

ASSET
Beyond SEPTEMBER 2020

squarefeet

A monthly newsletter from Asset Homes



LIVE THE LUXURY OF SEEING THE SKY MEET THE OCEAN

READY TO OCCUPY IN 30 DAYS



TKM ASSET

GRANDIOS
STERLING
KADAPPAKADA, KOLLAM

90th
ISSUE



MANAGING DIRECTOR SPEAKS

Dear friends,

All of us celebrated Onam yesterday. Kerala is a land of vibrant festivals and each of them is celebrated in a grand, wonderful way. With so many interesting stories behind these rituals that take place, attending the festivals is one of a kind experience. Onam is one such festival that lures every Malayali and makes them proud of the intriguing culture and unique rituals of Kerala.

This year, Onam celebrations amidst COVID-19, was quite different and low-key. Staying with our families and celebrating Onam with love and homemade sweets was the new trend. I hope ONAM has rejuvenated our body and mind to take up any task in the coming days.

As all of you know, we have entered a new normal and this era requires a new mindset. As the world trying to rebound from the pandemic, many business managers are confronting the new normal and the prospect of slow growth. Managing in this new era will be different and much will rest on how willing the senior management team are to stray from their comfort zone and challenge the traditional ways.

It is often said that we must learn from past mistakes so we don't

repeat them. Less said, but equally valid is that we need to learn from past successes. We have studied past recessions and have distilled what we learned. These are the days, we have to go on the offensive. We have to invest in success. We know times have been tough, but the best time to go on the offensive is when your competitors are weak.

Being tough times, let's focus on our customers' minds, so we can take advantage of their changing attitudes and behaviours. The new normal demands more advertising and marketing expenses. They are usually among the first to get slashed in tough times, even before market research. The irony is that because so many firms cut their advertising budgets, advertising costs tend to fall during this period, meaning that the few companies that advertise aggressively get much more attention at a significantly reduced price. The era also demands to invest in the future through opportunistic mergers and acquisitions and strategic divestments. We also have to employ game-changing strategies. With customers trading down and businesses cutting back, now might be the right time to develop a low-cost business model. It also

might be the time to shift from selling products to selling services, or outcomes. Or time to reinvent the current business model. Everyone in the team have to be a leader by setting clear expectations. Motivating the Organisation when tough decisions have to be made requires a well-balanced approach.

Leaders need to track progress rigorously against milestones, intervene when necessary, and communicate any changes in direction. Leaders also need to celebrate success and recognise team members who achieve the best results. We also have to invest heavily on people. Retaining the best talent will become an even bigger challenge as slow growth limits career advancement opportunities. It is important to actively manage the attrition of lower-performing employees in order to ensure that there are career opportunities for the most talented people.

Wish you all the very best for a successful September.

Warm regards,

Sunil Kumar V
Founder & Managing Director
Asset Homes

CAPTURING THE COLOURS THAT YOU DESIRE

Asset Canvas located Behind Le Meridien, Maradu, Kochi, Ernakulam is ready to occupy.
For more information contact 98464 99999 or email: enquiry@assethomes.in



THE NEW AGE BUSINESS HOUR WITH SANIL ABRAHAM



On 1st August 2020, Mr. Sanil Abraham hosted a webinar; "The new age business hour" where the main topic of

discussion was 'Middle East Life and Business, COVID - 19 scenario'. The panelists on the talk included many eminent guests who also had their share of views on the same. Mr. Sunil Kumar V. Founder & Managing Director, Asset Homes Pvt. Ltd., Mr. Thankachan Mandapathil, Chartered accountant, Dubai, Mr. Biju Abel Jacob, Senior Journalist, Mr. Fazlu Rahman, Journalist, Arabian Radio Network, Dr. Sinsin Joseph, Homeo Medical Practitioner, Dr. Arunkumar M V, Specialist in Internal medicine, Doha, Mr. Robin Mathai, Business Analyst, Dubai, Mr. Saju Nair, Analyst, Saudi Arabia, and Mr. Merly Titus, Management professional graced the session with their knowledge to share and learn from others as well.

UNITY IN ADVERSITY - CREDAI KERALA



Mr. Abdul Azeez
CMD
Skyline Builders



Mr. Sunil Kumar V
Founder & Managing Director
Asset Homes Pvt. Ltd.



Dr. Najeeb Zackeria
Managing Director
Abad Builders Pvt. Ltd.

On 15th August 2020, CREDAI Kerala conducted a knowledge sharing session in association CREDAI Kerala Leaders. A webinar where three eminent speakers talked about "Unity in Adversity". Mr. Abdul Azeez, CMD Skyline Builders spoke on Finance, Cash Flow and Cost Control. Followed by

Mr. Sunil Kumar V, Founder & Managing Director Asset Homes Pvt Ltd, took a session on Market, Marketing and Customer Retention. The third speaker was Dr. Najeeb Zackeria, MD, Abad Builders Pvt Ltd talked about Business Process Re-engineering. The session was very informative to everyone who attended and many valuable insights on how to handle the business, ranging market behaviour and of customers were discussed in depth. It was very informative to all the proprietors, Partners, Directors, Head of Operations of people who lived outside the state proved very effective through an online platform.

ASSET INTERIORS NEWSLETTER

Asset homes launched 'Asset Interiors', an in-house weekly newsletter which showcases customers' homes Interior designed and customized by Asset Interiors Team.

Vol: 1 | Issue: 2
24th August 2020

ASSET
INSpirations

The 4-BHK Duplex Apartment A Personalised Abode

The re-imagining and transformation of two individual flats as a single premium duplex apartment

For our customers at Chiraag 6D and 7D, their brief was simple; they wanted a spacious home. A family of five, including one teenage son and an elderly couple - (the customer's parents), they wanted a home which can accommodate the members and host guests comfortably on occasions.

The Asset Homes Interiors/Customisation team sprang into action and swiftly presented them with the idea of combining two 2-BHK flats and turning it into a custom-made, plush, fully furnished 4-BHK duplex apartment.

In-house design of the staircase



Access was provided to the upper floor using an internal staircase. This staircase is completely an in-house design.

The toughened glass design part imparts a contemporary look; the wooden handrail is keeping in mind the durability and the granite tread for the ultimate premium look.

Space below the staircase is utilised creatively by placing a wash counter with lit-up pebble court and indoor plants.

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AN INTERNET RADIO BY ASSET

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AN INTERNET RADIO BY ASSET

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7 മുതൽ 9 വരെ

INTERNET RADIO

radio.sallapambyasset.com

ASSET

Exclusive programmes by Asset Family members from 7 to 9 PM on Saturdays.

To listen to Sallapam Radio, login to the below link:
www.radio.sallapambyasset.com

Download the Sallapam app from :



ASSET DELIGHT ACTIVITIES

Handed over the keys to the proud owners of apartments 6D and 4C at Asset Legacy, Trivandrum



Dr Shinu Muralidharan - Apt 6D – Asset Legacy



Ms. Bhanumathy L - Apt 4C – Asset Legacy



On the occasion of Mr. Edison Franz birthday, Owner at Asset Chiraag 1E



Surprise B'day Gift To Mr. Naveen Sunny Alex, 2D1 Asset Chrisabelle

KNOW YOUR COLLEAGUE



Good Day dear Assetians....!!

Hope most of you at Asset Centrale know quite well about me. However to those of you who do not know who I am, ELMI MATHEW working as a customization engineer with Asset Homes for the past one and half years. I take this opportunity to shout out how privileged i am to work with a company like Asset Homes and be a part of our Asset family. The working atmosphere and the companionship here indeed helped me to a great extent in improving myself both personally and professionally. Now let's get into the brass tacks, that is to introduce me, my family, and the rest about my life.

Family

"A Lil bit of crazy, a Lil bit of loud and a whole lot of love" This quote perfectly describes my family, a nuclear family loud, crazy, and loving all at the same time. My father Mr. K. V. Mathai is a retired private sector employee and my mother Mrs.Achamma is a perfect homemaker. I have an elder brother Aldose Mathew who is working in Saudi Arabia. It wouldn't do justice if I do not mention my pet cat Kunji here as she is more like a little sister to me.

Now moving on to my extended family, my Asset family. The office is the place where most of us spend the major portion of the day. It's with the team members that I keep myself entertained along with my work schedule.

Work becomes more interesting when it is with people having the same vibe. My department head Mrs.Seena Rajesh and my teammates Arathy and Athulya are more like family to me. We share a bond that extends beyond the walls of the office room. I can approach them any time for anything without any hesitation.

Personal Life

I was born and brought up at Kolenchery, Ernakulum. Completed my schooling at St.Peters School and got graduated in B-tech Civil Engineering from CISAT, Muvattupuzha in 2018. I started my career at Abad Builders and then joined Asset Homes in 2019. The journey so far has been good. Now coming to my hobbies, I spend most of my free time doing absolutely nothing. (Not joking though). Then what I love doing is to listen to good music and then chit chat with my friends and family. I have contributed a fair share in dance as well,



Now taking my baby steps in Asset Sallapam as an R J.

Though I love eating new dishes, I was not much interested in cooking but the current lockdown has helped bloom the cook in me. "The pessimist sees the difficulty in every opportunity; the optimist sees opportunity in every difficulty" So let's all try and be an optimist throughout our lives.

Thank You

ONAM CELEBRATION

Asset Homes celebrated Onam across all it's branches.



Asset Centrale Kochi



Trivandrum



Thrissur



Kannur



Kottayam



Calicut



Pathanamthitta



Kollam

SERVICE CITATION



KRISHNAKUMAR K P
Assistant Manager
Quality - 09 years



SIVAPRASAD M S
Site Supervisor
05 years



VINOD KUMAR
Assistant Manager
Sales - 05 years



SEEMA JAYADEVAN
Wall of Fame



NAVAS V A
Service Star of
The Month



VAYSAKH P
Engineer of
The Month



VINOD KUMAR
Sales Star of
The Month

NEW JOINEES



UNNIKRISHNAN M S
Site Engineer
(Asset Precious)



SHALINI P S
Executive
Delight Kochi



ANJU PURUSHOTHAMAN
Assistant Manager
Sales (Thrissur)



NIKHIL MOHANAN
Senior Site Engineer
(Asset Fortuna)

TOOL BOX TALK

Tool box talks were held at Asset Precious and Asset Rangoli



Asset Precious



Asset Rangoli

SAFETY COMMITTEE



A safety committee meeting was held at Asset Rangoli.

SAFETY DAY CELEBRATIONS



Monthly Safety day celebrations were held at Asset Rangoli.

FLAG HOISTING



Asset Senate on August 15th

HAPPY BIRTHDAY



NIDHI P M
September 1



ANUMAYA
September 1



CHINNATHAMBI GANESAN M
September 2



RAJESH K R
September 3



LIJIN N T
September 10



VIVEK R
September 12



EDWIN VIJAY
September 14



ASHA
September 16



SUNIL KUMAR V
September 17



GOPAKUMAR G
September 18



BABU K V
September 20



JIJO C MANIAMKOT
September 20



GOPIKA GOPAN
September 20



CAROLIN PETER
September 21



SANTHOSH T
September 22



SUNISH B S
September 26



KRISHNAPRASAD N
September 26



VEERAMANI R
September 28



MATHEW KOSHY
September 29

WEDDING ANNIVERSARY

CHANDINI ARUN	September 2	RAJESH G K	September 11
JIJO C MANIAMKOT	September 5	SUBIN V. S	September 11
NIDHI P M	September 6	REMA V.B	September 17
SURESH J	September 9	SAJEEV KOSHY	September 29



JUST MARRIED

Unnikrishnan MS
& Dr. Devika Gopan



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For suggestions and feedback: feedback.assethomes@gmail.com [/AssetHomesKochi](https://www.youtube.com/channel/UC...) [/AssetHomesOfficial](https://www.facebook.com/AssetHomesOfficial)

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Responsibly Yours