

ASSET HOMES CREATES HISTORY!

Becomes the youngest builder to win CRISIL DA2 rating.



Sri. Prithviraj, the newly appointed brand ambassador of Asset Homes, receiving the CRISIL DA 2 Rating citation from Sri. Sudhir Nair, Director, Real Estate Ratings, CRISIL.

It is a matter of immense joy for the Asset Family to have created history by becoming the youngest builder to receive the CRISIL DA2 Rating. Actor Prithviraj- the young, dynamic and accomplished actor of Malayalam cinema-who's our newly appointed brand ambassador, received the CRISIL DA2 Rating citation on behalf of Asset Homes from Mr. Sudhir Nair, Director-Real Estate Rating, CRISIL at a function held at Hotel Le Meridien.

Mr. Nair, on the occasion said "CRISIL's DA2 rating, one of the highest of its order, is given when a developer's ability to execute real estate projects as per the specified quality level and within the stipulated time schedule and ability to transfer clean titles are very good. It is a great achievement for Asset Homes

as the company is just 8 years old and has become the youngest builder to win this national rating"

Sharing the joy on the occasion, Mr. V. Sunil Kumar, Managing Director, Asset Homes said "We have decided to celebrate a Great Festival of New Addresses through introducing two projects in Thiruvananthapuram and five projects in Ernakulam. Asset Orchestra, the state's first child-friendly project at Kazhakoottam and Beaumont at Vattappara are coming up in Thiruvananthapuram. Genesis at Thoppumpady, Petals at Kakkanad, Luminaire at Kadavanthra, Canvas at Maradu, and Play at Kizhakkambalam are the new projects in Ernakulam". "The three completed projects, Sapphire, Kottayam; Ocean Grove, Kochi and Hallmark, Kannur would be handed over to the owners" he added.

Around 1500 units measuring up to 20 lakh sqft built-up areas will be constructed under these projects at an investment of more than Rs. 1000 crores. 'Play'; the mega township project to coming up at Kizhakkambalam will be built based on sports theme. In a sprawling 8 acres of land, Asset Play is conceived as an ultimate epitome of healthy living with facilities for sporting activities like cricket, football, basketball, volleyball, badminton, squash, golf, cycling, jogging and rock climbing apart from an Olympic size pool and a health club. Asset Play will be one of the biggest mega township projects in Kerala with six towers comprising of 900 units.

On the occasion, our newly inducted family member Prithviraj too expressed his delight in the following words "Though I had known many builders I decided to associate with Asset Homes, the responsible builder, taking into account the professionalism and visionary leaps exhibited by the company. It's quite appreciated that Asset Homes has won the highest rating within the shortest time, and needless to say that it a matter of happiness to be part of this illustrious family of professionals".

Hon'ble Chief Minister Shri. Oommen Chandy inaugurates Asset Sapphire in Kottayam

Another promise delivered: Shri. Oommen Chandy, Hon'ble Chief Minister of Kerala, inaugurating Asset Sapphire, the completed project of Asset Homes at Kanjikuzhy, Kottayam. Also seen are Shri. KRG Warriar, Municipal Chairman of Kottayam and Shri Sunil Kumar V, Managing Director of Asset Homes.



DC Media CEO Conclave



Shri. Sunil Kumar V, Managing Director of Asset Homes launching CXO CONNECT, a social networking site for business entrepreneurs and CXO level officials at Emerging Kerala, Money Indices CEO Conclave Kerala on 7th August, 2015 at Hotel Ramada Kochi. Also seen are Mr. Shyam Srinivasan, CMD, Federal Bank Ltd and Mr. Ravi Deece, Editor and Publisher, DC Media.



Shri. K M Mani, Hon'ble Finance Minister & Shri. Sunil Kumar V, MD of Asset Homes posing for a photograph with Emerging Kerala CEO Conclave Excellence Award winners.

HNI Customer Meet Held



Asset Homes' team interacting with prospective customers at a High Net worth Individuals (HNIs) meet organized by ICICI at Dream Hotel, Kochi.

SBI NRI Meet Held



Asset Homes' team at the SBI NRI meet held at Crown Plaza, Kochi.

For the Best "Chuttuvattom"



As part of the Manoramaonline & Asset Homes 'Chuttuvattom Award', for selecting the best Residents' Association in Kerala, a movie promotion activity is in progress at Q Cinemas, Kochi.

CREDAI Thiruvananthapuram Expo



Asset Homes' stall at the CREDAI Property Expo in Thiruvananthapuram.

Lulu Property Expo



Asset Homes stall at the Lulu Property Expo, Kochi.

SMT Meet



Mrs. Laliya Joseph, Vice Chairperson & Director of Reporter TV, giving away the award for the Sales Star of the month - Corporate office to Mr. Sunil Das.



Mrs. Laliya Joseph, Vice Chairperson & Director of Reporter TV, giving away the award for the Sales Star of the month - Branch offices to Mr. Suryan.



Mrs. Laliya Joseph, Vice Chairperson & Director of Reporter TV, giving away the award for Engineer of the month to Mr. Sudheesh.



Mrs. Laliya Joseph, Vice Chairperson & Director of Reporter TV, giving away the award for Service Star of the month to Mr. Antony.

Customer of the month



Mr. Abdul Kader, Asset Silver Streak Apts-14C, Kochi



Mrs. Ammini Varghese, Asset Picasso Pallete-15D, Kottayam



Mr. Sajeev Kumar, Asset Midtown GA, Thrissur



Mr. Ravikumar Reddy & Mrs. Roshni Ravichandra, Asset Signaure Apt-3D Blk 1, Thiruvananthapuram

Bhumipooja held at Asset Orchestra



An Orchestrated Beginning: Mr. MA Hameed, laying the foundation stone for the new project Asset Orchestra at the project site at Kazhakkuttam in Thiruvananthapuram.

Charity Lunch



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

Managing Director Speaks

Dear friends,

What a wonderful month it was! Asset homes created History! Becomes the youngest builder in India to achieve CRISIL DA2 organisational rating. DA2 rated company means, our organisation comes under the category of VERY GOOD DEVELOPER ON A NATIONAL BASIS. CRISIL's National Developer Rating indicates CRISIL's opinion on the developer's track record of executing projects as per the specified quality standards, and on the developer's ability to transfer a clear title within the stipulated schedule. Its also gratifying to note that Shri. Prithviraj Sukumaran received the CRISIL honour on behalf of our Family. It's such a wonderful thing to get an accomplished young achiever of Malayalam Film Industry such as Pritviraj to become the face of our Brand. For us, it helps to command premium over competition, provide assurance to investors, especially non-resident Indians (NRIs), and foreign direct investment (FDI) partners and easy access to low cost capital. We were also able to hand over Asset Sapphire, Kottayam, premium luxury apartments, to our esteemed clients last month. Sales, the main pillar of our organisation, regained the vigour last month and the results too were sweet and stunning.

Life is about building.

I am reminded of how a multi storied apartment is built by Us. The bulk of the construction time is spent on building incredibly strong foundations. The higher the building, the deeper the foundations. So if you're going to design an exceptional career, then you'll need to invest time and effort into the forging of your foundational character that will last you a lifetime. Unfortunately, not everyone takes the care to do this, and it is for that reason, no matter how talented one is, I would like to present to you the two ways that you can approach your career.

The first approach is to 'let things happen', and the second is to 'make things happen'.

What are the characteristics of someone who floats through his career and simply lets things happen? Such a career has no goals, no plans, no strategies, no dreams and no hopes. It simply takes each task as it arrives and hopes for the best also thinks that if you keep doing what you're doing that you will achieve different results to those who have been doing what you are doing-except for a much longer period than you. This career has no team play plan, no vision plan, no learn plan, and in fact to sum it up-has no business plan. They generally thank God that it's Saturday. This is the lot of the one who lets things happen.

The 'make things happen' person leads a career with a purpose. They thank God it's Monday because they approach each week with a plan. Whether they work a job or own a business, they have within their wallet or purse goals for their career that they refer to on a daily basis. They enter each day with a well thought out plan, prepared the previous day. They bring to their workplace, and to their general environment, a vibrancy and an enthusiasm that is infectious. They don't wait for things to happen. They are people of action and initiate change by doing it now.

They don't wait to be asked. They do the asking. They seek out ways and means to receive ongoing education, so that they position themselves to be leaders in their field of endeavour. Their mouths are filled with positive and uplifting words. They see trouble coming, and develop plans to either sidestep or avoid it-or even to seek out ways to benefit from it. They include others in their success, and understand the benefit of teamwork. So you need to avoid leading the 'let things happen' career and spend the bulk of your career days in the 'make things happen' arena.

For it is there that you will, day by day, begin to build nothing less than an exceptional career.

For an exceptional work life live exceptionally.

Sunil Kumar V

A Day with the MD



Mr. Blessen Chandy, business development officer was chosen to spend a day with the Managing Director, Mr. Sunil Kumar V.

Onam Celebration

Our Onam celebrations were held on 22nd of August at all the branch offices. 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 celebrations.



Corporate Office Kochi



Thiruvananthapuram



Kottayam



Thrissur



Kozhikode



Kannur



Dubai

HAPPY WEDDING ANNIVERSARY



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



Rema V B
17th September



Saju T R
27th September



Saju P
27th September

NEW MEMBERS OF THE ASSET FAMILY



Sivaprasad



Sonia Joseph



Sreejith C G



Vinodkumar K

MANY HAPPY RETURNS OF THE DAY



Unnikrishnan C R
1st September



Rajesh K R
3rd September



Arunkumar P
11th September



Abhilash S
15th September



Sunilkumar V
17th September



Biju Bhargavan
18th September



Sunish B S
26th September



The responsible builder

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