

## PRICELESS ASSET, PROMPTLY DELIVERED



# New Stones Laid on Asset Track Record

Asset Homes has proven yet again our glorious track record of building and delivering homes in time and with quality, giving maximum value to the customer. Our latest projects, Asset Castle in Chottanikkara and Asset Anchorage in Thrissur, were inaugurated with great joy and solemnity.

Asset Castle, the villa project at Chottanikkara, is the 44<sup>th</sup> completed project of Asset Homes. Smt. Jaya Soman, President, Mulanthuruthy Block Panchayath, inaugurated the project in the presence of Smt. Omana Sasi, President, Chottanikkara Grama Panchayath, Sri. Sunil Kumar V., Managing Director, and Sri. N. Mohanan, Director of Asset Homes along with other invited guests, villa owners and dignitaries of the locality.

Asset Anchorage, an apartment complex at Avenue Road, Thrissur, is the 45<sup>th</sup> completed project of Asset Homes. Sri. Prithviraj Sukumaran, Brand Ambassador of Asset Homes, inaugurated the project. Sri. Paul Kattukaran, other home owners and dignitaries graced the occasion along with Sri. Sunil Kumar V. and Sri. Shaji Abraham, Chief Planning Officer, Asset Homes.

This glorious journey of our company in building homes of high quality, and completing and delivering them in scheduled time is concrete proof of what a strong team founded on high values and great work ethics can achieve. This also speaks volumes about the consistent standards and professional excellence maintained by the company.

## Foundation for a new great beginning...



Sri. Prithviraj Sukumaran and Dr. Hassan Kunji together unveil the prestigious luxury apartment project, Asset Precious, coming up at Nellikunnu, Thrissur.

## The Celebrity Entrepreneur !



Sri. Sunil Kumar V., Managing Director, Asset Homes, added another jewel to his crown when he received the 'The Celebrity Entrepreneur Award' instituted by FWD Life, the Premium Lifestyle Magazine, from Cine Actor Dileep.

Sri. Sunil Kumar, for whom business is his life's passion, is a first-generation entrepreneur who has fought his way, breaking down obstacles, toward success. An insightful luminary, he has touched the lives of many through his social, political, economic and cultural contributions to the state in addition to his mission of 'building Kerala responsibly' through Asset Homes. For Sunil Kumar, life is a celebration of entrepreneurship.

## Reading Rainbow



Asset Homes sponsored Reading Rainbow, A Scientific English Language Skill Development Program at Thiruvananthapuram.

## New Office - Kollam



Asset Homes Kollam Branch office inauguration by Sri. Shahal Hassan Musliar, Chairman - TKM Group.

## Asset Doctors Delight



Asset Homes extended a delightful privilege exclusively for doctors through Asset Doctors' Delight Scheme at KMA.

## Roof of Compassion



Vishnu Priya and Manjunath, who were left orphaned by a cruel turn of fate, received the keys to their new home from V. D. Satheesan, M. L. A. This is the 4<sup>th</sup> home built by Asset Homes under the Aashiyana Bhavana Paddhati. Aashiyana envisages building homes for several such underprivileged families by the end of this decade as part of Asset Homes VISION 2020.

## Guest of the month



"Asset Homes dares to call a customer to their Monthly Review Meeting which shows their transparency and responsibility."

Adv. Vipin P Varghese, Asset Ocean Grove

## Onam Celebration

Ms. Madhumitha Ganguly, National Management Committee member of HDFC inaugurated Onam celebrations on 10th Sept. Celebrations were held at all the branch offices. A series of activities marked the celebrations like making of 'Onappookkalam,' games etc. The celebrations culminated with a sumptuous Onasadya. Glimpses from the celebrations.



Corporate Office, Kochi



Thiruvananthapuram



Kollam



Kottayam



Thrissur



Kozhikode



Kannur

## Events



Builders Association of India (BAI) Expo, Thrissur



SBI Auto and Property Loan Mela, Kannur



MKA Onam Celebration, USA



Trivandrum Club Onam Activity

## Managing Director Speaks

Dear friends,

The first six months of the current financial Year came to an end yesterday. Sales, finance, service and construction are the four major pillars of any organization. I am indeed overwhelmed by the stunning performance of the team during the term. I would also like to recognize the courage, perseverance, hard work, integrity and commitment of our team on the total work front. Cheers to the performers.

In business, as in life, there are a few situations where all facts are in black and white, and the answer is immediately apparent. Some issues, however, are a darker shade of gray than other. Everybody faces these kinds of problems, where you are really not sure how to get a handle on them. You have to make a decision, and the decision matters. Often, when you're dealing with gray areas, you may not have all of the facts you need, or you may be unsure of how to frame the problem, or the people you work with may disagree. These are the types of problems that land squarely on managers' desks. In our office too, the complex, messy problems tend to get delegated upward. For guidance on handling gray-area problems, let us turn not to the latest management theories but to a much older source – a wide range of thinkers, who, over the centuries, have wrestled with the big questions of human nature, our common life together, and the soundest ways to make hard, important decisions. Managing the gray area is like being at a debate, where your fellow participants include Aristotle, Confucius, and Chanakya. Facing these kinds of events and issues every day, I would suggest boldly that the only path before you is,

**When you face a gray-area problem, you should work through it as a manager and resolve it as a human being.**

Approaching a problem as a manager means working with others and doing all you can to really understand the problem. You don't decide these things in splendid isolation or with brilliant insights. You get data and use the tools you have to analyze it with other people. In gray areas, however, discussion and analysis doesn't produce a final decision. In these instances, somebody finally has to say this is what we are going to do and this is why, and that takes an act of judgment. Every manager should ask the following questions as guidelines for making gray-area decisions:

1. What is the final consequence?
2. What are my core obligations?
3. What will happen as it is?
4. Am I left with a better option?

Rotary International proposes a Four-Way Test, a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. Of the things they do,

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

As people who manage the business of turning dreams into reality, when it comes to dwelling places, reducing the gray areas is a big challenge. To manage the gray areas, the above two sets of questions will help you a lot for sure. Also in-depth analytical work is the crucial first step in addressing gray-area problems. But it doesn't dispel the gray. That only happens when someone steps forward and makes a decision, based on his or her judgment, as a manager and a human being. It should be a judgment based on the long-standing, powerful ideas derived by asking those eight questions themselves.

Friends, the second half of the financial year is just begun. I wish each and every member of Asset family a great performing season. Enjoy work!

Sunil Kumar V

## Tool Box Meet



As a part of Health and Safety training, a Tool Box meet was conducted at Asset Orchestra to raise the awareness of the employees and to inform them of the control measures put in place to prevent workplace accidents.

## Many Happy Returns of the Day



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



Dinil Kuriakose  
5<sup>th</sup> October



Rino V Kuriakose  
12<sup>th</sup> October



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



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



Syamkumar T S  
26<sup>th</sup> October



Pretty Paul  
27<sup>th</sup> October



Midhun K Jayaraj  
29<sup>th</sup> October

## New Members of the Asset Family



Adeeb Fayyas V



Manish V R



Sreepriya K



Suresh Alexander



Teby Nirmal

## 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.

## Customers of the Month



Mr. Rajesh Narayana Pillai, 14B Asset Picasso Palette, Kottayam



Mr. Shamsudin & Mrs Hamida, Apt : 7C Asset Lineage, Thiruvananthapuram

## Maintenance Clinic



A maintenance clinic was conducted by us to carry out the maintenance activity at Asset Silver Swan, Aluva. The clinic proved to be a delightful exercise for the owners of the project.



## Delight Activities



Asset Thrissur branch receiving the award for 'Excellent' team performance in overall Customer delight activities.



Asset Kochi branch receiving the award for 'Very Good' team performance in overall Customer delight activities.



Asset Thiruvananthapuram branch receiving the award for 'Good' team performance in overall customer delight activities.



Training Session held at The World Back waters, Alleppey, as part of Beyond Reality - Session III



Farewell wishes to Mr. Pradeep, BM, Thrissur, who has been deputed to Asset Qatar service activities.

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