

## Sri Lankan Ministerial Delegation visits Asset Homes



A high-level Sri Lankan delegation, headed by **Shri. Gayantha Karunathilaka**, Hon'ble Minister of Mass Media and Parliamentary Affairs and Chief Government Whip of the Parliament, Sri Lanka along with **Shri. J C Alawathuwala**, Member of Parliament and Chairman, Sri Lankan Development Committee during their visit to Asset Homes corporate office.



We are, indeed, delighted to share with you the good news that a high-level Sri Lankan delegation, headed by **Shri. Gayantha Karunathilaka**, Hon'ble Minister of Mass Media and Parliamentary Affairs and Chief Government Whip of the Parliament, Sri Lanka along with **Shri. J C Alawathuwala**, Member of Parliament and Chairman, Sri

Lankan Development Committee, visited us to hold discussions and assess the various projects developed by us as a run up to the signing up of an MoU to create residential townships in Colombo, Sri Lanka, in collaboration with the Govt. of Sri Lanka. The ministerial delegation also visited our project sites in Aluva, Kalamassery, Thevara and Pallimukku.

The Government of Sri Lanka is on a mission to rebuild the nation from the rubble of its internal civil war. The Sri Lankan government is considering partnering with private enterprises with credible credentials across the world in various sectors, especially infrastructure. We have been chosen as one of the prospective partners considering the sterling track record of successful implementation of our projects in compliance with international standards within stipulated time schedules, earning high CRISIL ratings in succession.



On the occasion **Mr. Sunil Kumar V**, Managing Director, Asset Homes said "The discussions are in the final stages preceding the signing up of MoU. Our team and the representatives of the Sri Lankan government have already been through a series of talks, and the delegation

from Asset Homes had visited Sri Lanka several times in the past two years to consider the prospects and feasibility." He also added that "the company is looking forward to joining hands with a neighbouring nation with which India has historic ties."

Shri. Gayantha Karunathilaka commented that the Government of Sri Lanka will leave no stone unturned to fulfill its mission of building up the nation from



the ravages of the internal civil war. The Sri Lankan government has been picking out leading companies of the world to tie up with, and is quite impressed with the international quality of the projects developed by Asset Homes.

## For a Social Cause-Asset Homes Renovates EMS Road at Kalamassery



**Paving the way:** As part of its CSR initiative, Asset Homes renovated the EMS Road of Ward No 1 in Kalamassery Municipality. The renovated tile paved road with improved drainage facilities was inaugurated by Shri. Ebrahimkunju, Minister for Public Works. Smt. Jessy Peter, Muncipal Chairperson, Shri. P Rajiv, former MP, Shri. A K Basheer, Standing Committee Chairman, Shri. Sunil Kumar V, Managing Director, Asset Homes and N Mohananan, Director, Asset Homes are also seen.

## വീണ്ടും ചില വീട്ടുകാര്യങ്ങൾ

Asset Homes has joined hands with Malayala Manorama Parpidam Exhibition to organize a series of lectures on Real Estate Market and Home Buying Tips. The Series is aptly titled "Veendum Chila Veettukaryangal" and the series has gained momentum of increased participation from the general public at each Parpidam Exhibition venue. Glimpses from the seminars.



Mr Sunil Kumar V, Managing Director of Asset Homes engaging a session on the topic "Veendum Chila Veettukaryangal" at the Parpidam Exhibition held in Calicut, Kottayam and Thiruvananthapuram.



Xavier P P, Chief Administrative Officer of Asset Homes engaging a session in the Parpidam Exhibition held in Malappuram.

## Parpidam Expo



Manorama Parpidam Expo in progress in Calicut



Manorama Parpidam Expo in progress in Kottayam



Manorama Parpidam Expo in progress in Malappuram



Manorama Parpidam Expo in progress in Thiruvananthapuram

## Blood Donation Drive

*Give Freely and give often!*



Blood is the most precious gift that anyone can give to another person- the gift of life! A decision to donate blood can save a life or even several. Hence, it becomes the responsibility of all empathetic folks to extend help by way of donating blood to the needy people in the society.

Keeping in view the tremendous demand for blood in Hospitals, Asset Homes has come up with an initiative that proposes to promote the practice of donating blood among the employees by offering following benefits to the donors.

1. The donor will be eligible for half day leave on the day of blood donation.
2. An additional Earned Leave will be credited to the donor's leave account for each occurrence of donation.

In order to facilitate this noble cause in saving precious lives, Asset Homes has already tied-up with IMA. Let us all join hands for this noble mission. Let us Give freely and give often. Blood Donation Matters!

## Customer in the Board Room

## Guest Corner



"When I was the Association President there were disagreements with Asset Homes on certain matters. However, at the end of the day, as their Tag Lines says, Asset Homes has proved to be Responsible in every aspects by providing clear solutions. I wish all the very best for their future ventures."

Mr. Manu Jacob Mathew  
Senior Manager  
Marketing Malayala Manorama

## SMT Meet



Mr. Manu Jacob Mathew, Senior Manager - Marketing Malayala Manorama, giving away the award for Sales Star of the month - Branch offices to Mr. Vinod.



Mr. Manu Jacob Mathew, Senior Manager - Marketing Malayala Manorama, giving away the award for Engineer of the month - Branch offices to Mr. Krishna Kumar.



Mr. Manu Jacob Mathew, Senior Manager - Marketing Malayala Manorama, giving away the award for Service Star of the month - Branch offices to Mr. Hari Shenoy.

## Customer of the Month



Mrs. Girija Soman - Apt: 3A, Asset Asset Silver Swan, Aluva



Mr. George Thomas - Apt: 8B, Asset Picasso Palette, Kottayam



Mr. Dileep G & Mrs. Eva Hagerstrom - Blk 2; 12A Asset Signaure, Thiruvananthapuram

## Managing Director Speaks

Dear friends,

February is always short in tenure and mostly eventless. Being the fading months of a financial year, it always reminds us the last lap of marathon. But in a group where every one contributes and performs, it reminds us the last lap of a relay. The sprinter is full of energy, full of enthusiasm and runs to reach as fast as he can, not just for him but for the team. We at asset homes, exemplifies the same. That too with a group of industry leaders, whom we were able to nurture over years, attract with our brand, enhance performance with full freedom to their talent and aspirations. That's why our February is different from industry standards. The team of leaders made it possible with high volume sales, turn over, finance and project management. Congratulations!

I happened to read a paragraph story a few days back. It's almost like this. "Today, I asked my mentor a very successful business man in his 70's - what his top 3 tips are for success. He smiled and said, "Read something no one else is reading, think something no one else is doing, and do something no one else is doing. This is the FACT. If we are able to follow these lines, we will do big wonders.

Friends, timing in execution is an important responsibility of leadership. Also if timing is the result of one person's judgement, that judgement is shaped by the organisation's long-term strategy and culture. An inadequate strategy is the primary cause of the problem. Bad timing is related to lack of strategic frameworks to assess the likely consequences of a move at any point. All we can do is to be clear about our long-term direction, make decisions with that direction in mind, monitor results, and make changes or adjustments when we are not getting the results as we expect. To counterbalance most leaders bias toward short-term results, as well as any hubris on their part, and to discover blind spots, top management should cultivate and rely on its strategy team, including employees, board members and consultants, to reduce the chance of failure. At this point I feel we should point our finger primarily on organisation culture as the main culprit. A dysfunctional culture is the main cause of poor timing, one that magnifies a confirmation bias that causes companies to stick with obsolete or weak strategies... far too long. It is not our ability to act that delays decisions. It is our ability to learn... in many organisations many of the leaders are blissfully out of touch with what really goes on in business... may be because they are slaves to the P&L! The ability of organisations to determine whether they have a speak up culture rather than the one described at Volkswagen. It can be enhanced by the use of modern day technology. Also We must identify a core set of values that include openness and honesty. Live them rigorously, and fire people who won't, regardless of level, role or title. It's very clear that both dysfunctional strategies and cultures can help explain poor timing in implementing plans and decisions.

We are entering the last month of the current FY. Again, March is going to witness the inauguration and handing over of three more projects of Asset Homes. Lineage in Trivandrum, Bellevue in Cochin, and Darshan at Guruvayur. Three more examples of on-time delivery and commitments. That too at three different locations of the state. Congratulations to team Trivandrum, Cochin and Thrissur! I would like to conclude by wishing each and every member of this family to outshine and break last year's records and set new targets for future.

Sunil Kumar V



## Sales Training Held

A sales workshop is in progress for the entire sales team of Asset homes. The training was conducted by Spinach India. The workshop was intended to help the team in polishing their selling skills and put in best practices to get the maximum output.

## Social Media & Quadra Made Easy

A social Media and ERP training sessions were conducted at the Corporate Office for the sales team. Social Media training conducted by Mr. Sijin Stephen gave insights on how to effectively use social media for personal and professional advantage. The ERP session taken by Mr. Rajive T helped the team to understand the multiple uses and advantages of using the ERP-Quadra software effectively in daily business operations.



## Business Etiquettes - Do's & Dont's

A training program on "Business Etiquettes" is in progress by Ms. Kanak Jinan. The program was intended to help the team build personal confidence to achieve success in life.



## MS-Office Training Held

Mr. Sreekumar, an expert in MS office, giving training on how to effectively use MS office for various functions in the different departments.



## A Day with the MD

Mr. Pradeep, Branch Head Thrissur, was chosen to spend a day with the Managing Director, Mr. Sunil Kumar V.

**MANY HAPPY RETURNS OF THE DAY**



Rekha Pramod  
1<sup>st</sup> March



Saju P  
2<sup>nd</sup> March



Rajeshkumar C S  
3<sup>rd</sup> March



Sunil Das K M  
5<sup>th</sup> March



Magesh P M  
7<sup>th</sup> March



Ebibensam M  
8<sup>th</sup> March



Makson K Mathew  
8<sup>th</sup> March



Shihabuddeen P M  
11<sup>th</sup> March



Vidyasagar C  
12<sup>th</sup> March



Siril Mathew  
12<sup>th</sup> March



Akhil K S  
13<sup>th</sup> March



Alwyn Sebastian  
15<sup>th</sup> March



Lijeesh B  
16<sup>th</sup> March



Anish T T  
17<sup>th</sup> March



Krishnakumar K P  
19<sup>th</sup> March



Nijamudeen M  
23<sup>rd</sup> March



Deepak Thomas  
29<sup>th</sup> March



Antony V L  
29<sup>th</sup> March

*Just Married*



Shaik Mohammed & Rehimuniza



Salomy Antony  
11<sup>th</sup> March



Prasanthan Alinkeel  
20<sup>th</sup> March



Suryan T C  
27<sup>th</sup> March



Baburaj B  
28<sup>th</sup> March



Sunil Kumar V  
29<sup>th</sup> March

**HAPPY WEDDING ANNIVERSARY**

**NEW MEMBERS OF THE ASSET FAMILY**



Bensingh J O



Nanditha Krishna



Regi Varghese



Seema Lenin



Umesh U

**Charity Lunch**



**Charity Day:** Asset Homes observed Charity Day on 19<sup>th</sup> February by spending time with the children of Sree Narayana Samajam, Aluva.

**Medical Camp**



A medical camp in progress at Asset Chiraag

**Tool Box Meet**



Tool Box meeting in progress at Asset Hillcrest, Thiruvananthapuram. Tool Box talks have become a part of every site. They are considered one of the very effective methods to refresh worker's knowledge, cover last minute safety checks and exchange information with the experienced workers.

**Aadhar Card for Workers**



Asset Homes, in association with "Akshaya Kendra" facilitated the Aadhar card registration for all the workers. This will help them have an identity and avail different schemes from the Government.



<https://www.youtube.com/AssetHomesKochi>



The responsible builder

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