

CRISIL 7 STAR Rating conferred upon Asset Casa Grande.

Asset Casa Grande, the ultra luxurious fully furnished lake front sky villas at Thevara, has won CRISIL 7 Star Rating, the topmost among the coveted real estate project ratings in the country. Mr. Anurag Jhanwar, Director, Real Estate Ratings, CRISIL, handed over the rating citation to V. Sunil Kumar, Managing Director and Anil Varma, Executive Director of Asset Homes. With this, Asset Homes becomes the first ever builder in the state to have won the CRISIL 7 Star Rating twice. In the past, Asset Signature, Thiruvananthapuram had also won this topmost rating from CRISIL.

Congratulating Asset Homes, Mr. Anurag Jhanwar said "CRISIL's 7 star rating is the topmost real estate project rating given by CRISIL. The key factors evaluated in the Star Ratings process are quality of legal documentation, construction related risks, financial flexibility/viability of the project, innovative attributes of the project besides the background and track record of the project sponsor."

Mr Jhanwar further added, "There is a need for enhanced transparency in the real estate sector, which can be achieved through self-regulation by developers. The good news is that we are now seeing developers coming forth and embracing this concept by opening themselves up for third party evaluation- a positive sign indicating dedication towards customer-centricity and professionalism."

Asset Casa Grande, the 29th completed project of Asset Homes, has also won the International recognition for the best architecture by Google, New York Times in association with Bloomberg Television in 2011. "Now, on the successful completion of Asset Casa Grande, we are getting ready to announce a few more projects in Kochi, Thiruvananthapuram, Kollam and Guruvayoor," added Sunil Kumar, Managing Director, Asset Homes.



Asset Casa grande, Thevara, Kochi being conferred upon, the highest rating in real estate, the CRISIL 7 STAR, by CRISIL Real Estate Rating Director Mr. Anurag Jhanwar with the handing over of the citation to V. Sunil Kumar, Managing Director and Anil Varma, Executive Director of Asset Homes.

Advisory Board Meeting held on 14th October 2013

The Advisory Board Meeting of the Company was held on 14th October 2013 at Taj Vivanta, where the Chief Managers Team from Asset Homes was also present for the meeting.

The Executive Director, Mr. Anil Varma welcomed the participants to the meeting followed by an inspiring presentation of past six month's performance of the company by the Managing Director, Mr. Sunil Kumar. Both Mr. Sunil Kumar and Mr. Anil Varma in their speeches have reiterated the impact of the team work for achieving the targets on time. While making the half yearly review of the performance of the company, Mr. Sunil Kumar has announced that the growth in terms of turnover was 100 per cent higher compared to the last year. Also, timely completion of the projects undertaken besides the focus given on HR related activities at the work site was remarkably noticed by the members. The rehabilitation of workers at the site in the imported kiosks with excellent living environment besides the unique attempt of induction of Kudumbashree housekeeping staff in the

completed projects were widely appreciated by the board members in the meeting.

During the session, among other things, the future strategic plans of the company including promoting the products in a wider market were discussed. The Advisory Board Members have suggested various advanced marketing ideas. Mr. George Korah appreciated the accelerating growth rate of the company including the potency of the leadership and team work. Mrs. Radha Unni laid stress on the importance of meticulous financial management system given the current economic climate for making robust growth in realty sector. Mr. Madhav Mohan emphasised the significance of brand building with the blend of integrity, profitability and reliability for the sustained growth of the organization. Mr. Joseph Philip, Mr. Dileep Narayanan and Mr. Naveen Philip have contributed with thought provoking ideas to respond to the ever changing business environment and to take Asset Homes in the forefront of the realty sector.



Advisory Board Meeting in progress.



K Anil Varma, Executive Director of Asset Homes welcoming the Advisory Board Members.

Sowing the seeds of leadership and entrepreneurship.



Sunil Kumar V, Managing Director of Asset Homes, engaging sessions on Entrepreneurship and Leadership at Rajeev Gandhi Institute of Technology, Kottayam (Left) and Civil Engineering Department at Thrissur Engineering College. (Right)



Managing Director Speaks

Dear friends,

Welcome November! The month of October was eventful with success and achievements like the past six months. We have been continuously discussing our great vision, milestones and success for the past several months. Let's talk about failures too.

There is the famous quote, "What would you do if you could not fail?" We've heard the question so often that we never answer it. So, how would you answer it? According to the dictionary, failure means "not achieving the desired end." Bucket lists are popular these days. It's the list of things people want to do before they die. The most popular items are to travel and learn a new hobby, followed by learn a new language, write a book, start a business, become a parent, live to work, and go back to school. Interesting enough, not many of the things on people's bucket lists have much to do with failure.

So why are we so afraid of failing? Our dreams don't seem to involve failure at all. Are we afraid of disappointing people? Are we afraid of embarrassing ourselves? Are we afraid of change? Are we afraid of never succeeding at all? Is failure the worst of it? Isn't it terrible living with the regret of having never tried anything worse than failure itself?

We just need to view failure differently. The truth is, every successful enterprise fails its way to success and achieving anything at all is the result of a string of failures. Once you succeed, no one remembers the failures.

The consequences of failure are mostly in our minds. For the most part, the repercussions of failure are trivial. If you reduce

the risk of failure, you also reduce the reward at the same time. If you decrease the risk of failing too much, then the rewards of success become inconsequential as well. The surest path to failure is to do nothing. There is no risk and therefore, there is no reward.

We need to embrace failure instead of being afraid of it. Losing your fear of failure can be quite liberating. Fear is a mind game and in any game, the tables can be turned. Everyone has been told by someone that a can-do attitude is desirable. A far stronger wording is the will-do attitude. Just because we 'can do' something, doesn't mean we 'will do' something. Instead of thinking of our goals in terms of "I want to do" or "I can do", really cement the thought in our mind with "I will do". Wake up every morning and ask ourselves, "What are we going to do today that will bring us closer to reaching our goals?" Another mind game trick is to act as if we have already succeeded. Walk into the workplace, free of fear, and with confidence as if we already are the persons we dreamt of becoming. It breaks down our mind's resistance to failure.

Everyone loves a good story and our lives are our stories. Failure, struggle, and eventual triumph make a great story. We wouldn't be cheering for the hero if the hero couldn't fail. Without the possibility of failure, there would be no suspense in a thriller. If the football teams on the field didn't try and fail to make the goals, but always scored on a drive, the game wouldn't be exciting to watch. It would be boring.

Like it or not, failure is the spice of life, so embrace it.

Sunil Kumar V



A sales training workshop on "Selling to HNI Segment" is in progress by Mr. Jayadev Menon, Chief Learning Consultant, Aksh People Transformation.



Dr. Suresh Manimala, giving away the Award for Sales Star of the Month-Corporate office to Mr. Sunildas.



Smt. Ramla Packer, Municipal Chairperson, Taliparamba, inaugurating Asset Homes Property Expo at Bamboo Fresh, Taliparamba, Kannur.



Dr. Suresh Manimala, giving away the Award for Sales Star of the Month-Branch Office to Mr. Haseem M K.

Many Many
Happy Returns
of the Day



Shihab C R
1st November



Babu K V
2nd November



Jins Mathai
8th November



Benjamin Thomas
8th November



Kiran Kottarathil
14th November



K V Valsan
15th November



Sandeep K S
17th November



Milji Mathew
18th November



Abhilash C M
21st November



Abheesh C S
22nd November



Hari V Shenoy
26th November

New Members of the Asset Family



P N Unnikrishnan
Chief Technical Officer

Mr. Unni Krishnan is BSc Civil Engineering from Cochin University. He has 30 plus years of experience in Project Execution and Technical works. Out of his 30 plus years of service he has vast experience in Construction filed both Domestic and Abroad. He handled Senior positions in Haigon Shriram Cottrell, Robost Construction, Al Suwaidi Group, Al Shirrani group and Asian Technologies. He is happily married to Ms. Hema a Computer Engineer and blessed with two kids Athira Unnikrishnan and Arvind Unnikrishnan. Now he is settled in South Chittoor.



Ananda Kumar



Binu Balakrishnan



Divya M S



Jayanesh T J



Latheesh



Rishi Aravind



Supriya Akhil



Sunil P A



Ziyad Azeez

Happy Wedding Anniversary



Haseeme M K
7th November



Sabu G
28th November



Sajeev Koshy
29th November



The responsible builder

Kochi | Thiruvananthapuram | Kottayam | Kannur | Thrissur

Corp. Off: G-129, 28/34 A, Panampilly Nagar
Kochi - 36. Tel: 0484 6456474

E-mail: enquiry@assethomes.in | www.assethomes.in

Call: 98464 99999

