

CRISIL 7 star rating awarded to Asset Kasavu!



Mr Anurag Jhanwar, Director CRISIL Real Estate Rating handing over the CRISIL 7 Star award citation to Sunil Kumar V, Managing Director and Anil Varma, Executive Director of Asset Homes. Also seen are Mr. Raguchandran Nair, Chairman CREDAI, Kerala, Mr. Mohanan and Mr. Surendran Jayasankaran.

We have added yet another golden feather in our cap by winning the CRISIL 7 star rating, the most coveted and highest real estate rating present in India today. The 7 star rating by CRISIL was awarded to Asset Kasavu, an aristocratic villa project located at Kalamassery, Kochi. With this highest recognition, Asset Kasavu became the first villa project in South India to get the highest CRISIL rating.

Now, having won the CRISIL 7 star rating for Asset Kasavu, it also feels quite an achievement to announce that we have been reckoned as first builder in India with 3 CRISIL 7 star rated residential projects. The other two projects that have won CRISIL 7 star ratings are; Asset Signature, Digital Apartments located at Kazakkootam, Thiruvananthapuram and Asset Casa Grande, boutique lake front sky villas at Thevara, Kochi.

In a function organized by CRISIL, Anurag Jhanwar, Director, Real Estate Ratings, CRISIL, Mumbai handed over the rating citation to V Sunil Kumar, Managing Director and Anil Varma, Executive Director of Asset Homes. Congratulating us, Mr. Anurag Jhanwar said 7 star rating is the topmost real estate project rating given by CRISIL, a Standard & Poor's company. He explained that CRISIL Real Estate Star Ratings provide city specific all-round assessment

of real estate projects and help buyers to benchmark and identify quality projects within their cities. 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.

Speaking on the occasion, our Managing Director, V Sunil Kumar said that "It's indeed a great achievement for Asset Homes to have won the CRISIL 7 Star rating for three of its projects. As a responsible builder it reflects the core philosophy of our brand to stick to the fundamentals of delivering customer satisfaction. A third party audit is one way of assessing whether we are on the track", he added.

Asset Kasavu is an icon of aristocracy with 50 villas spread over 4.10 acres of pristine land at Kalamassery. The project focuses on creating the most holistic environment for peaceful living combining nature, architecture, amenities and aesthetics. The project has a dedicated 10000 sqft. Club house and many luxurious amenities such as indoor games, swimming pool, home theatre, landscaped gardens, amphitheatre, water fountain, air conditioned health club, multipurpose banquet hall, sauna, Jacuzzi, library and furnished guest rooms.

Tool Box Meet



As part of the Health and Safety training, a Tool Box Training was conducted at Asset Castle to raise the awareness of the employees and to inform them of the control measures put in place to prevent workplace incidents. Safety Tool talks advise workers of existing or potential dangers to their health and safety.



Think Safety First

Monthly safety meeting in progress at Asset Hallmark, Kannur. The Safety Training is organized to impart safety awareness among workers and to create a safe work culture at sites.

Medical Camp

A medical camp was organized for workers of Asset Ocean Grove, Kochi. A medical team headed by Dr. Daliya from the Leprosy Department of District Hospital Ernakulam examined the workers.



Karunya Sparsham

As part of the "Karunya Sparsham", a charity initiative by the employees of Asset Homes, Mr. Rajeev is giving away the financial aid to Mrs. Asha Latha, Principal, Chinmaya Vidyalaya, Palluruthy.



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

Upcoming Metro to boost Kochi realty

The ongoing Kochi Metro Rail project may positively impact city's real estate market with the prospect of its completion within the stipulated time frame.

A report prepared by Geojit BNP Paribas Property Services points out those areas within 500 meters from the 23 Metro stations coming up in the 1st phase will witness a minimum of 50 per cent appreciation in the property pricing when the project becomes a reality.

Traditionally sidelined with lacklustre investment potential, Kochi was for many years not regarded as a dynamic real estate market. This, however, started changing sometime back especially in the real estate front with leading IT/ITE companies making a beeline for the city. Metro rail project is the latest catalyst in the transformation of Kochi.

According to the report, the growth in real estate market in the city will happen in two ways. The provision for an efficient public transportation in the city will find it more attractive to invest in business, which in turn will boost the real estate market in the near future.

Areas adjacent to Metro stations will also see a surge in property values, as people love the convenience of walking to the station to board the train. Additionally, the sale of such properties will also become easier as large number of buyers try and buy property at such convenient locations, the report said.

Inspirational Quote by Guest of the Month.

**Mr. Sanjay Vijayakumar,
CEO MobME Wireless**



"A marathon runner will touch his milestone when he could run the race through his heart which means the physical attainment of target will be materialized when it first achieved by your strength of mind".

Sales Performers Rewarded



Mr. Sanjay Vijayakumar, CEO MobME Wireless gives away the cash award to Mr. Jins Mathai for his contribution in sales.



Mr. Sanjay Vijayakumar, CEO MobME Wireless gives away the cash award to Mr. Shibu K Jose for his contribution in sales.



Mr. Sanjay Vijayakumar, CEO MobME Wireless gives away the award for the sales Star of the month-Branch offices - to Mr. Pradeep.



Mr. Sanjay Vijayakumar, CEO MobME Wireless gives away the cash award to Ms. Anju Venugopal for her contribution in sales.



Mr. Sanjay Vijayakumar, CEO MobME Wireless gives away the cash award to Mr. Kiran for his contribution in sales.

Managing Director Speaks

Dear friends,

September again brought team work, results, success and joy. Thanks to one and all for the creation of happiness and victory. I believe, it's nothing but dreams that drive you to success.

I do not believe that there is anyone on this earth who does not have any dream. But, are some of us better at getting what we want in life? And why do some keep waiting their entire life to achieve their dreams?

Whenever we start proceeding toward our dreams, we will always encounter challenges. Suddenly we'll find that things are not going well. This is true for most of us. I have seen many of my friends who quit before even starting.

I believe that this is the law of the universe. It examines each of us. There will always be difficulties in the beginning. It checks whether we are dedicated or not. It tests our inner strength. And when you keep going, things start changing. You will find a divine power helping you in chasing your dreams.

All our life we run after the things that are not even close to our heart. Where is the fun living someone else's life? It is your life and you have to live it with dignity. The dignity comes from the things that you actually want to do. Awaken your true self. There is only one who knows what you want from life, and it's you. Look inside your heart. Do not let your dreams die inside of you. Identify and take charge of them.

Each of us has potential to live our dreams. Do not underestimate yourself. If you need to climb a hill, there is no need to jump right now. You only need to evaluate the initial step. Do not believe the hundred reasons why you cannot do it, but believe one reason why you can do it. Do not depend on others. No one will do it for you. It is your life and it is your dream. Trust your instinct and make it happen

Life is too short, then why wait so long? Tell me when you first realized your dreams and how much time has already passed. Are you at the same place where you were five years ago? What are you waiting for? First step is important. You will have all the tools along the journey, right when you need them. The more you wait, the less time you will have to work on them. Do not believe me? Just look at your watch. It is not passing time. It is passing life.

It will not be easy when you begin something great. But you will be able to cope with any situation more efficiently if you see it as an opportunity rather than a difficulty. Everything that comes to you makes you strong. Challenges and struggle are things that are essential for your growth. "That which does not kill us makes us stronger."

In order to achieve anything in life, you first have to prepare yourself internally. You have to believe as if you are already experiencing your dream life. This is how "the law of attraction works". The more you imagine success in your mind, the more possibilities this universe creates to make your dream come true.

No matter who you are, you have exactly twenty four hours a day. Albert Einstein had the same twenty four hours, so do not use the excuse that you do not have much time. It is all about how you manage it. If you set your priorities, you can use your time well. Remember: Money lost can be recovered, but time lost is lost forever.

Every great personality in their time has made mistakes. They failed again and again. That is why they succeeded. Failures are essential and acceptable if you're learning from them. They prepare us to do better next time. Thomas J. Watson said it right, "If you want to increase your success rate, double your failure rate."

So, believe in the power of your dreams and start following them. There will be obstacles, but keep going. It takes time to climb a high hill, but it is worth for the magnificent view from the top.

Friends, this month is going to be the game changer month in the history of Asset Homes. October 31st is the DAY. We will be launching 7 projects across 7 cities of Kerala. The function will be held at Dubai and gazal king Pankaj udhas will be the chief guest. Work, wait, watch and win along!!!

Sunil Kumar V

Celebrating Onam with Gusto!

Vanitha and Asset Homes jointly organized a pan Kerala Pookalam and Payasam making competitions on account of Onam celebrations. The competitions were held in Kochi, Kozhikode, Kannur, Malappuram, Palakkad, Thrissur, Kottayam, Pathanamthitta, Kollam, Trivandrum, Alleppey. People from all walks of life turned up to participate and to encourage the contestants. Besides the general public, at many locations, we had film stars and dignitaries joining the celebration and the final award ceremony. Glimpses from the event..



Kochi



Thiruvananthapuram

Celebrating Onam with Gusto!



Pathanamthitta



Alapuzha



Kottayam



Malappuram



Kollam



Kozhikode



Palakkad



Kannur

HAPPY WEDDING ANNIVERSARY



Dhanapal R
9th October



K K Paul
14th October



Bineesh Jacob
16th October



Rekha Pramod
22nd October



Lekshmy M Nair
24th October



Meena Ajith
26th October



Vibin V P
28th October



Thushara
30th October

NEW MEMBERS OF THE ASSET FAMILY



Ancy



Reshmi C



Mahesh L (CTO)

Mahesh L joins the Asset family as **Chief Technical Officer**. He is a B.Tec Civil Engineer with 25 years of experience in construction industry. His versatile knowledge and vast experience in the construction industry will be a true asset to the organization.

Celebrating the Red Letter Day!



A Red Salute.

As an organization with great sense of social responsibility and patriotism, we salute the ISRO scientists on the successful launch of "Mangalyaan". Mr Xavier, Chief Administrative Officer, cutting the "Mangalyaan Cake" to celebrate the proud moment.

WATCH US ON
YouTube

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

New Videos

1. Business Icon - Interview with our MD - TV NEW
2. Namukkoppam - Interview with Asset Homes Directors & CMT members - Dooradarshan

MANY MANY HAPPY RETURNS OF THE DAY



Syam Kumar
3rd October



Ravi Sankar J
4th October



Sheela M P
4th October



Bosco Liju
9th October



Indu Asokan
10th October



Supriya Akhil
12th October



Sunil G B
18th October



Saiju Joseph
19th October



Xavier P P
22nd October



Ancy
23rd October



Sree Nandini
28th October



The responsible builder

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

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