

## THE OCEAN OF HAPPINESS RISES AGAIN!

Asset Ocean Grove, the 39<sup>th</sup> completed project of Asset Homes Inaugurated.



*Sri. K Babu, Minister for Fisheries, Ports and Excise, inaugurating Asset Ocean Grove, the 39<sup>th</sup> completed project of Asset Homes at South Chittoor. Also seen are Sri. Hibi Eden, MLA, Ernakulam; Sri. Suresh Babu, President, Cheranalloor Panchayath; Sri. Sunil Kumar V, Managing Director Asset Homes; Sri. K Anil Varma, Executive Director Asset Homes and Sri. N Mohanan, Director Asset Homes.*



*Actual Photograph of Asset Ocean Grove*

With our spirits elated to rupture, we are excited to announce yet another feather of success on our cap with completion of Asset Ocean Grove, the 39<sup>th</sup> completed project. Asset Ocean Grove was inaugurated on 11 September, by the Hon'ble Minister for Fisheries, Excise and Ports, Sri. K. Babu in the presence of Sri. Hibi Eden, MLA of Ernakulam and Sri. K. K. Suresh Babu, Panchayath President of Cheranalloor.

Sri. Sunil Kumar V., our Managing Director, while addressing the gathering, congratulated the team for delivering the project by the promised date of delivery and reiterated the fact that only such customer-centric approaches would make Asset Homes a futuristic brand, trusted by all.

Asset Ocean Grove is Asset Homes' new leap in making 'luxury' affordable. Nestled in the most scenic and island-like landscape of South Chittoor, the project is cleverly tucked away from the disturbances of the city, but still kept closer to it. This idea facilitates qualitative living in the city. Apart from the intelligent architecture and design, the Asset Ocean Grove offers a wonderful spectrum of amenities to make life most luxurious. A full-fledged Health Club, Centralized Gas Supply, Rain Water Harvesting, Landscaped Garden, Broad Band Connectivity, Digital Cable TV, Intercom, Open Meditation Court, Guest Rooms are some of the highlights of amenities you can enjoy here. We proudly dedicate Asset Ocean Grove to the discerning lifestyle lovers of Kerala as a breakthrough innovation in affordable-luxury-living.



*Sri. Hibi Eden, MLA, handing over the keys of Apt 1E of Asset Ocean Grove to Mr. Sreejith Gopinath and Mrs. Rohini Menon.*



## En route to Vision Twenty 20



**Envisaging the route to vision Twenty 20:** Mr. Sunil Kumar V, Managing Director of Asset Homes addressing the Route-map Vision Twenty 20 Meeting of Core Management Team along with other selected members of Asset Homes held on 12<sup>th</sup> & 13<sup>th</sup> of September 2015.

On 12<sup>th</sup> and 13<sup>th</sup> September, 2015, twenty Brave Warriors of Asset Homes camped together in a resort in Vyppin and deliberated, discussed, scripted, crossed swords and passionately presented the white paper for achieving the great Vision Twenty 20 of Asset Homes. This war-room session enabled each warrior to identify, rectify, chart and passionately pursue his/her future plans

in achieving the Vision Twenty 20 and was enthused to translate the same into the respective team. Hence, at the wake of this extra-ordinary meeting, it was agreed in unison that these twenty nonchalant warriors will lead the team of Asset Homes from the front in achieving the noble Vision Twenty 20. All the very best warriors!



### Tool Box Meet

Tool Box meeting in progress at Asset Corridor site, Edappally. Tool Box talks have become a part of every site. They are considered one of the very effective methods to refresh worker's knowledge, cover last minute safety checks and exchange information with the experienced workers.



### QEST Training

As part of the Mission QEST programme, which is primarily an internal drive designed to improve Quality, Economy, Safety and Time of our projects, we have organized a training on Inventory Management and Waste Control for our staff. Mr. Roby Antony, expert on Waste and Inventory Management engaging a session.

## Customer in the Board Room.



**"I have been advised that if you go for buying an apartment, please buy it from a reputed brand. That is how I bought it from a Responsible Builder, Asset Homes. Now, I feel proud of being a customer of a CRISIL DA2 rated company."**

Mr. Sreekumar Managing Directors of ASBM Group &  
Ms. Savitha K.R, HR Head of ASBM Group



## SMT Meet



Mrs. Savitha K.R, HR Head of ASBM group, giving away the award for the Sales Star of the Month - corporate office to Mr. Rejomone Jay.



Mr. Shine Victor, was awarded the Sales Star of the Month- Branch offices.



Mr. Sreekumar, Managing Director of ASBM Group, giving away the award for the Engineer of the Month-Branch offices to Mr. Mathew Koshy.

## Customer of the Month



Mr. T Ashok Neelkant & Mrs. Indubala Ashok, Asset Portico Phase-II 2D1, Kochi.



Mr. & Mrs. Kurian, Asset Picasso Pallette Apt-12 A, Kottayam.



Mr. C Sunil kumar, Asset Midtown 1C, Thrissur.



Mr. Viswanathan, Asset Signaure Apt-32C Blk 5, Thiruvananthapuram.

## Asset Gallery at Lulu Mall



Asset Homes' newly opened gallery at PVR, LULU, Kochi.

## Mathrubhumi Expo



Asset Homes' stall at the Mathrubhumi Expo, Kochi.



## A Day with the MD

Ms. Anuja Iju, Asst. Manager Sales was chosen to spend a day with the Managing Director, Mr. Sunil Kumar V.

## Managing Director Speaks

Dear friends,

September proved again that recession times can create success, if we are focused, united, and work hard with an aim. It's a sad fact that many people have lost their jobs in this recession. But sometimes, hard times can turn into opportunity. An article in Dhanam states that a recession is a great time to start a business. Did you know that Trader Joe's, Disney and Hewlett-Packard started during recessions? But it's not just big companies arising in troubled times. Many people view recession as an opportunity to launch their businesses and career growth. Starting a business or growth in career at any time is hard work. But these economic times create a fierce desire for success.

So What are you looking forward to right now? Think about it for a moment. Perhaps it's your next meal, the end of a long day, the weekend, an upcoming vacation, meeting some one special, financial independence, you name it. And I'm willing to bet you're comforted by having something to look forward to. Nothing wrong with that. Looking forward to things is essentially living for the future. This can be a convenient escape when we're not happy with our current predicament. It is sad but very much true that Money always comes first in our future related thoughts.

**Our conversation can be as follows when the subject of money is raised in our circle of influence.**

- Complaints about the bills to be paid.
- Whinge about the cost of living.
- Conversation about many things which we can't afford or that is too expensive.
- Discussing the next deal that we are involved in.
- Focusing on the possibilities rather than the problems.
- Unwinding the solutions rather than rehearsing the difficulties faced.

When we see someone driving by in their brand new Mercedes Benz, what is the discussion going on in our mind? 'He must be doing illegal business, honest people don't drive vehicles like that.' Or do we ask a question - 'How can I meet that person and learn from them how they have made their money?'

Each of us have a story attached to money. Some are success stories while others are stories of disaster or missed opportunities. Some people love to acquire money on some one's sweat, which will not last with him. So my suggestion is It's Time To Rewrite Our Money Story !!! Today is the day to apply massive action. Procrastination has no place in the life of the successful. Every year our story needs to get better. So now is the time to begin. Say this: 'WE ARE CAPABLE OF MORE!' But remember this that even though strategy is important, psychology and what you think about money is crucial. There are poor people who are nice and there are poor people who are not so nice. The reverse is true. There are nice rich people and there are not so nice rich people. So decide to be nice. Decide to be rich.

**To achieve this, there are five important steps**

- Pursue new knowledge and tools. Yes, it will require an investment that may max our credit card or empty our bank account. Pay the price.
- Apply new learning. If what we have been doing in the past has not got us the rich results we want, then we need to learn something of a higher and better use.
- Get quality feedback and coaching. Attach ourselves to a rich expert.
- Use spaced repetition. Do it again and again and again until we are an expert.
- Immerse ourselves fully. Don't attempt anything with a half-hearted attitude. Massive action is required.

And remember this - that success is 80% psychology. Rich thinking is where it begins and ends. So think rich. Godspeed and warm wishes for an Overwhelming October !!!

Sunil Kumar V



**MANY HAPPY RETURNS OF THE DAY**



Mary Deepthi Lawrance  
4<sup>th</sup> October



Ravisankar J  
4<sup>th</sup> October



Salju Joseph  
19<sup>th</sup> October



Xavier P P  
22<sup>nd</sup> October



Ancy Antony  
23<sup>rd</sup> October



**HARVARD  
BUSINESS SCHOOL**

**Bon Voyage**

We wish our dearest MD, Sunil Kumar V, all the very best as he leaves for Harvard University, USA, for an Advanced Course in Real Estate Management.



**Safety First**



Monthly safety meeting in progress at the Project site of Thejomaya. The safety training was organized to impart safety awareness among workers.

**Charity Lunch**



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

**HAPPY WEDDING ANNIVERSARY**



Dhanapal R  
9<sup>th</sup> October



K K Paul  
14<sup>th</sup> October



Rekha Pramod  
22<sup>nd</sup> October



Lekshmy M Nair  
24<sup>th</sup> October



Meena Ajith  
26<sup>th</sup> October



Vibin V P  
28<sup>th</sup> October



Thushara M S  
30<sup>th</sup> October

**NEW MEMBERS OF THE ASSET FAMILY**



Abhilash N S



Abijith M



Athul Madhavan



Moorthy R Nair



Navami Suresh



The responsible builder

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