

## Celebration of the Completion of Seven Years Begins on Mother's Day



We are, indeed, overwhelmed with joy and pride as we celebrate the completion of 7 successful years of creating living spaces across Kerala. As we complete 7 years, we believe that there is no better day and moment than Mother's Day on May 11<sup>th</sup> to begin the celebration of our successful journey. And what's more, in our continued effort to honour and uphold the true spirit of Motherhood, 100 daylong celebration activities was inaugurated by Seven Mothers by lighting the lamp.

At this momentous juncture, we humbly recall the pleasures and pains of having started up small by laying up the foundation, creating a genesis of values, setting up goals and turning them into milestones, learning and imparting that learning across, building up our culture, rejoicing over our wins, formulating and believing in our vision and setting up an example to all by delivering on our promises.

The inauguration ceremony held at Asset Summit Suites, Kalamassery witnessed enormous participation of Mothers

and staff members. Managing Director, Mr. Sunil Kumar appreciated the mothers and the staff members for their enthusiasm in attending the function. In his speech, he exhorted the staff members to provide maximum love and care to their parents especially Mothers and advised not to send them to the Elder's Asylums. The Chief Guest, Mrs. Thanuja Bhattathiripad, made a wonderful keynote address and shared her experience on motherhood, maternal bonds and influence of Mothers in the society. The keynote address overwhelmingly celebrated the essence of Motherhood where one could see a mosaic of emotions flashing across the faces of the audience.

The completion of seven years beckons us to come together with renewed cooperative spirits to work together and to begin our 8<sup>th</sup> year with a bang filled with redoubled passion in our journey ahead towards fulfilling our collective goals. We seek the blessing of all the Mothers to keep our founding values intact in our journey ahead. Our values have been anchored to every promise we have delivered and will deliver.



## Medical Camp



Asset Homes periodically organizes free medical check up at work sites. One such camp was organized at Asset Kasavu on 27<sup>th</sup> May. Dr. Sanjay Biswas from A. P Varkey hospital attended the workers. Besides the routine health check up, the camp was an opportunity to create awareness on different health related topics which help people to take required measures to protect themselves from preventable diseases and hygiene issues.

## Website Launch



**Touch of Technology:** Renowned Architect Lalichan Zacharias, launching our revamped website. Very contemporary in design, graphics, and layout, the new site is truly user friendly and provides information in an eye-pleasing, clean fashion. The new site is located at the same URL address ([www.assethomes.in](http://www.assethomes.in)).

## Sales Training



**The Incessant Learning:** As part of people development initiative, we have conducted the First Training program for this financial year for the Sales Team members on 10<sup>th</sup> May. The training was conducted by Mr. Narayan from Teampace Business Solutions Pvt Ltd. Besides the focus area of Sales and Negotiation skills, the programme also covered topics like personality development.

## 57% of Indians Think Next 30 days Good Time to Buy Real Estate: Survey

Nearly 60 per cent of Indians think that next one month would be a good time to buy real estate with improvement in consumer sentiments following formation of a stable government, according to a survey by global research firm Ipsos.

"Almost six in ten (57 per cent) Indians think the next 30 days will be a good time to buy real estate, such as a house, vacation property or investment property," Ipsos said in a statement.

Founded in France in 1975, Ipsos is an independent market research company controlled and managed by research professionals.

"With the formation of a new stable government at the Centre, the consumer sentiment which was low in the last 2 years has improved significantly. The stock market has already reacted in a positive manner reflecting this change, the real estate prices are expected to go northwards by the end of the year," said Bhasker Canagaradjou, Associate Director, Ipsos Business Consulting.

The realtors reeling under large scale of debt are offering discounts to reduce their inventory levels taking advantage of the new found optimism in the market.

The residential real estate market may see an uptick in the demand and increase in the number of transactions in the near future, he added.

Majority (65 per cent) of people in Russia think next 30 days would be a good time to buy property followed by India (57 per cent), Indonesia (55 per cent), Ireland (51 per cent), Great Britain (47 per cent), Mexico (44 per cent), Australia (42 per cent), Hungary (42 per cent).

"Those rounding out the middle of the pack are from the United States (41 per cent), Germany (40 per cent), Canada (39 per cent), Italy (38 per cent), Argentina (37 per cent), South Africa (37 per cent), Sweden (37 per cent), Poland (35 per cent) and Spain (34 per cent).

The survey was conducted in 26 countries with a total sample of 20, 144 adults age 18-64 in the US and Canada, and age 16-64 in all other countries.





## Managing Director Speaks

Dear friends,

The month of May was amazing! Hurricane Modi swept through the heartland and beyond, broke down caste and class barriers, and posted the first clear majority for any single political party since 1984. The landslide for the BJP-which won 282 seats on its own-has shifted the tectonic plates of Indian politics as the party secured its highest ever share of votes. Narendra Modi tapped the anger of young voters impatient for change. He harvested national despair, won them over, decimated the Congress and other dynasty-led entities and severely battered north Indian regional satraps who had for decades enjoyed national political clout disproportionate to their strength.

The situation raises many questions!

What do you need to succeed, as Mr. Modi discovered? Are your ideas truly innovative as his? Do you feel powerful and incapable to fail as he is? Let me have a closer look at some super secrets from Modi saga, that can help us to turn to a million dollar company.

1. Take responsibility for your decisions
2. Give a purpose to your life
3. Know the ins and outs of your business
4. Write down your goals
5. Whatever happens, don't give up

I think these are the basic five lessons to be learned from the "Modi Victory" by all of us. From the grimy railway platforms of Vadnagar to the grandeur of Raisina Hill, the pinnacle of the country's political power, it has been such a long, lone journey for Narendra Damodardas Modi. At this juncture let's all wish him good wishes to lead our country to greater heights.

Sunil Kumar V



**Building a Safe Culture:** Safety training in progress at Asset Work Site. 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.



**Another Milestone:** Asset Homes Managing Director V Sunil Kumar and Executive Director K Anil Varma laying the foundation stone of Asset Darshan, the 50<sup>th</sup> housing project of Asset Homes at the project site in Guruvayoor.



**Building Real Values:** Asset Homes Sales Team Interacting with Customers during the Credai Property Expo in Kochi.



**The Shining Star:** Renowned Architect Lalichan Zacharias, giving away the award for the Sales Star of the month-Corporate office to Mr. Jayanesh.



## HAPPY WEDDING ANNIVERSARY



Rajesh K R  
2<sup>nd</sup> June



Navas V A  
10<sup>th</sup> June

## MANY MANY HAPPY RETURNS OF THE DAY



Jayakumar K G  
1<sup>st</sup> June



Jyothilakshmi C  
1<sup>st</sup> June



Rejish Kumar C  
1<sup>st</sup> June



Ruby N Rajan  
1<sup>st</sup> June



Aneesh Kumar T S  
5<sup>th</sup> June



Salomy Antony  
13<sup>th</sup> June



Dhanapal R  
16<sup>th</sup> June



Anitha  
22<sup>nd</sup> June



K K Paul  
25<sup>th</sup> June



Shaju Abraham  
28<sup>th</sup> June

## JUST MARRIED



Bindulekha & Manoj



Nidhin & Neethu



Nisanth & Reshma

## NEW MEMBERS OF THE ASSET FAMILY



Anish T T



Arun Das



Beena Joseph



Jayakumar K G



Jobin Thomas



Ravi Sankar



Saju



The responsible builder

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

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