



ASSET
Beyond

squarefeet

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“Home for Each, Aim for All”

Prof. Dr. Amitabh Kundu



Managing Director Speaks

Dear friends,

We are into the month of November. For Asset Homes, the completion of TEN successful years adds value to this month. We have gone through all good and bad phases of entrepreneurship during this period. It was a journey of courage, optimism, hard work, innovation, partnering, hard decisions, and determination. Today we are a CRISIL DA2 rated builder with 49 completed projects and 31 ongoing projects. The one and only aim to create the most customer-centric builder brand in India has made us reach this position. I take this opportunity to thank one and all performers whose contributions created this brand called ASSET.

October was a great month of performance. We were able to lay the stone for three new projects at three new locations – Gateway at Pathanamthitta, Ensign at Calicut and Senate at Kannur. All projects were well received by the customers and I am happy with the way sale is picking up. The latest edition of our talk series "Beyond Square Feet" was conducted at Trivandrum. The branch audit programme "Bandhan" was completed at all branches.

As mentioned in the last few monthly messages, I started learning a lot through the two continuing programs – 'Bandhan' and 'Lead the Leaders.' The first learning is nothing but 'human talent is the main resource that affects the firm's performance.' Just like in many other organisations, as the Founder of Asset I have become a very busy person now-a-days, recruiting key employees, raising funds, monitoring sales and service, chairing a board, developing partnerships, setting strategies, and designing the organization, to name a few responsibilities. What often falls by the wayside as I get pulled in all directions is intensive mentoring and monitoring of team members. Like many young companies, we also face both technological and market risks. I am forced to prioritise dealing with these challenges rather than dealing with the more mundane aspects of human resource management. But now I realise that a more intensive people management is a worthwhile investment of my time.

Effective human resource management at all levels is more than just keeping the work flowing. We also need to focus on the strategic part of managing people to make sure that all team members are working on the right tasks, that they're getting the feedback they need, and they're happy with the organisation, so they're less likely to quit. The latest decision to implement six new initiatives focused on engaging the team has been a historic one. I believe that a large part of building a strong business involves creating personal connections. Being the first responsible person in the organisation, my job calls for not only drive and passion, but emotional intelligence as well, embracing the humanity and engaging with our workforce. Bandhan and Lead the Leaders help the team members to gain perspective on strategies and projects. This helps to align our team members to the common goal on a frequent basis, creating a highly mobilized and enthusiastic team. Understanding why our human resources do business is more important than understanding what they do and this kind of understanding is only attainable through in-person interactions. At Asset, these initiatives help to give Team Leaders their higher sense of purpose and ultimately make the difference they set out to make.

I also take this opportunity to invite one and all with family to the event "MEHFIL" organised in connection with our tenth anniversary celebration and inauguration of our 50th completed project. The venue is CIAL Auditorium, Nedumbassery. Together let's make it a grand success.

Warm regards,

Sunil Kumar V.
Managing Director

A Home for Each should be the Aim of All



'Housing for All by 2022,' the mission of the Central Government, can be fulfilled only with the intensive support of the real estate developers of the private sector as well as the State Governments, stated Prof. Dr. Amitabh Kundu. Dr. Kundu is a leading Indian Economist and Former Dean of the School of Social Sciences at Jawaharlal Nehru University. He was speaking at the Beyond Square Feet Lecture Series organized by Asset Homes at Hotel Hycinth, Thiruvananthapuram, on World Habitat Day.

An expert in affordable housing, Dr. Kundu suggested that the annual budget for housing the poor should be perked up from the current Rs. 6000 crores to Rs. 12000 crores. With funds amounting to Rs. 50000 crores released through the Pradhan Mantri Awas Yojana, the housing sector of the country would also experience an upward surge financially, he stated. He called upon the private sector builders to support the government in developing homes for the financially weaker sections of the society.

The current schemes of the government are more beneficial for the middle income group. They hardly favour the lower income group. The schemes should include these weaker sections also in order to fulfil the ultimate dream of 'a home for everyone,' he appealed. Dr. Kundu, during his career, has headed and been a member of several technical committees appointed by the Ministry of Statistics and Programme Implementation, Ministry of Housing and Urban Poverty Alleviation and Ministry of Minority Affairs.

Stone-laying Ceremony Three New Assets for Kerala



Gateway, Pathanamthitta



Ensign, Kozhikode



Senate, Kannur

Asset Homes launched three new residential projects at Pathanamthitta, Kozhikode and Kannur – Asset Gateway, Asset Senate and Asset Ensign.

The stone-laying ceremonies of Asset Gateway at Ring Road in Pathanamthitta, Asset Ensign at Kovoov in Kozhikode, and Asset Senate at Melechovva in Kannur were conducted on October 27th, 29th and 30th respectively. Asset Gateway in Pathanamthitta is the first luxury residential project of its kind in the district. This is also the first branded apartment project to be developed in Pathanamthitta.

Like all projects of Asset Homes, the new projects also come with world-class amenities such as health club, infinity swimming pool and multi-recreation and other facilities as well as the 17 unique Asset Delight services to ensure lifelong luxury.



Customers of the Month



Presented to Valsaraj at UAE, (2D, Asset Ocean Grove, Kochi)



Mahesh Kumar Murali -Villa 5, Asset Castle, Kochi



Sheena Mathew, 8A, Asset Picasso Palette, Kottayam



George & Ancy George, 13 A3, Asset Anchorage, Thrissur



Shibani Das & Dhruva Jyoti Das, 2E Tower 1, Asset Signature

Customer on Board

"I understand that Asset Homes is not compromising on quality while recruiting people. The result is the organization's amazing performance."



Prof. Dr. John Abraham
6B, Asset Bay, Kochi



Bandhan,
an outreach programme
of Asset Homes.



Kannur



Kollam



Vidyarambham 2017

On Vijayadasami Day, the children of several of our Asset Homes employees have taken their first tiny step into the world of letters. We wish them an exciting journey of knowledge!



Ishaan Prasanth



Shafreen N



Rohit Rajeev



Theertha K Sunil Das



Rayan



Parthip Arun



Aginav C A



Devdarsh P Nair



Drisya B Anish



Adhya



10th Year Anniversary Invitation launch



Prof. Dr. John Abraham receiving 10th Year Anniversary Invitation from V Sunil Kumar and N Mohanan.

Medical Camps



Asset Grandios, Kollam



Asset Luminaire, Kochi



Dengue Fever Awareness Camp, Asset Grandstand, Kannur

Wedding Anniversary

Hashim N M	01-Nov
Vinayan N V	01-Nov
Linsha V	02-Nov
Jijith M K	02-Nov
Archa K Shaji	04-Nov
Moorthy R Nair	08-Nov
Saneesh M	08-Nov
Rajive T	09-Nov
M C Govindakumar	11-Nov
Krishnaprasad R	15-Nov
Mathew Koshy	19-Nov
Sajith P N	24-Nov
Aseena M S	24-Nov
Resmi C	25-Nov
Sonia Joseph	26-Nov
Mydhili Prasad	26-Nov
Sabu G	28-Nov
Sajeev Koshy	29-Nov

Stars of the Month

Service Star of the Month



Charles Christopher D'cruz

Sales Star of the Month- Branch Offices



Prasanthan Alinkeel

Engineer of the Month



Jibin Kumar V S

Vidyaposhanam Poshakasamrudham



The Scheme supported by Prof. K. V. Thomas Vidyadhanam Trust to provide nutritious food to school students is into its 14th year. During the current year, the Trust, in association with Asset Homes, will provide nutrient-rich food to 50000 students of 154 schools, on working days, with ample support from teachers and the PTAs. The inauguration of the Scheme for the current year and the distribution of cheques to the various schools was done by the Former Union Minister Sri. A. K. Antony on October 26th at Darul Uloom Higher Secondary School at Veekshanam Road, Ernakulam. Hon'ble Mayor Smt. Soumini Jain presided over the function.

Tool Box Talk

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



Asset Legacy,
Thiruvananthapuram



Asset Canvas,
Kochi



Asset Luminaire,
Kochi



New Corporate Office,
Kochi



Asset Gitanjali,
Thrissur



Asset Le Grande,
Kochi



Asset Rangoli,
Kochi



Asset Grandstand,
Kannur

Avasyojana Inauguration



Siba Rout, from Orissa, one of Asset's RCC masons, Asset Hillcrest, Thiruvananthapuram, presenting a song in Avasyojana Insurance Scheme inaugural ceremony conducted at Thiruvananthapuram.

New Employees



Bracilee Franklin
Responsible
Manager



Reshma John
Site
Engineer



Beenu Thampy
Interior
Assistant

Safety Meeting



Asset Canvas, Kochi



Asset Le Grande, Kochi

Charity Lunch



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

Happy B'Day!



Shihab C R
01-Nov



Babu K V
02-Nov



Albin P A
05-Nov



Benjamin Thomas
08-Nov



Joby Cherian
12-Nov



Sarat Chandran P
17-Nov



Mydhili Prasad
18-Nov



Ebin Kunjumon
19-Nov



Abheesh C S
22-Nov



Vinodkumar K
23-Nov



Shihab R H
25-Nov



Hari V Shenoy
26-Nov



Kalidoss K
27-Nov



U A Azeer
27-Nov

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Responsibly Yours