

ASSET
Beyond

squarefeet



A monthly newsletter from Asset Homes Issue: 60 Mar. 2018



Inauguration of 52nd completed project
Asset Grandstand, Puthiyatheru, Kannur.

**THANK YOU KANNUR & THRISSUR FOR MAKING US YOUR
FIRST CHOICE**



Inauguration of 53rd completed
project Asset Chiraag, Viyyur, Thrissur.

Managing Director Speaks

Dear friends,

As all of you know, we have reached the last month of the financial year. February being the penultimate month and with lesser days, pressure was mounting on the marketing, sales and collection fronts. But the team proved their mettle and came out victorious in all. It was a real performing month for project execution department. Wonderful team work, enthusiasm and excellent leadership got two projects delivered on time with utmost quality of finishes. Congratulations! It was a real challenge for all of us at Asset to keep up the sprit and momentum on all walks of business.

Talking about challenges and the spirit of business, in late 2016, drug maker Eli Lilly decided to discontinue their research on a drug for Alzheimer's Disease, as results from the three trials they had carried out turned out to be disappointing. The other leaders in the market and their competitors – Biogen, Merck, and Roche – now faced a perplexing situation. Was this an opportunity or a warning? Did this pose an opportunity for capturing a larger market share or was this a warning to quit when the going was good?

Today's real estate scenario is quite similar. A lot of the people in the sector who are into selling houses have been in this market only for the past few years. So they have not had the experience of facing a market where houses don't get sold on their own. Things were far different and a lot simpler in the early 2000s. Many builders, after the introduction of RERA and GST, are going slow on their project launches and are cautious about new commitments. This creates a delay in the market which invariably creates a vacuum whereby the market witnesses not competition, but vanishing players.

Latest researches and surveys show that, when a direct competitor decides to quit the market, companies are more likely to see the half-empty glass than the half-full one, and they tend to follow suit. However, this decision, more often than not, turns out to be a bad one.

The exit of a competitor actually presents a huge market opportunity, and you would naturally expect that the learning or herding behaviour would be evened out by the positive market forces. But time and again it has been proved that the fear of the probable risk is far stronger than the faith in the possible opportunity due to decreased competition.

It is also interesting to know how companies choose to react when a competitor exits the market in a recession era. Many may decide that further investment and new projects are not warranted due to poor sales results, changing market conditions, enactment of new laws, deteriorating financials of the host company, escalating project costs and so on and so forth. According to me, the decision to slow down projects after a competitor pulls out is often wrong, and it is an overreaction.

Having less competition and being the first choice entails avoidance of duplication, and hence avoidance of wastage of resources. We have to understand that duplicate and fake products are a real problem in our business. Becoming one of the few suppliers of projects in the market gives us a chance to enjoy economies of scale. The benefits can be passed on to the consumers. There is a possibility of increased profitability, which can be used for research and development. We can afford to invest in the latest technology and machinery in order to be more efficient. We may also help the government generate more revenue in the form of taxation.

I have a strong feeling that as the market emerges, it may become less competitive, allowing good positioning for our brand which, again, has its own benefits. Let's work together to be the first choice among equals.

Warm regards,
Sunil Kumar V.
Managing Director

Chiraag lights up 136 families!



On February 24th, 136 families in Thrissur became proud owners of their prestigious new address in Asset Chiraag, the 53rd completed project of Asset Homes, in Viyyur. The project consisting of 2 and 3-bedroom luxury apartments offers a wide variety of facilities for fitness and recreation. Chiraag is yet another manifestation of the unique Asset Quality & Lifestyle.

The project was inaugurated by Sri. V. S. Sunil Kumar, Hon'ble Minister for Agriculture. Padma Shri Dr. Sundar Menon was a distinguished guest. Actor Prithviraj Sukumaran, Brand Ambassador, was the Chief Guest at the inaugural function, which was attended by more than 2000 people including apartment owners, notable guests, friends and well wishers. The inaugural ceremony was followed by dinner and entertainment.

A Grand Second in Kannur



Asset Homes' second project in Kannur, Asset Grandstand, was handed over to the customers on February 10th. The ceremony was inaugurated by Smt. P. K. Sreemathi Teacher, Member of Parliament, and Actor/Dancer Asha Sharath. Panchayat President V. K. Lalitha Devi was also present at the function.

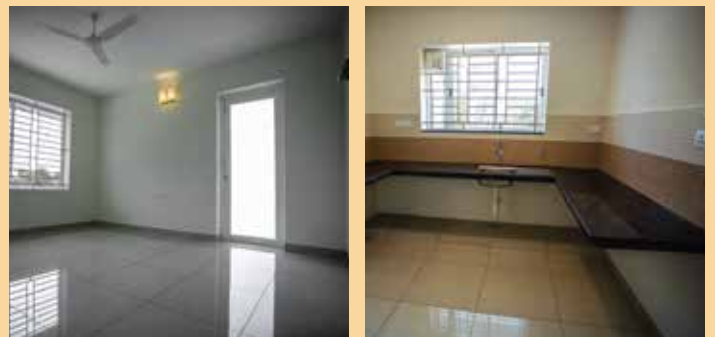
A complex of 2 and 3-bedroom apartments, Asset Grandstand is a super luxury project offering a wide range of facilities for healthy, comfortable and safe living. A paved approach road, a gym within the club house, 5-m wide internal roads and a lounge near the roof-top swimming pool are some extras Asset Homes could provide, over and above the range of amenities promised, to complete the experience of Asset Quality & Lifestyle. Literally topping it all off, the project offers spectacular roof-top views of the Valapattanam River.

Spreading the Spirit of Life



Asset Homes conducted Jeevithamanu Lahari Season 2, a contest for spreading awareness on the perils of substance abuse, in association with Mathrubhumi.com. Short films by Yadu Krishna, Arun Kumar and Vimal won the first, second and third prizes and poster designs by Arun P.K. and Akbar received the first and second prizes respectively. Sunil Kumar V., MD, Asset Homes, Dileep Narayanan, MD, Organic BPS, and Kamal Krishnan, National Head, Mathrubhumi Media Solutions, gave away the prizes at a function organized at the office of Mathrubhumi News, Kochi.

Glimpses of Asset Canvas



Real Estate Brand of the Year 2017



Mr. Deepak Thomas, CFO, Asset Homes, receives on behalf of Asset Homes, the Real Estate Brand of the Year 2017 award constituted by Future Kerala from Fabian Hamilton, Member of Parliament & Shadow Minister for Defence, Peace and Disarmament, UK.

Asset Homes wins hearts, breaks record in Thrissur



The whole-hearted acceptance of Asset Homes by the residents of Thrissur is manifested in the record-breaking sellout of Asset Galleria even before the launch of the project.

Strict adherence to timelines for completion and delivery of projects, superior quality of construction, and the track record of providing unique customer services are the factors that made Asset Homes acceptable to the residents of Thrissur and other cities of Kerala. Such trust and confidence increased manifold the company's responsibility to the customers, expressed Sunil Kumar, Managing Director of Asset Homes, during the stone-laying ceremony of Asset Galleria.

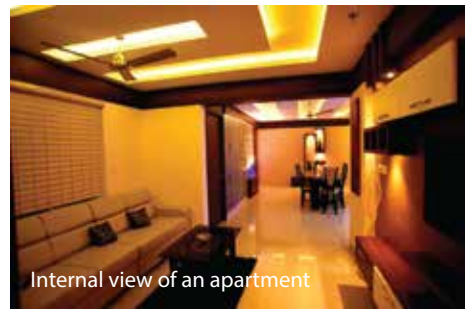
The euphoria created by such whole-hearted acceptance was much akin to the excitement of a movie becoming a blockbuster even before its release, said Actor Prithviraj Sukumaran, the Brand Ambassador for Asset Homes. This is a rare distinction in the real estate market and it is this acceptance of the brand by its customers across the world that differentiates Asset Homes in the market.

Asset Galleria, the 7th Asset Homes project in Thrissur, is coming up right at the centre of the city, at Aswini Junction.



ASSET
CHIRAAG
VIYYUR, THRISSUR

Actual photograph of Asset Chiraag



Internal view of an apartment



Internal view of an apartment



Lobby



Club room



Mini theater



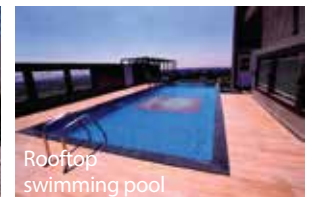
Kids park



Health club



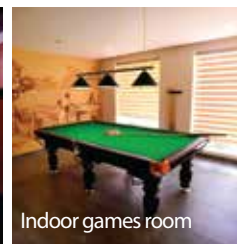
Rooftop garden



Rooftop swimming pool



Library



Indoor games room



Puthiyatheru, Kannur



Actual photograph of
Asset Grandstand

Health club



Health club



Club room



Rooftop swimming pool



Internal view of an apartment



Rooftop party area



Happy B'Day!

Saju P	02-Mar
Nishanth M R	02-Mar
Rajeshkumar C S	03-Mar
Eldho Joy	03-Mar
Sunil Das K M	05-Mar
Makson K Mathew	08-Mar
Ebibensam	08-Mar
Shihabudeen P M	11-Mar
Vidyasagar C	12-Mar
Siril Mathew	12-Mar
Anju K V	12-Mar
Shoma Krishna	14-Mar
Alwyn Sebastian	15-Mar
Anish T T	17-Mar
Jijith M K	18-Mar
Krishna Kumar K P	19-Mar
Renji Thomas	21-Mar
Sreepriya K	22-Mar
Nijamudheen	23-Mar
Jeen Susan Saji	23-Mar
Vivek S Nair	24-Mar
Jibinkumar V S	25-Mar
Nadiya Bakker	26-Mar
Sana Fathima M	27-Mar
Bracilee Franklin	27-Mar
Anchu Mathews	27-Mar
Deepak Thomas	29-Mar

Wedding Anniversaries

Salomy Antony	11-Mar
U A Azeer	13-Mar
Prasanthan Alinkeel	20-Mar
Pradeep P R	24-Mar
Suryan T C	27-Mar
Baburaj B	28-Mar
Sunilkumar V	29-Mar

New Employees



Athira Anilkumar
Quantity Surveyor



Arun Mohanan
Site Engineer



Devi Krishnan
Site Engineer



Kripa K
Site Engineer

Charity Lunch



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

Medical Camp



A medical camp was held at Asset Grandios, Kollam & Asset Hillcrest, Thiruvananthapuram

Safety Meeting



Asset Corridor & Asset Canvas, Kochi

Star Awards



Moorthy R Nair
Engineer of the Month



Suryan T C
Sales Star of the Month

Wall of Fame



Rajesh K R



Customer of the Month



Mini Mariam Easow,
7C, Asset Sapphire,
Kottayam



Jayasankaran Thottakkatt,
Villa No. 31, Asset Kasavu, Kochi



K Jayaraman, 12 C & 16C,
Asset HK Hallmark, Kannur



Shibu Kuriakose, 5A,
Asset Sapphire, Kottayam (held at Dubai)

Customer on Board



"I will have no hesitation to say in any forum that ASSET is a company that is ethically moulded to deliver value-for-money products. It's my humble request that the company may take initiative to continue maintaining the property, keeping forever its novelty, for which the Association's cooperation may also be sought."

Vivek Narayanan Menon
Asset Portico

Parppidam Expo



Kannur



Kochi



Pathanamthitta

Tool Box Meet



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



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