance



Mr. Nixon & Mrs. Jasmine,
Asset Alpine Maple



**Moongrace JV Partner
Mr Krishnakumar
Sreekandath was featured
in the Karshakasree
Magazine, November
edition for his success on
vertical aeroponics**

2ND EDITION OF 'BLUEPRINTS OF QUALITY' CONDUCTED AT ASSET THE AVON BRIDGE TOWN & ALPINE MAPLE.



WORLD QUALITY WEEK 2025 CONCLUDING EVENT.



SAFETY TOOL BOX TALK



Asset Elan Casa



Asset Magnum



Asset Serenity



Asset Winside



Asset Dominion



Asset DTE, EKM



Asset JGT Ananda Malika



Asset Samskriti



Asset Samskriti



Asset Zenith



Asset JGT Ananda Malika

MONTHLY SAFETY MEETING



Q - LAB



THEKKINKAD CARNIVAL EVENT AT DUBAI ON 02-11-2025



SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE



Winner
Asset Canzara



First Runner Up
Asset Chamber

SUBSTRUCTURE



Winner
Asset The Leaf



First Runner Up
Asset Butterflies

CLEAN WORK
PLACE, ASSET THE LEAF

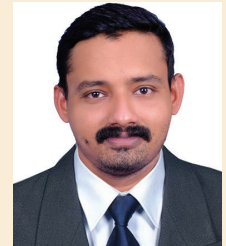


SALES STAR OF THE MONTH



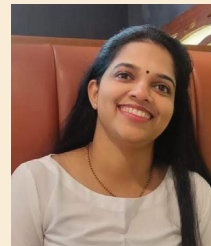
JIJEESH N

1ST RUNNER-UP SALES



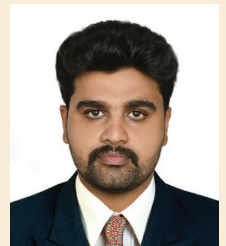
AKHIL KRISHNAN R P

SERVICE STAR OF THE MONTH



MILITH S

ENGINEER OF THE MONTH



VIVEK S NAIR

SPECIAL RECOGNITION AWARDS



SRUTHI MOHAN P V
INTERIORS-KOCHI



ANJU P PHILOPOSE
FINANCE-KOCHI



AKHIL THOMAS
FINANCE-KOCHI



NIDHI P M
DELIGHT-KOLLAM

SERVICE CITATION



RAJESH K R
(17 Years)



SALOMY ANTONY
(12 Years)



TINU DAVIS
(10 Years)



AJITH J S
(7 Years)



PRAVIN GOPALAN
(5 Years)



ALEX T S
(5 Years)

BIRTHDAYS

AKHIL THOMAS	1-Dec
ELDHOSE PAUL	1-Dec
ANKITA KALYANI S	2-Dec
MRIDHULT V	2-Dec
PRADEESH PRADEEP	5-Dec
FLEX JOSE	5-Dec
SRUTHI MOL SURESH	6-Dec
BIBIN BABU	7-Dec
PRIYAMOL JOSE	8-Dec
SAJITH P N	10-Dec

SMITHA GIREESH	10-Dec
RATHISH K S	11-Dec
SIBIN BENNY	13-Dec
ANAS A	16-Dec
SIVADATHAN N	16-Dec
ASIF SIDDIQUE	17-Dec
BALASREERAM K S	18-Dec
BABITHA T G	20-Dec
AKSHAY K S	21-Dec
ATHIRA VIJAYAN	21-Dec
BRIN STEPHEN GONSALVEZ	22-Dec
AKHILA S PILLAI	23-Dec
VIDYA SATHEESAN	25-Dec
SIVAPRASAD M.S	26-Dec

10-Dec
11-Dec
13-Dec
16-Dec
16-Dec
17-Dec
18-Dec
20-Dec
21-Dec
21-Dec
22-Dec
23-Dec
25-Dec
26-Dec

MUHAMMED AADHIL A N	30-Dec
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WEDDING ANNIVERSARIES

ARUN BHASKARAN	1-Dec
ASWATHY A MOHAN	3-Dec
SHIHAB R H	6-Dec
SALEEM KP M	6-Dec
VINEETH M	16-Dec
ABHIRAM M S	22-Dec
NISHANTH THANKAMANI	24-Dec
MILI T S	25-Dec
BIJU N P	27-Dec

BIRTHDAY CELEBRATIONS



ABHILASH R



ALWYN JOSE A



ANTONY P P



CHINNU SAJEEVAN



NEETHU SASI



RAJESWARY C P



ROHIT CHANDRAN



ROSHNI MOL M V



U A AZEER

NEW JOINEES



ARJUN PRASANAN
MARKETING



SIBIN BENNY
FINANCE



VARNNA VARGHESE
PROJECTS



MEERA PRAKASH
DELIGHT



V S NAVEEN
PROJECTS



ARUN S
INTERIORS

SAD DEMISE



Ms. RAMLATH
M/O Mr. SHIHAB R H



Responsibly Yours

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www.assethomes.in

CREDAI



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DECEMBER 2025