



ASSET
Beyond

squarefeet

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ASSET DOES IT AGAIN!

49th completed project, Asset Hillcrest Thames, inaugurated

Managing Director Speaks

Dear friends,

The month of July once again proved our ability to perform under any bad circumstances. The fantastic performance of sales and projects departments proved their ability to fly over fire and create amazing results. The inauguration of our 49th completed project, Hillcrest Thames at Thiruvananthapuram, was a successful landmark in our history. Congratulations to the performers!

The general market situation remains unfavourable to the industry, economic and political situations in the Middle East remain unchanged. Frustration with Qatar had been simmering for years, largely over its support for Islamist movements, its cordial relations with Iran, and its practice of hosting opposition figures and giving them a voice on Al Jazeera, its widely viewed TV network. UAE, Saudi Arabia, and Bahrain are taking unprecedented measures to isolate Qatar economically and socially. The conflict may disrupt trade, may affect workers and families, and may delay many projects in Qatar. If the conflict persists, it could change the economic, social, and political landscape of the Gulf in many ways that may hurt our huge expatriate community ultimately. Let's all hope for the best in the days to come.

The introduction of GST and RERA will have strong impact on our business environment. The requirement of better attention on all fronts of business is the need of the hour. Creation of individual profit centres at the branch and department levels is the primary aim of the era.

"Bandhan" and "Lead the Leaders" are two new initiatives of the last month. Both these programmes are continuous in nature and human-centred. These are all processes that start with the people we are working with and end with new solutions that are tailor-made to suit the needs. It is all about building a deep empathy with the people we are working with. The programme proposes to build systems that suit not only our business needs but also considers all stakeholders like customers, contractors, vendors, banks, prospects and employees. This will enable us to work together and make several key changes to transform our culture by focusing on transforming the entire business experience.

Our business culture has to be more collaborative with more people involved in the creative thinking process, solving complex problems together, dedicated to deliver the best experience to our customers. We should rise with strong adaptive cultures based on shared values derived through these programmes. To build a culture of shared values, leaders must first help team members to understand what the organization stands for. I must say the above two programmes are also designed to understand the challenges the team members face while living with the organizational values. The inputs from these meetings are consolidated and converted into initiatives by the senior leadership. I request all team members to take this as a big opportunity to connect with the higher purpose, thereby enabling yourselves to drive a culture of high performance.

Warm regards,

Sunil Kumar V.
Managing Director

A Promise Made is a Promise Kept



The latest residential project of Asset Homes in Vattiyoorkavu, Asset Hillcrest Thames, was launched by Actor Prithviraj Sukumaran and keys handed over to the customers by Mayor Adv. V. K. Prasanth. This is the 49th project to be completed on time by Asset Homes.

On the occasion, Managing director Sunil Kumar expressed that it is a matter of inexplicable happiness that the company was able to deliver a project on time for the 49th time. A Site Expo was conducted from 23rd to 27th July in connection with the inauguration to help customers check out the company's other projects in Thiruvananthapuram namely, Lineage, Orchestra, Legacy and Volga.

Constant efforts to give customers the best of living experiences keep the company ahead in the industry. This is possible only with the consistent support of the Asset Team who sincerely strives to excel more with every new project. To deliver the best in the realty industry, the team does not try to match up with the competitors but tries to compete with themselves to continuously evolve and serve better.

Bhoomi Puja Conducted



The Bhoomi Puja for Asset Rangoli, to be located close to the Nucleus Mall, Maradu, was conducted on 10th July. A Site Expo presenting the other residential projects of Asset Homes in Kochi was also conducted. The Expo extended special launch offers to prospective customers.



Customers of the Month



Binoy C, Apt no.5D, Asset Synergy Heights, Kochi.



Shyamala Suresh Babu, 4C, Asset Anchorage, Thrissur.



Seethal, 1D, Asset Lineage, Thiruvananthapuram.

Congratulations!

Plus Two Toppers receiving Scholarships from Director, N Mohanan.



Amal Shabu (Son of Shabu PK)



Hari Govind PS (Son of Sunil PG)



Bandhan Special Recognitions

Special Recognition were given to Blessen C Mooloth (Branch Manager, Kottayam), Vinod Kumar (Asst. Sales Manager, Thrissur), Sunil P G (Responsible Manager, Thrissur), Pretty Paul (Sr. Executive, Asset Delight, Thrissur)



Bandhan is an outreach programme under which the First Circle leaders will go out to the different branch offices to discuss with the staff members matters of concern, if any, possible solutions, feedbacks on various activities, etc. As the name suggests, this strengthens the bond between the leaders and the team members, rendering the working of the systems more efficacious.

First Circle Team visited Thrissur and Kottayam branches in July.



Leading the Leaders



Asset Homes conducted 'Leading the Leaders' programme for employees at Corporate Office, Kochi.

Maintenance Clinic



A maintenance Clinic was conducted to carry out the maintenance activity at Asset Synergy Heights, Tripunithura.

Sample Flats Inaugurated



Abraham Mathew inaugurated sample apartment of Asset Chandelier, Tripunithura, Kochi.



Dr. Vijayalakshmi inaugurated sample apartment of Asset Petals, Kakkanad, Kochi.

Customer on Board



"I feel proud to be part of a builder who sticks on its commitment of time and quality. Asset Homes is not simply building a home whereas they are creating a homely environment".

Renjith Mohan, 4F, Asset Dharshan, Thrissur

Star Awards

Engineer of the Month



Babu K V

Sales Star of the Month



Branch offices

Prasanthan Alinkeel

Happy B'Day!



Sreekumar S S
1st-Aug



Sanofar P B
4th-Aug



Susmitha KS
5th-Aug



Nayna V Kelkar
5th-Aug



Sangeetha Suresh
9th-Aug



Madhu S Nair
14th-Aug



Jayanash T J
16th-Aug



Joel Antony
25th-Aug



Tinu Davis
28th-Aug



Rani Pathrose
31st-Aug

Tool Box Meet

A Tool Box meet was conducted to raise the awareness of employees and to inform them of the control measures to put in place to prevent workplace accidents.



Asset Orchestra,
Thiruvananthapuram



Asset Canvas,
Kochi



Asset Grandstand,
Kannur

Safety Meeting



Conducted at Asset Versatile, Kochi

RMs Club Meeting



Asset Bellevue, Kochi

Charity Lunch



Asset Homes observed Charity Day on 19th July by spending time with the children of Sree Narayana Samajam, Aluva.

CREDAI Expo



CREDAI- Kozhikode



CREDAI-Thiruvananthapuram

World Skills Day



Asset Homes organised training sessions as part of World Skills Day in association with CREDAI Kochi at Asset Chandelier on 15th July.

New Employees - July 2017



Bijukumar B S
Telemarketing
Executive



Joel Antony
Jr. Site Engineer



Meera Mary Joseph
Project
Coordinator



Mydhili Prasad
Administrative
Assistant



Nayna V Kelkar
Sr. Architect



Sanly Paul
Branch Head



Veena L
Billing Engineer



Vinodkumaran
Nair S
Site Engineer



Vivek R
Draftsman

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Responsibly Yours