

## An Incredibly Responsible Journey of 17 YEARS

Asset Homes celebrates  
17<sup>th</sup> Anniversary



Asset The Grand Entry &  
Asset Sreyas Launched





## MANAGING DIRECTOR SPEAKS

Dear friends,

As we celebrate the culmination of an exceptional November, I am filled with immense pride and gratitude for each team member's dedication and outstanding performance. Together, we have achieved remarkable milestones, and I extend my heartfelt congratulations to everyone for their hard work.

November also marks the completion of seventeen successful years for our organisation. I want to express my deepest appreciation for your dedication throughout these years. Each of you has played a pivotal role in our journey, contributing to our growth and success.

As we reflect on these seventeen years, I would like to share seventeen invaluable lessons I've learned as the founder of this business:

1. Accept Kerala as it is; our role is not to change its unique characteristics.
2. Focus on customer satisfaction in all activities.
3. Prioritise quality in the final product; never compromise on it.

4. Maintain a safe workplace and deliver a safe final product within estimated cost and timelines.
5. Operate within the laws and regulations of the land, ensuring 100% compliance.
6. Act responsibly towards the environment and society.
7. Align every team member with a common aim.
8. Understand the market and introduce projects compatible with it.
9. Uphold financial discipline, with auditing as an integral part of our operations.
10. Establish and review systems and processes for ease of doing business.
11. Minimise wastage, including time.
12. Continuously train team members to enhance their skills.
13. Elevate and maintain the high value of our brand.
14. Cultivate strong relationships with contractors, suppliers, and vendors.
15. Retain high-performing team members and foster relationships with repeat and profitable customers.
16. Expand our market both geographically and in terms of product offerings.
17. Increase business associates and partnerships.

These lessons, drawn from day-to-day business experiences, give us a sense of preparedness for new challenges. Continually pursuing knowledge builds confidence, propelling us beyond our comfort zones and positively impacting our self-esteem.

In the next few months, we are poised to witness the world's largest festival of democracy—the Indian General Elections 2024. According to a recent study, these elections are anticipated to incur an expenditure of approximately ₹1.20 lakh crore, excluding costs for new electronic voting machines. The financial burden of elections is predominantly borne by the central and state governments, with parties also investing heavily in campaigning. Notably, campaigning often commences before the election schedule is announced, and parties are mandated to disclose expenditures only from the date polls are declared until the completion of the election process.

Despite there being a cap on candidate spending, parties face no such restrictions. The cost of safeguarding democracy per constituency per year is nearly 50 crore INR, translating to almost 13 lakhs INR per day—equivalent to one rupee per person per day. This financial commitment is our contribution to maintaining equality in the process of selecting our leaders.

While the infusion of such a substantial amount will undoubtedly stimulate the market, it comes at the cost of potential delays in



decision-making. Irrespective of political affiliations, the upcoming elections are bound to impact our business. Historically, general elections have influenced the real estate sector, and forming a new government will further shape our business landscape. Regardless of individual political viewpoints, the emergence of a clear leading party, as opposed to the complexities of coalition-building, bodes well for economic stability—a positive factor for our business. Good governance remains a cornerstone for good business.

While contemplating the potential for a slowdown may sound pessimistic, it's a reality that most businesses encounter at some point. Recognising this doesn't signify the end of the world. Learning from mistakes is integral to professional development. Strategic planning, monitoring, and forecasting within our business will clarify the worst-case scenario, allowing us to devise concrete plans for mitigation. Embracing challenges, identifying weaknesses, and understanding potential slowdowns redirect us from a failing path. Admitting errors isn't failure; criticism is constructive, change is inevitable, and it positions us to overcome obstacles for our growth and success.

Remember, "You don't drown by falling in the water; you drown by staying there." — Edwin Louis Cole.

Here's to navigating the challenges ahead with resilience, foresight, and a shared commitment to our growth.

Warm regards,



Sunil Kumar V  
Founder & Managing Director  
Asset Homes



## 17<sup>TH</sup> ANNIVERSARY CELEBRATION

Asset Homes celebrated its successful and incredible journey of 17 years on 19<sup>th</sup> November 2023.



Snapshots from the celebration.

## 3<sup>RD</sup> QUARTER HSE MEETING AT CORPORATE OFFICE





## ASSET THE GRAND ENTRY STONE LAYING CEREMONY



The stone laying ceremony of the 106<sup>th</sup> luxury project Asset The Grand Entry, Edappally, Kochi. The event was graced by, Mr. Sunil Kumar V, MD - Asset Homes, Mr. Mohanan, Director - Asset Homes Mr. Tony John, CEO - Asset Homes, Joint Venture Partners, Mr. Muhammad CS, Mr. Saheer CS, Mr. Haris CS, and Mr. Kunju Muhammad and Mrs. Deepa Varma - Ward Counsellor - Edappally Division (37).



## ASSET SREYAS STONE LAYING CEREMONY

The stone laying ceremony of the 107<sup>th</sup> luxury project Asset Sreyas, Cheranallor, Kochi. The event was graced by, Mr. Sunil Kumar V, MD - Asset Homes, Mr. Mohanan, Director - Asset Homes Mr. Tony John, CEO - Asset Homes, Mr. P P Menon - Joint Venture Partner, Mrs. Sheeba KP - Councilor Ward 6 Cheranalloor Grama Panchayat and Mr. K G Rajesh - Panchayath President - Cheranalloor.





## ASSET SREYAS STONE LAYING CEREMONY



## WORLD QUALITY WEEK CELEBRATION



## SALES EXPO AT TRIVANDRUM



UST Global

Ganga, Technopark Phase 3

## MONTHLY SAFETY MEETING



Asset DTE

Asset PKS Heritage

Asset Laurels

Asset Magnum



## MEDICAL CAMP



Asset Laurels



Asset Ensign



Asset Platina

## SAFETY TOOL BOX TALK



Asset Magnum



Asset Alpine Maple



Asset Canzara



Asset Dominion

## DELIGHT SURPRISE



Birthday wishes to Mrs. Sosamma Mathew, Asset Sapphire



Birthday wishes to Mrs. Neetha Alice Paul, Asset Sapphire



Birthday wishes to Dr. Asha Rao, Asset Chiraag

## CUSTOMER OF THE MONTH



Mrs. Soudaminy Vinodhan, Asset Galleria



Mrs. Jaisha Deepthi Anandhan, Asset Gulmohar



Mr. Nishad & Family, Asset Sunny Days



Mr. Manoj M S & Family, Asset Alpine Oaks



## DOCUMENT HANDING OVER



On behalf of Mr. Dwipin Dilip Kumar, Asset Senate



On behalf of Mr. Mohammed Hafiz O K, Asset Rain Tree



On behalf of Mr. Prasanth V V, Asset Senate



On behalf of Mr. Sunil Krishnan, Asset Rain Tree



Mr. Sreejith M P & Mrs. Remya K V, Asset Senate



Mrs. Geethamani Kunnummel, Asset Senate



Dr. Salim M N, Asset Rain Tree



Dr. Shabna Mohamed Aslam on behalf of Mr. Shebin & Mrs. Sheba, Asset Senate



Mr. Ajesh Palayi, Asset Rain Tree



Mr. Firoz A P & Dr. Shabna Mohamed Aslam, Asset Senate



Mrs. Sulakshana Sanal Kumar, Asset Senate



Mrs. Snehaprabha Kizhakkeveetil, Asset Senate



Mrs. Seema C V, Asset Rain Tree



Mr. Shajiv N Kurup, Asset Senate



Mr. P M Dineshan, Asset Senate



Mr. Mansoor, TKM Asset Grandios Sanford



Mr. Manoj Kumar K V, Asset Rain Tree



Mr. Somasekharan Thinakkal, Asset Senate



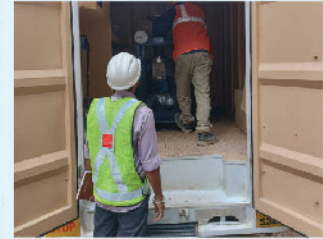
Dr. Beena George, Asset Rain Tree



Dr. Sadeeka Sajid, Asset Senate



## Q LAB TEST



## HOUSEWARMING CEREMONY

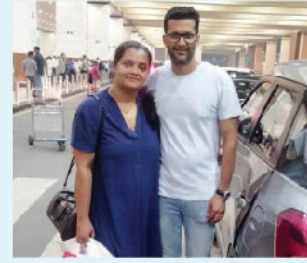


Mr. Sanjeevan A N,  
Asset Rain Tree



Mr. Rajesh & Family,  
Asset Alpine Oaks

## DELIGHT DRIVE



Mr. Sridev T R, Asset Canvas

## KEY HANDING OVER



Asset Delight Brand Ambassador Ms. Asha Sharath, Asset Rangoli



Mr. Soman Mathews &  
Family, Asset Alpine Oaks



Mr. Rejoy Shamsudeen &  
Family, Asset Alpine Oaks



Mr. Midhun V M & Family,  
Asset Canvas



Mr. Akhil,  
TKM Asset Grandios Sanford



## KEY HANDING OVER



Dr. Sadeeka Sajid,  
Asset Senate



Ms. Kavya Retnakaran,  
Asset Orchestra



Mrs. Snehaprabha K,  
Asset Senate



Mrs. Nazeera, JV Partner,  
TKM Asset Grandios Sanford

## KNOW YOUR COLLEAGUE



Mr. Venugopal &  
Mrs. Sujatha Venugopal,  
Asset Limelight

Hello my dear Assetians,

"Life is 10% what happens to us and 90% how we react to it." - Charles R Swindoll. In my life, I see this famous quote as a rearview mirror decal. I am happy to be in the "Know Your Colleague" column and thank you for taking some time to learn a bit about me.

I hail from Changanacherry, a town in Kottayam district. My father was the Professor and head of the department of Physics at SB College Changanacherry, who served there for 38 long years. My mother was a homemaker. Both my parents left for the heavenly abode a few years back. I have only one elder sibling, Rony John. He is a Mechanical Engineer,

currently the GM (Production & Planning) at MRF Ltd., Vadavathoor factory, Kottayam. He is settled with his family at our ancestral home in Changanacherry.

My entire schooling was at Sacred Heart School Changanacherry and my Pre-Degree at SB College Changanacherry. I graduated with a B.Tech from Mar Athanasius College of Engineering Kothamangalam and for Post-Graduation in Management, I went to Great Lakes Institute of Management, Manamai, Chennai.

My professional journey started at Cochin with M/s Godrej and I moved up the ladder holding various positions. My last assignment was at Chennai as the Regional Head-South, taking care of Godrej business for five southern states. My life with Godrej was truly a remarkable one and this 125-year-old company gave a lot of opportunities to learn and innumerable training to hone my leadership skills.

Coming to my family, my wife, Mini Teresa John, is employed with BSNL and is presently posted as The Divisional Engineer at Cochin. We are blessed with



## KNOW YOUR COLLEAGUE

two daughters, the elder one, Neha, pursuing a four-year graduation program in Product Design at the Indian Institute of Crafts and Design (IICD), Jaipur. Our Second daughter, Riya, is enrolled at Mount Zion Medical College, Adoor, for her MBBS degree course this year.

"All work and no play makes Jack a dull boy" emphasizes the importance of finding a balance between work and leisure in order to lead a fulfilling and well-rounded life. From my early school days, I took an active part in sports and was fortunate to lead my college cricket team for the Inter-university matches. I represented the college in shuttle badminton at various inter-collegiate tournaments. I still pursue my love for sports and try to catch up for a couple of shuttle badminton games in the morning if time permits. I also love to read books and "The Alchemist" was one of

the many profound reads which combine fiction, self-help and spirituality. Music gives me an unwind and many days would be hard to pass without one for the soul.

Looking at life, many times I have wondered how our perspectives and value systems play a great role in shaping our future and what we are today. Accepting that life is inherently uncertain can be liberating. Instead of seeking complete control, find joy in the unpredictability of life and the potential for surprises and serendipity. Over time, I have understood that unlearning is the most necessary skill that enables individuals to remain agile, open-minded, and adaptable in a world that is in a constant state of flux. It requires humility, a willingness to challenge one's own beliefs, and an understanding that learning is a lifelong journey. This gives us room for growth, creativity, and

continuous improvement.

I am fortunate and humbled to be in the role of the CEO at Asset Homes. I believe that the camaraderie among the team makes every day enjoyable and gives the required throughout which is more than the sum of parts. I deeply understand the social and emotional aspects of teamwork, acknowledging that the bonds formed among team members go beyond individual contributions. I am sure your encouragement and insights will help me in carrying my role to its fullest and benefit the organisation to grow as envisaged by the management. I humbly seek the support of each one of you in making our organisation a "Great place to work". I am always available in case you need any help.

Cheers!  
Responsibly Yours,  
**Tony John**

### CLEAN WORKPLACE



Asset Winside

### SALES STAR OF THE MONTH



Jijeesh N

### 1<sup>ST</sup> RUNNER-UP SALES



Lojo Joseph

### SERVICE STARS OF THE MONTH



Chandini Arun



Indu Rajesh



Pretty Paul

### ENGINEERS OF THE MONTH



Hiran P H



N Manoj

## SPECIAL EXCELLENCE AWARD

### Super Structure



1st-Asset PKS Heritage



1st Runner-up  
Asset Down to Earth

### Substructure



1st - Asset Canzara



1st Runner  
up Asset Dominion

## WALL OF FAME



Sumitha C V



Manjusha B L



Mohammed  
Safeer M T



Smitha Gireesh



Vivek R



Sangeetha K G

## SPECIAL EXCELLENCE AWARD



Shameena Shafeeque

## SERVICE CITATION



Ajith J S



Rajesh K R



Salomy Antony

## NEW JOINEES



Manoj Kumar M



Sarundas C



Vinitha George



Sajith N S



Tony Barried



Sreenath O



Rajesh P V



Roopesh Kumar S



Gladson Elgin Fernandez



Sarthaj A N



## SPECIAL RECOGNITION AWARD



Thambu Thaju Joseph

## BIRTHDAY LIST

Anu Mohan 01-Dec | Eldhose Paul 01-Dec | Akhil Thomas 01-Dec | Mridhul T V 02-Dec | Bibin George 04-Dec | Sharon Raju 04-Dec | Flex Jose 05-Dec | Sruthy Mol Suresh 06-Dec | Bibin Babu 07-Dec | Priyamol Jose 08-Dec | Thambu Thaju Jospeh 09-Dec | Sija Salin 09-Dec | Sajith P N 10-Dec | Smitha Gireesh 10-Dec | Dolvin Santy 15-Dec | Balasreeram K S 18-Dec | Brin Stephen Gonsalvez 22-Dec | Sivaprasad M S 26-Dec | Muhammed Aadhil A N 30-Dec

## BIRTHDAY CELEBRATION



Antony P P



Albin P A



Chinnu Sajeevan



Anjaly Prasad



Ittyavirah Abraham



Roshni Mol M V



Rema V B



Pinky Mol C M



Abhilash R



Unnikrishnan M S



Aswanth Krishnan A



Abhilash G Kurup



U A Azeer



Vinod Kumar K



Deepak Mathew

## CONGRATULATIONS



Wedding ceremony of Mr. Sreenath & Ms. Gayathri



Akash Babu C





Responsibly Yours

#### CORPORATE OFFICE

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(An ISO 9001:2015 Certified Company)

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