

Tales of Two Enchanting Splendours by the River Periyar!

Asset Silver Streak and Asset Silver Swan are getting ready for hand over!



Actual Photograph of Asset Silver Streak



Actual Photograph of Asset Silver Swan

The river Periyar is dear to us for various reasons. It evokes nostalgia in old timers. Its pristine waters refresh memories. Its virgin beauty enthuses the young. Its glittering hues enrapture writers and poets. It is magical being by the River Periyar. And now, to help you enjoy this pristine beauty more, day after day, we bring you two splendid apartment projects at Aluva by the River Periyar-Asset Silver Swan and Asset Silver Streak.

Coyly nestled on the banks of the river Periyar; Asset Silver Swan gracefully holds its majestic head up on the riverside, overlooking the fly over, whereas the Asset Silver Streak blazes its unique trail of exquisite river front luxury amidst the spectacular sights for the legendary river and its scenic surroundings.

The Asset Silver Streak has 84 apartments in 14 floors with a choice of 2 & 3 bedrooms. Meanwhile the Asset Silver Swan offers 73 luxury apartments in 16 floors with 2 & 3 bedroom options.

The peerless architecture of these projects is marvelously complemented with luxurious features that include swimming pool, party area, multi-gym, balconies overlooking the river, plush lobby, landscaped area, river view deck and many more to relish.

The two waterfront luxury apartments projects, Asset Silver Streak and Asset Silver Swan are in the last stages of their completion and would be ready for delivery by October 2014.

Fond memories of our beloved customer Dr. Leela Sarup...



Dr. Leela Sarup during the inauguration of Asset Synergy Heights, Tripunithura.



Dr. Leela Sarup with Sri Narendra Modi, our Prime Minister.



Dr. Leela Sarup with Dr. A. P. J. Abdul Kalam former President of India.

We, at Asset family are deeply saddened and moved to learn the untimely demise of noted writer, historian and entrepreneur Mrs Leela Gujadhur Sarup. She was 76.

Mrs Sarup was closely associated with us for the past several years. She was not only our much adored customer but also a well wisher, admirer and a motivator to Asset Homes in all our endeavors and initiatives.

Mrs. Sarup was a highly respected and regarded Indian national. Recognized by the International Diaspora community for her

research spanning nearly two decades into the Colonial Emigration Systems of Indian Indentureship (British, Dutch, French and Danish).

She was conferred with a D.Litt, for her outstanding research work by the Governor of Gujarat. It is not known to many that she had maintained special friendship with Indian Prime Minister Sri Narendra Modi.

We, at Asset Homes salute her noble soul. She was a source of inspiration to us each time she visited our Corporate Office. We express our sincere condolences to the bereaved family and pray that the Almighty grants her eternal peace.

Mock Fire Drill Staged

News Corner



All prepared: In order to check the levels of preparedness to face an emergency, a mock fire drill was organized at the corporate office. The aim of the exercise was to minimize the risk of loss of life and property in the event of a fire.



Creating Safe Work Culture



All for Safety: The Health inspector for the Vypin area, Mr Jayakanthan engaging a session on industrial safety, health and environment to the employees of Asset Homes at the LNG Petronet Work Site.

First Aid Training



Saving Lives: Dr. Pradeep Raveendran from KIMS Hospital giving lessons in first-aid during emergency situations to the staff of Asset Homes.

3D-Printing allows for better bricks: Research

Researchers have used 3D printing to develop a new kind of building material - interlocking ceramic bricks that are lightweight and need no mortar.

Developed by the Sabin Design Lab in collaboration with Cornell university and Jenny Sabin Studio, PolyBrick is the first mortarless, 3D-printed wall assembly.

The PolyBrick project features tapered dovetail joints like those used in woodworking, and the tapered sides of the bricks can be oriented in wall assemblies to maximise structural strength.

"Each brick/component has an embedded intelligence at both the local and global scales," said assistant professor of architecture Jenny Sabin and senior research associate Martin Miller, a visiting critic at Cornell.

"At the local scale, there are geometric manipulations and exchanges built into the algorithms connecting components with their adjacent neighbours. Within this algorithm, there is also a global awareness of the components' orientation in Euclidean space. This awareness allows this aggregative system to implement proper taper angle to ensure gravity will lock the bricks in place," they said.

Entire buildings can be constructed using a single material, and there is almost no waste in the 3D-printed production of the bricks.

With their porous structural lattice, the ceramic bricks are a cost-effective building material, since they are much lighter and use less raw material than conventional solid bricks, and would be useful in large-scale constructions.

Bidding Adieu!



Parting is such a sweet sorrow:- Ms. Jyothilakshmi and Ms. Annie being felicitated by Mr. Dileep Narayanan, Advisory Board Member, as they call it a day at Asset Homes after years of dedicated service in their respective areas of operations.

Property Expo at Payyannur



Dr. Sulfikar Ali, Director & HOD-Emergency Medicine-Pariyaram Medical College inaugurating Asset Property Expo held at Payyannur.

The Helping Hands



As part of our Corporate Social Responsibility, Mr. Xavier, Chief Administrative Officer, gives away financial aid to Thrikakara Co-operative Hospital.



As part of our charity initiative "**Karunya Sparsham**", Mr. Xavier, Chief Administrative Officer, is giving away financial aid to a needy mother. Purchase Manager Mr. Shibu K Jose is also seen.



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

Sales Performers Rewarded



The Sales Star of the month - Corporate Office was awarded to Mr. Sunil Das.



Mr. Dileep Narayanan, Founder and CEO of Organic BPS, giving away the award for the sales star of the month - Branch Office to Mr. Shine Victor.

Managing Director Speaks

Dear friends,

August to us, is always about success. It was proved this year too. I hope, we can carry forward the spirit of team work, hard work and success to future days. It was a result of courageous decisions taken at all levels of management and implementation of the same at all levels without fear and favours. Let's talk about courage this time.

Courage is not the absence of fear and is not formed in the land of ease.

Courage is formed on the battlefield of life. It is the outworking of faith in the lives of those who dare to step out of the lounge called comfortable and onto the field called uncomfortable.

A courageous champion is one who steps forth while the butterflies are still flying into formation. Courage is demonstrated by those who could possibly fail in the pursuit of victory. And yet they are wise enough in their preparation, diligent in their research, and even have a plan 2 just in case their first plan falters. They wisely position themselves to win. Courageous champions are not courageous fools.

And what of mistakes? These are the instances from where they learn much. But yet they don't allow the impossible or the improbable to hinder their forward progress. They are the ones who start early and those who finish late. They are the ones who prepare, so that when opportunity introduces itself to them, and it does, they are positioned to succeed and to be hailed as courageous champions.

But the courageous know secretly, that while all others have slept they have been awakened to the exciting possibilities that life has to offer those who demonstrate courage in their daily lives.

Friends, let's move forward with great courage to achieve the vision and keep the team intact to keep us more stronger and healthier. And wishing each one of you a Happy Onam and prosperous year ahead!

Sunil Kumar V

Myriad Hues of Onam!

Our Onam celebrations were held on 30th of August at all the branches offices in Kerala. A series of activities marked the celebrations like making of 'Onapookkalam' engaging in traditional games etc. The celebrations culminated with a sumptuous Onasadhya. Glimpses from the celebration.



Corporate office



Thrissur



Kannur



Kottayam



Thiruvananthapuram

MANY MANY HAPPY RETURNS OF THE DAY



Unnikrishnan C R
1st September



Rajesh K R
3rd September



Abhilash S
15th September



Sunil Kumar V
17th September



Biju Bhargavan
18th September



Sunish B S
26th September

NEW MEMBERS OF THE ASSET FAMILY



Abhilash S



Akhil K S



M. Ebibensam



Rajesh P S



Shyam Kumar T S



P N Sajith

HAPPY WEDDING ANNIVERSARY



Sheela M P
1st September



Babu K V
3rd September



Kiran A S
3rd September



Shaju Abraham
4th September



Suresh J
9th September



Subin V S
11th September



Anuja Iju
12th September



Anupama
13th September



Reshmi B Nair
13th September



Jobin Thomas
15th September



Rema V B
17th September



Saju T R
27th September



The responsible builder

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

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