

ASSET
Beyond NOVEMBER 2024
squarefeet

A monthly newsletter from Asset Homes



THE 29TH EDITION OF

BEYOND
SQUARE FEET

Tri-annual lecture series on
sustainable development

ANANDA MALIKA STONE LAYING

ASSET BUTTERFLIES SITE EXPO

140th
ISSUE

ASSET



MANAGING DIRECTOR SPEAKS

Dear Friends,

October has been a remarkable month filled with progress and inspiration. As a team, we have excelled in sales, revenue generation, and new business opportunities, laying a solid foundation for future growth. Our ventures into new business verticals are up and coming, reflecting our ongoing commitment to tapping into the market's potential.

One notable initiative, the Beyond Square Feet Lecture series, championed the use of public transportation as a step toward a sustainable future. This message resonated deeply in today's climate-conscious world.

I am also pleased to announce our collaboration with Maiwir Group, a forward-thinking organisation from Telangana renowned for its innovations in construction technology. With Maiwir's composite steel structure technology, we are set to address the limitations of traditional construction methods. This pioneering approach combines structural steel and reinforced concrete, effectively reducing construction time by up to 60%.

As we embark on this journey together, our pilot project - a 40,000 sqft, four-story commercial building in Kochi - is underway and expected to be completed within 60 to 75 days. This partnership marks a milestone in bringing sustainable, efficient construction practices to Kerala.

Navaratri and Diwali brought the spirit of lights and colours to the month, adding to its vibrancy. This further enhanced our brand's presence and energy. I am confident that this drive will propel us toward even greater success in the coming months.

Diwali was celebrated worldwide, with Pennsylvania making history as the first U.S. state to recognise

it as an official public holiday. This move echoes the global recognition of Diwali's cultural significance, joining other regions like Fiji, Singapore, Trinidad, and Tobago. This Festival of Lights symbolises not only the victory of good over evil but also the start of a new business year in North India - a reminder of the resilience, hope, and unity that drive our entrepreneurial journeys.

Diwali's teachings resonate strongly with the path of entrepreneurship. Just as we declutter and illuminate our homes, we must also refine our business strategies and sharpen our vision. The festival's lamps remind us that perseverance, preparation, and an unwavering commitment to our goals are essential to success. The fireworks mirror the calculated risks in business, while the exchange of sweets underscores the importance of nurturing relationships and a solid network. May the spirit of Diwali fuel our entrepreneurial drive, inspire others, and bring our teams closer together as we light the way toward a brighter future.

November marks our corporate anniversary - a time to celebrate our journey and reflect on our accomplishments. It's also a chance to set new aspirations, make meaningful promises to ourselves, and embark on a fresh chapter of growth and purpose.

I wish you all an excellent November.

Warm regards,

Sunil Kumar V

Founder & Managing Director,
Asset Homes

STONE LAYING CEREMONY



The Ananda Malika Stone-Laying Ceremony took place on 14th October at Jawahar Nagar, Kochi. It marked a defining moment for both Asset Homes and JGT Living Spaces.

Mr. Tony John, CEO of Asset Homes, set the tone with a warm welcome, reaffirming the company's vision for innovation and collaboration. Keynote addresses by Mr. V Sunil Kumar and Mr. Joseph Dominic, directors of Asset JGT Pvt Ltd., illuminated not only the technical aspects of this partnership but the deeper spirit of unity that defines this venture.

The foundation was laid jointly by Mr. Joseph Dominic, Director, M/s. Asset JGT Pvt Ltd, Mr. Bipin Andrews (Director, M/s. Asset JGT Pvt Ltd and Mr. V Sunil Kumar Director, M/s. Asset JGT Pvt Ltd.

Mr. Anumodh of JGT Living Spaces offered the vote of thanks to the assembled guests and customers.

The event was filled with heartfelt felicitations and a sense of anticipation, not just for the ceremony itself but for the bright future it symbolizes-homes filled with love, communities founded on trust, and a partnership set to redefine excellence in the luxury living experience.



THE 29TH EDITION OF

BEYOND SQUARE FEET

Tri-annual lecture series on
sustainable development

29th Edition of BSF took place on Mon 7th Oct at Asset Platina in Thrissur. Our keynote speaker was Mr. B.K.Bhavathratan, Associate Professor from IIT, Palakkad.

The event brought together industry experts, thought leaders, and the local community for a thought-provoking evening centered around the theme, "Engaging Youth to Create a Better Urban Future."

Mr. Sunil Kumar V, Founder and Managing Director of Asset Homes, highlighted the company's commitment to building not just homes but vibrant communities.



ASSET BUTTERFLIES SITE EXPO

Asset Homes conducted the Asset Butterflies Site Expo.



SIGNING OF NEW TECHNOLOGY PARTNERSHIP

Mr. Sunil Kumar- Managing Director of Asset Homes and Mr. Sarath C Parupalli Chairman & Managing director of Maiwir Group Pvt. Ltd signed a collaborative agreement to start a new technology partnership company on 22nd Oct at Asset Homes Corporate office at Kochi.



PRE SMT SESSION

Pre SMT Session by our CTO Mr. Mahesh regarding Technical Sales and Key Updates & guidelines in Kerala building rules for our Sales team.



ASSET ELAN CASA FLATS SOLD OUT AT KOZHIKODE

Our MD - Mr. Sunil Kumar congratulated Jijesh N - AGM Sales for Asset Elan Casa flats sold out at Kozhikode



VANITHA VEEDU EXPO

Asset Homes participated in Vanitha Veedu Expo at Trivandrum on 18th, 19th, 20th and 21.



MANORAMA SAMPADYAM EXPO

Asset Homes participated in the Manorama Sampadyam Expo conducted at Mamman Mappila Hall Kottayam on 23rd Oct



RM'S MEET

RM's meet conducted at Rama Varma Club, Ernakulam.



TRAINING SESSION ON STRESS MANAGEMENT

Training session conducted by HR department on stress management by Ms/ Rajayogini Brahma Kumari Sreesudhaji for all staff at corporate office and branches via zoom.



MEDICAL CAMP



Asset Sovereign - Trivandrum



Asset Celeste - Kottayam



Asset Winside - Thrissur



Asset Majestic - Thrissur



17 EXCLUSIVE DELIGHT SERVICES

A heartfelt Thank You note
from Seema Lenin - Delight Team:

Dear Venu Sir,

I am writing to express my sincere appreciation for the stress management training session conducted by Sreesudha Ma'am from Brahma Kumaris. The program was truly enlightening & empowering, offering practical techniques & valuable insights on mindfulness, self-awareness & spiritual well-being.

I particularly enjoyed the Rajyoga meditation practice which left me feeling positive & energized. The session also helped me to develop a greater sense of resilience & better cope with stressors in my personal & professional life.

Thank you for organizing this invaluable training initiative. This session has helped me gain a deeper understanding of myself & has shed new light on my current situation.

I highly recommend it to others & look forward to future programs. I would also like to extend our special thanks to Sreesudha Ma'am for her exceptional guidance & warmth throughout the session, which made the experience even more memorable and impactful.

Thank you once again!!!

Regards,

Seema Lenin
Delight Dept.
Asset Homes Pvt. Ltd.

DELIGHT SURPRISE



Birthday Wishes to Mr. Sreenivas,
Asset Lineage - Trivandrum



Birthday Wishes to Mr. Ajeesh Kumar,
Asset Belford - Kottayam



Birthday Wishes to Mr. Ramdas Vallathol,
Asset Platina - Thrissur



Birthday Wishes to Mr. Sairam,
Asset PKS Heritage - Calicut

KEY HANDING OVER



Key Handing Over to Mrs. Ankitha Harin,
Asset Luminance - Ernakulam



Key Handing Over to
Mr. John Almeida, Asset Canvas - Ernakulam



Key Handing Over to Mrs. Sreereka,
Asset Fortuna - Thrissur



Key Handing Over to Ms. Swara Ravindranath,
Asset Raintree - Kannur



Key Handing Over to
Mr. Sanal Kumar.K.G &
Mrs. Sulakshana Sanal Kumar,
Asset Senate - Kannur

CUSTOMER OF THE MONTH



Ms. Kavya Retnakaran,
Asset Orchestra - Trivandrum



Mr. Jacob Mammen & Family,
TKM Asset Grandios Sanford - Kollam



Mr. Vimal Jack Roy,
Asset Chrisabelle - Kottayam



Mr. K.C. Ashok Kumar
Asset Alpine Oaks - Ernakulam



Mr. Sivadasan. M,
Asset Fortuna - Thrissur



Dr. Mohammed Haneef & Dr. Veena,
Asset Raintree - Kannur

DOCUMENT HANDING OVER



Documents Handed Over to Mrs. Swara Ravindranath,
Asset Raintree - Kannur

KNOW YOUR COLLEAGUE

Dear Assetians,

I'm Reshma Raveendran, and I work as an interior coordinator at Asset Homes. Joining the company on May 3, 2022, was a turning point in my life, and I am truly grateful to Asset Homes and the management team for giving me the opportunity to prove myself.

I was born and raised in Kundara, Kollam district, in a supportive family with a strong background in civil engineering. My father is a retired Assistant Engineer from PWD, my mother is a homemaker, and I have a younger brother who is also a civil engineer. My husband works as a civil engineer in Saudi Arabia, and we have a little son who is currently studying in UKG at Chinmaya Vidyalaya, Thrippunithura.

After graduating in 2012, I worked until 2018, got married in 2017, and



welcomed my son in November 2018. I then took a break to focus on motherhood, cherishing four years with him despite sometimes feeling adrift. In February 2022, Asset Homes' HR contacted me for an interview, but I couldn't attend due to travel constraints and my son's attachment. However, after follow-ups, I got another chance in April and was thrilled to be selected.

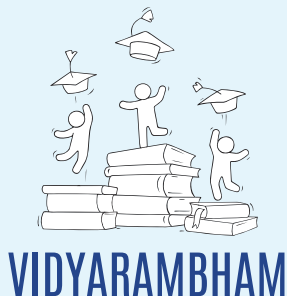
Starting my new role brought its own challenges, especially with my husband returning to Saudi Arabia and my parents or in-laws unable to move to Ernakulam. So, I decided to commute daily from Kollam, waking up early to catch the train and returning late at night. It was exhausting, but I knew this opportunity was crucial for my growth. My journey is a testament to prove that if we truly wish to achieve something, no matter the challenges, with determination and perseverance, we can make it happen.

After a year of this routine, my parents saw my determination and decided to move to Ernakulam, allowing us to settle down and making life much easier. I'm fortunate to have strong support from both my family and my husband's family, including his parents, an elder brother settled in Qatar with his family, and a younger sister in Ernakulam with her family, along with my friends, all of which has been instrumental in shaping who I am today.

Looking ahead, I aspire to continue growing and accomplishing even more. I am grateful to Asset Homes for this opportunity and to my colleagues for their unwavering support. Thank you all for being part of my journey!

Responsibly yours,

Reshma Raveendran
Interior Coordinator



Anvika Roshan
D/o Mr. Roshan Lal



Vaishvik Ram A V
S/o Mr. Abhiram M S



Nihal Krishna
S/o Ms. Aswathy Rajendran

STUDENTS' SITE VISIT

Students from GEMS Modern Academy visited Asset Dominion site on 7th Oct. Their curiosity, enthusiasm, and eagerness to learn made the visit both informative and inspiring. We look forward to seeing them continue their journey of growth and discovery.



MONTHLY SAFETY MEETINGS



Asset Sovereign - Trivandrum



Asset Celeste - Kottayam



Asset Nilaavu - Alappuzha



Asset Majestic - Thrissur



Asset Winside - Thrissur



Asset Chamber - Kannur

SAFETY TOOL BOX TALK



Asset Canzara - Trivandrum



Asset Celeste- Kottayam



Asset Nilaavu - Alappuzha



Asset Winside - Thrissur



QUALITY TOOL BOX TALK



Asset Sovereign - Trivandrum



Asset Dominion - Ernakulam



Asset Majestic - Ernakulam



Asset Moon Grace - Ernakulam



Asset Heritage - Calicut



Asset Zenith - Calicut



**EMERGENCY EVACUATION
MOCK DRILL AND
FIRE FIGHTING TRAINING**



**CONDUCTED AT
ASSET LAURELS
ERNAKULAM**



**CONDUCTED AT
ASSET CHAMBER
KANNUR**



SPECIAL EXCELLENCE AWARD

SUPER STRUCTURE

SUBSTRUCTURE



1st - Asset Canzara
Trivandrum



1st Runner-up
Asset PKS Heritage - Calicut



1st - Asset Sreyas
Ernakulam



1st Runner-up
Asset Nilaavu - Alappuzha

CONGRATULATIONS

SPECIAL RECOGNITION AWARD



Akshay Anand



Renuka Unni

SALES STAR OF THE MONTH



Jijeesh N

1ST RUNNER-UP SALES



Lojo Joseph

ENGINEER OF THE MONTH



Anoob P A

SERVICE STAR OF THE MONTH



Nijamudeen M

CLEAN WORK PLACE



Asset Chamber - Kannur

SERVICE CITATION



Nandakumar K S
(12 Years)



Sangeetha K G
(12 Years)



Mahesh L
(10 Years)



Alex P John
(5 Years)

BIRTHDAY LIST

ARUNIMA SATHEESH M S 01-Nov
 GOKUL G K 03-Nov
 ABHILASH R 03-Nov
 MAHESH L 09-Nov
 CHINNU SAJEEVAN 10-Nov
 PINKY MOL C M 11-Nov
 M ANJANA AJIMON 12-Nov
 ITTYAVIRAH ABRAHAM 14-Nov
 REMA V B 15-Nov
 SAFRIN A KARIM 17-Nov
 SALEEK AHAMED M S 18-Nov
 VINODKUMAR K 23-Nov
 SAJESH S 24-Nov
 BABU C A 24-Nov
 SHIHAB R H 25-Nov
 HARI V SHENOY 26-Nov
 U.A AZEER 27-Nov
 ROSHNI MOL M V 28-Nov
 ALWYN JOSE A 28-Nov



Ajay Prakash J



Anju P Philipose



Athira Lavakumar K



Christy Sunny



Devika K R



Divya M D



Jibin Mathew Saji



Krishna C

ANNIVERSARY LIST

ARCHA K SHAJI 04-Nov
 AJITH J S 05-Nov
 VIVEK.R 11-Nov
 SALINI P S 11-Nov
 ROSHNI MOL M V 11-Nov
 MANU M D 12-Nov
 ARJUN LAL B U 13-Nov
 RESHMA RAVEENDRAN 19-Nov
 PRINCE JOSEPH 22-Nov
 SREELAL P R 23-Nov
 SAJITH P N 24-Nov
 RESMI C 24-Nov
 SABU G 28-Nov



Neelima Shyam Pallath



Neethu V B



Sijith Kumar M S



Sivasruthi S



Sreelal P R



Suresh Kumar T P



Veena Nair



Viswanadh S

BIRTHDAY CELEBRATIONS



Abhiram M S



Ameer V H



Anandhapadmanabhan V A



Arunima Joy



Asha Arunkumar



Befin Francis



Premil Kumar P



Pretty Paul



Reshma John



Roshan A R



Tony John



Vinitha Sonia George

HOW GOLD ARE YOU?



**WORLD CLASS SENIOR LIVING
COMING SOON
AT KOCHI AND KOTTAYAM**



All our projects are audited for Safety and Quality by



BUREAU
VERITAS

Shaping a World of Trust



Responsibly Yours

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