

## Asset Homes Celebrates 7<sup>th</sup> Anniversary with a Global Customer Meet in Dubai.



Asset Homes, as part of its 7th anniversary celebrations hosted a Global Customer Meet in Dubai, where 7 new projects across 7 cities of Kerala were announced. The event was inaugurated by the University of Sharjah Vice Chancellor Dr. Majid Al Jarvan, renowned singer K. S. Chithra, popular cine artist Kavya Madhavan.



We are, indeed, delighted to inform you that as part of our 7 year anniversary we have organized a Global Customer Meet in Dubai on 31<sup>st</sup> October at Hotel Al Bustan Rotana, where we have announced 7 new projects in 7 cities across Kerala.

The event was inaugurated by the University of Sharjah Vice Chancellor Dr. Majid Al Jarvan, renowned playback singer K. S. Chithra and popular cine artist Kavya Madhavan. Besides the endearing presence of our beloved customers from 34 countries, the evening was graced by Abdul Ainin, Joy Alukka, Dr. Azad Moopen, T S Pattabiraman, Shahar Husain Muzaliyar, George Jacob, Dr. P S Thaha, Dr Hassan Kunhi, Mohan Nambiar, Lalichan Zacharia, Sumesh Govind and other dignitaries and celebrities from the social, cultural and business fields.

The event also witnessed the grand introduction of 7 new residential projects across Kerala. These 7 projects coming up at Vattiyoorkavu in Thiruvananthapuram, Kadapakkada in

Kollam, Ettumanoor in Kottayam, Jawhar Nagar in Kochi, Viyyur in Thrissur, Panniyankara in Kozhikkode and Puthiyatheru in Kannur were received with accolades of appreciation and excitement. By and large, an investment to the tune of 500 Cr is estimated to be spent for 10 Lakh square feet of construction which will have 600 apartment units.

Literally and figuratively the 7 year anniversary celebration was a true Symphony of Seven. Everything was attuned to reflect and signify the magical number 7- 7 years, 7 projects, 7 promises, 7 locations, 7 singers, 7 ragas and many more.

A colorful musical evening named "Mehfil" presented by K.S. Chitra and singers like Gayathri, Umbayi, Runa Razvi, Jithesh Sundaram, Veet Raag and Ranjini Jose was the highlight of the event. It was an enchanting evening of customers, camaraderie and celebrations.



## Silver Swan Inauguration



**A promise well delivered-** Shri. K. Babu, Minister for Fisheries, Ports and Excise, inaugurating, Asset Silver Swan, Aluva, the 35<sup>th</sup> completed project from Asset Homes on 25<sup>th</sup> Oct. Also seen are Shri Anwar Sadat, MLA, Asset Homes Managing Director, Sunil Kumar V, Executive Director K Anil Varma, P N Mohanan and Dr. Babu T Jose.

## Coffee Table Book Release



**India's Top 100 Projects**, a coffee-table book by CRISIL and Realty Plus was jointly released in Kerala by Madhav Mohan, Joseph Philip, Radha Unni, Dileep Narayanan, George Korah and Naveen Philip, the Advisory Board Members of Asset Homes at a function held in Vivanta by Taj, Kochi on 23<sup>rd</sup> of October, 2014. Asset Casa Grande, Thevara, a water-front Sky Villa project by Asset Homes, is the one and the only project chosen from Kerala to be featured in the book.



**A New Beginning-** C J Philip, Deputy General Manager of New India Assurance Company and Sunil Kumar V, Managing Director of Asset Homes exchange MoU on insurance coverage for Villas / Apartments of Asset Homes.



## The Insured Assets

We have joined hands with New India Assurance Company to offer insurance coverage for our projects. According to this new 'Insured Asset Scheme', every apartment/villa, while being handed over shall have an insurance cover for 25 years, against damages caused by fire, earth quake, lightening, explosion, aircraft damage etc.

## Safety First



Monthly safety meeting in progress at Ocean Grove. The safety training was organized to impart safety awareness among workers.

## Tool Box Talk



As part of the health and safety training a Tool Box training was conducted to raise awareness among employees on health and safety.

## First Aid Training



A Medical Camp was organized for the workers of Asset Sapphire, Kottayam, on 14<sup>th</sup> Oct by the Kerala State Aids Control Society. It was an opportunity to create awareness on contagious diseases and other hygiene issues.



A general medical camp with free blood test was organized at Asset Kasavu, Kochi. Dr Sanjay Biswas from A P Varkey Hospital attended the workers.

## Advisory Board Meeting



The 4<sup>th</sup> Advisory Board Meeting of the Company was held on 23<sup>rd</sup> October at Taj Vivantha, Kochi. Besides the Advisory Board members, the Chief Management Team from Asset Homes was also present for the meeting.

## Greenford Launch



Shri Anwar Sadat, MLA launching Asset Greenford, the 51<sup>st</sup> project of Asset Homes by handing over the brochure of Asset Greenford to Mr. Ismail. The project is located at Pulinchode Metro Station, Aluva and has great connectivity convenience.



## Bidding Adieu



Mr. Ravi D C, Managing Partner DC Books felicitating Ms. Kochu Rani with a memento as she bids fare-well to the organization.



Mr. Ravi D C, Managing Partner DC Books felicitating Mr. Ranjeev Soman with a memento as he bids fare-well to the organization.

## Mumbai Expo



A Property Expo was organized on 19<sup>th</sup> October at Hotel Regenza by Tunga, Vasi - Mumbai.

## Iritty Expo



Adv Sunny Joseph MLA, inaugurating Asset Iritty Expo. Fr Shubin Newfields of Iritty church, Jobin Thomas, Branch Head of Kannur are also seen.

## Kanhangad Expo



Dr Sanjeev M Lazar, Medical Director of Hering Hospitals, inaugurating Asset Kanhangad Expo.

## Giving Back to the Society



As part of the "Karunya Sparsham", a charity initiative by the employees of Asset Homes, Mr. Deepak Thomas, CFO is giving financial aid to Ms. Merry.



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

## Quotable Quote by the Guest of the month



"You can become an Engineer or Doctor, but to become a spectator, you have to be a keen reader."

Ravi D.C, Managing Partner DC Books

## Sales Performers Rewarded



Mr. Ravi D.C, Managing Partner DC Books giving away the award for the sales star of the month -Corporate office- to Mr. Jayanash.



Mr. Shine Victor was awarded the sales star of the month- Branch office.

## Managing Director Speaks

Dear friends,  
Delighted !!!

The single word to express my feeling after the most sought after event ' MEHFIL' , a global NRI customer meet of our clients at Hotel Albustan Rotana Dubai. The overwhelming support of our existing NRI clients and well wishers will really provide the platform for the next big move. I am indeed thankful to all the team members, Media one TV channel, customers and well wishers for the wonderful participation and involvement in the smooth conduct and success of the show. The launch of seven new projects at seven locations was the highlight of the evening and hope that the NRI community will accept these projects wholeheartedly.

A famous philosopher told his followers once to 'Go confidently in the direction of your dreams only'.

Many live their lives being driven by circumstances - by making a living, by paying the mortgage, or by keeping up appearances. May I suggest that there is a far better way to live your life. And that is to 'go confidently in the direction of your dreams'. Make your dreams the compass that guides your every decision, and leads your every step.

At times the dream may even direct you to discard the acceptable, the normal, and to even abandon the status quo. But by doing so you will embark upon a life so exciting, so exhilarating, that at times it will even take your breath away.

To live a life totally bound by meetings, schedules, tasks, or programs can ultimately deaden the dream, if you let it. So make a point to at times choose to ignore the email, the voice mail, the diary entry, and pause to rediscover the dream. In confidence then, take your next step in the direction of your dreams. Let it be the light that leads you through the darkness of a busy and demanding life.

Reach down into your pulsating heart and pull out your purpose. Reappoint. Re-position. It's never too late. You will never ever reach your 'use by' date. Your dream is as fresh today as it was ten years ago.

All it takes is to confidently take a single step - the first step - in the direction of your dream, and you will be back on track, back in the game - ready to score the winning goal of a life lived well, and a life lived full.

Friends we did it on 31st October. The first step! Now it's time to move!

This is wisdom and have a blessed life!

Sunil Kumar V



## An Initiation into Education

**An Auspicious Beginning** - Children of our employees are being felicitated by Mr. Ravi D C, Managing Partner DC Books on the occasion of Vidyarambham.



## OBITUARY



We are deeply shocked and saddened by the untimely death of Nithin Banu who was the Store Keeper at Asset Picasso Palette, Kottayam. We would like to extend our sincerest condolences to his family and pray that his soul finds eternal happiness.

WATCH US ON  
YouTube

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

## MANY MANY HAPPY RETURNS OF THE DAY



Shihab C R  
1<sup>st</sup> November



Soumya I J  
1<sup>st</sup> November



Babu K V  
2<sup>nd</sup> November



Benjamin Thomas  
8<sup>th</sup> November



Jins Mathai  
8<sup>th</sup> November



K V Valsan  
15<sup>th</sup> November



Sandeep K S  
17<sup>th</sup> November



Abhilash C M  
21<sup>st</sup> November



Abheesh C S  
22<sup>nd</sup> November



Hari V Shenoy  
26<sup>th</sup> November

## HAPPY WEDDING ANNIVERSARY



Divya M S  
3<sup>rd</sup> November



Archa K Shaji  
4<sup>th</sup> November



Haseeme M K  
7<sup>th</sup> November



Rajive T  
9<sup>th</sup> November



Jaquelin Priya  
15<sup>th</sup> November



Krishna Prasad  
15<sup>th</sup> November



Mathew Koshy  
19<sup>th</sup> November



Shaji Abraham  
21<sup>st</sup> November



Aseena M S  
24<sup>th</sup> November



Sajeev Koshy  
29<sup>th</sup> November

## NEW MEMBERS OF THE ASSET FAMILY



Aneeta Gracious



Bincy Joseph



Kripa R V



The responsible builder

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

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