

## Inspiring Excellence in Education



Mr. C V Ignatious, Addl. Sr General Manager & National Head-Rural Housing & Regional Business Head (Kerala)-HDFC LTD., giving away the award for the children of the staff of Asset Homes who have secured outstanding results in the board exams. From left to right, Aneeta, D/o Mrs. Lissy Eldhose, Vinay C. Shaju, S/o Mr. Shaju Abraham, Akshaya G Nair, D/o Mrs. Rema, Jesla Azeez, D/o Mrs. Habeeba, Mohammed Ali Akbar, S/o Mr. Mohammed Faruq & Sidharth, S/o Mrs. Meena.

## Spreading Wings to Serve Better!

In order to cater better services to our ever widening clientele across the world, we have opened two new offices- one at Karama, Dubai and the other at Poonkunnam, Thrissur. This is being done to focus on more prompt service and enhancement of its accessibility to customers across cities.

The Dubai office was inaugurated by V. Sunil Kumar, our Managing Director on June 12<sup>th</sup> in the presence of customers, well-wishers, benefactors and media. Mr. M K Haseeme assumed charge as the new Marketing Manager for the Middle East

operations. Strategically located, the new Dubai office at Karama, will help the customers to have easy accessibility to our services. Haseem can be reached at +971 556795000. This will definitely help customers to get faster and finer service, which is one of our areas of focus. To provide better services to the domestic clientele we have also opened its new office at Poonkunnam, Thrissur.

We believe the current geographical expansion in operations would help the existing and the prospective clients for their various housing needs.



V Sunil Kumar, Managing Director of Asset Homes, inaugurating the expanded UAE office facility at Karama, Dubai. Also seen is Asset Homes Middle East Marketing Manager, M K Haseeme.



V Sunil Kumar, Managing Director of Asset Homes inaugurating the new Branch office at Poonkunnam, Thrissur. Also seen is K.Anil Varma, Executive Director of Asset Homes.

## Medical Camp



We have organized another free medical camp for the workers of Asset Silver Swan, Aluva on 14<sup>th</sup> June. Dr. Ebin from St. James Hospital, Chalakkudy attended the workers. As many as 50 people underwent the medical checkup. The camp was an opportunity to enlighten the workers and staff the importance of personal hygiene and how to keep away from diseases generally seen in Monsoon.

## Quality Policy



The Quality Policy of Asset Homes is being unveiled by Mr. C V Ignatious, Addl. Sr General Manager & National Head-Rural Housing & Regional Business Head (Kerala)-HDFC LTD., the Chief Guest of Valedictory function of SMT Meeting held on 4th July 2014.

## Think Safety First



Safety Training was conducted at Asset Portico, at Kadavanthra, Kochi and Asset Sapphire in Kottayam. Safety training is to provide knowledge necessary to perform a job safely by establishing expectations for employees on how to perform job tasks and to create a safe culture.

## Realty sector awaits clarity on issues for entry of REITs

The Indian real estate sector is awaiting the entry of real estate investment trusts (REITs) in the market, a move which is expected to usher in much-needed liquidity and transparency.

REITs are listed companies that create public trusts and invest in leased office and retail assets. They distribute the income generated among the stakeholders in the form of dividends. The public can buy units of the trusts.

## Government likely to grant infrastructure tag to low-cost housing segment

The new government is mulling over granting infrastructure tag to low-cost housing segment, a move that will make it easier for Real Estate Developers to get finance from banks and for longer tenures.

## UAE investors seek exposure in India real estate

The investors from UAE are impressed by the growth story of India's real estate sector and are willing to put their money in projects through institutional investment.

## Realtors seek cut in interest rate to boost housing demand

The apex realty body of India has shown disappointment over RBI's monetary policy. CREDAI has sought cut in interest rates on home loan to boost housing demand. It demanded a pro-growth stance on the policy rates for the development of housing sector.

## Managing Director Speaks

Dear friends,

The month of June was a wonderful return to success. The prelaunch of seven projects at seven cities, new offices at Dubai and Thrissur, above all a real come back on sales volume made the month remarkable.

Procrastination is just a sophisticated word for waiting until the last minute to do something. If you think people who approach their tasks systematically are statistical anomalies, you might be a procrastinator. So how can you start prioritizing and stop falling behind on your everyday duties?

In theory, the solution is simple. You have to stop putting off things and get started on important tasks before you move onto anything else. Prioritize. Just knowing the solution isn't enough. It's like knowing that you have to exercise to have a great body but refusing to rush out the door to run a few laps. You have to figure out why you put everything off. Try to visualize your task as pleasant. Never think of the task as something negative that you want to avoid, but rather as a positive choice, something you WANT to do.

If you have low self-esteem or feel depressed, tasks can overwhelm you. Thinking that you won't be able to complete a task becomes a self-fulfilling

prophecy. It kills your motivation before you even get started. You've probably experienced times in your life when you've tried to achieve something and failed. Bad memories won't help you, and maintaining bad habits are not going to help you improve. Make a list of difficult tasks you didn't want to complete but managed to accomplish anyway. Work on your self-development with a focus on success, instead of failures.

If you're overly ambitious, you probably have a tendency towards perfectionism. You may make plans with the aim of improving your actions, but then do nothing at all. Don't look for improvement before you even get started! It's much better to do something imperfect than not at all. Avoid judging yourself too harshly. Just get started, and when you finish you can perfect things with whatever time you have left over.

Spending hours on Facebook or watching television won't make you productive. It's also very addictive. Everyone needs time to relax, and setting a time frame and an activity can ease your brain into transitioning between periods of activity and relaxation. Afterward, your brain will know that, that was your time to relax, and that you can work now.

Procrastinators act as if they have all the time in the world to make the biggest decisions of their lives. Like they can do

everything later. Every moment is an opportunity you'll never have again. If you're not going to improve yourself now, you may never have the opportunity to do so. We usually imagine each task demanding a huge workload and a lot of decision-making. Please take some time to ask yourself what you're afraid of most. Being aware of your fear is the first step in achieving something.

Do you wonder how you can stop procrastinating? Stop wondering. Don't think about your task too much. Put yourself in a CAN DO mood. Better to have 5% of your work done than none at all. Often, it can take more time to think about a problem than to find a solution. It takes just a few minutes to respond to an email, but if you have 30 emails to respond to it can take hours. The same logic applies to doing dishes. It's easier to clean 3 plates than a whole sink full of dishes. There's no better time to get things done than NOW.

Overcoming bad habits starts with changing your approach toward your responsibilities. The feeling of having your tasks completed on time is priceless! Dear all, let's keep this in mind and march towards progress, prosperity.

Sunil Kumar V



**The Shining Star:** Mr. C V Ignatious, Addl. Sr General Manager & National Head-Rural Housing & Regional Business Head (Kerala)-HDFC LTD., giving away the award for the Sales Star of the month to Mr. Shine Victor.



**Bag to School:** The chief guest of the Senior Management Meet of Asset Homes giving school kit to the children of the staff.



**ISO Training:** Mr. K P R Pillai, an ISO lead auditor, contacting ISO Awareness training session for Asset staff. Presently working as a Freelance consultant offering services for implementing ISO 9000 (Quality Management), ISO 14001 (Environment Management) and ISO 22000 (Food Safety Management) systems in different types of organizations.

### All the Very Best!

Mr. C V Ignatious, Addl. Sr General Manager & National Head-Rural Housing & Regional Business Head (Kerala)-HDFC LTD., felicitating Mr. Haseem MK before his departure to Dubai as Marketing Manager for Middle East. We wish him all the very best on his new assignment.



## Customer Testimonial

Dear Sunil & Annie,

We, Arun Krishnan Nair & Dhanya Radhakrishnan, recently purchased a flat at Asset Homes Signature [Tower 2, 3C]. Our initial interaction started with Mr. Shine [Marketing] and it was a pleasing experience for us. Later on, we interacted with Mrs. Indu Rajesh and Lekshmi, who maintained a very positive and helpful attitude towards us. We got all the documents on time and we were clearly informed about the delays(if any), progress in various stages of registration, handing over etc.

I contacted Mr. Najmudeen (Asset Care) for the furnishing details. He promptly sent me the details. Last week we visited the apartment with our family and had a chance to interact with many of the employees of Asset Homes, like Mr. Unni (Electrical Engineer), Shanu, Doomuz (Care Taker), the security staff, Rajesh (Interior work) etc. We got a very warm experience from all of them.

The above experience inspired me to complement your staff via this mail. Normally such customer satisfaction is common only during the marketing phase, and once the payment is made, the customer experience goes for a toss. Asset Homes has demonstrated a truly different experience. We feel privileged to be a customer of Asset Homes. We personally thank Shine, Indu, Lekshmi, Najmudheen, Doomuz, Unni, Rajesh for giving us an excellent customer experience.

The success of any organization depends on the quality and commitment of the employees. Each and every person who we interacted with, gave us a delightful customer experience. That shows the commitment and efficiency of people who are managing them. Our heart felt congrats to the management, for keeping your employees valued and happy. The management along with employees are fulfilling the motto of Asset Homes, i.e.: "The Responsible Builder"

### HAPPY WEDDING ANNIVERSARY



Deeparaj T M  
4<sup>th</sup> July



Sijo Varghese  
9<sup>th</sup> July



Jayanash  
12<sup>th</sup> July

### MANY MANY HAPPY RETURNS OF THE DAY



Nidhin Banu  
17<sup>th</sup> July



Sajeew Koshy  
17<sup>th</sup> July



Binu George  
27<sup>th</sup> July

### NEW MEMBERS OF THE ASSET FAMILY



Anu Sujith



Bijeeesh



Elizabeth Kuruvilla



Jeslin Philip



M. Kumar



Suryan

### Obituary

We prayerfully remember the sad demise of Girija - Mother of Sunil P, Store keeper - LNG. We also remember the sad demise of Kochappu - Father of K K Tomy & K K Paul (Store keepers) Our thoughts and prayers are with you during this time of grief and pray that both souls find eternal peace.

Asset Family



The responsible builder

Kochi | Thiruvananthapuram | Kottayam | Kannur  
Thrissur | Kozhikode | Kollam

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