

ASSET  
Beyond

MARCH 2026

# squarefeet

A monthly newsletter from Asset Homes



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## Around the Tree Logo Launch

@ Renaissance 2026  
Rotary District Conference

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156<sup>th</sup>  
ISSUE





## MANAGING DIRECTOR SPEAKS

Dear friends,

As we step into the last month of this financial year, I would like to wholeheartedly congratulate each one of you for the outstanding performance delivered last month. Your dedication, resilience, and focused execution have translated into meaningful progress across projects, collections, sales, and operations. The energy on the ground, the discipline in follow-ups, and the ownership demonstrated at every level reflect the true spirit of Asset Homes. Success is never accidental — it is the result of consistent effort, teamwork, and commitment to systems — and you have once again proven what this organization is capable of achieving when we move with clarity and unity.

As we move forward in our journey of excellence, I want to enlighten you about something that may not always be visible in our brochures or marketing campaigns, but quietly determines our long-term success — our **systems and processes**.

At Asset, we take pride in our people. It is your passion, commitment, and integrity that build our projects brick by brick. However, while people build businesses, it is systems that sustain them — and processes that scale them.

A proper system begins with clarity of roles and responsibilities. When each team member clearly understands what to do, when to do it, and how to do it, execution becomes sharper and smoother. This clarity leads to consistency in output. Whether it is a project in one city or another, quality must remain uniform. Consistency builds brand trust.

Strong processes also drive efficiency. They reduce duplication of work, eliminate confusion, and prevent unnecessary delays. When workflows are structured, we do not waste time reinventing solutions. Instead,

we refine and improve them. With defined systems, accountability becomes transparent. Responsibilities are traceable, performance can be objectively measured, and achievements are recognized fairly.

Equally important is cost control. Standardized procedures help prevent waste, avoid rework, and minimize financial leakages. In our industry, even small inefficiencies can lead to significant overruns. Systems protect our margins. Alongside this, structured timelines ensure better time management, helping projects progress according to schedule.

In today's regulatory and competitive environment, risk reduction is critical. Legal, compliance, safety, and operational risks can severely impact reputation and finances. Documentation and structured approvals act as safeguards. Moreover, if we aspire for expansion, we must understand that scalability and growth are impossible without replicable systems. Growth without structure leads to instability.

Our professional image is not built only by the beauty of our projects but also by the discipline behind them. Clients, consultants, and partners gain confidence when they see structured operations and reliable processes. And finally, in a data-driven world, proper documentation empowers informed decision-making. What is measured can be improved; what is recorded can be analyzed.

On the other hand, the absence of systems brings chaos. Confusion replaces clarity. Mistakes and rework become frequent. Costs spiral. Deadlines are missed. A blame culture develops. Good employees feel frustrated. Clients lose trust. Compliance risks increase. And most importantly, growth becomes fragile and risky.

As leaders and team members of Asset, we must remind ourselves that discipline in small processes prevents disasters in large projects. Documentation is not bureaucracy; it is protection. Checklists are not restrictions; they are safeguards. Reporting systems are not control mechanisms; they are tools for improvement.

Let us therefore recommit ourselves this month to strengthening our systems. Let us follow defined procedures, maintain documentation rigorously, respect timelines, and uphold accountability at every level.

- *People build businesses.*
- *Systems sustain businesses.*
- *Processes scale businesses.*

Together, let us build not just projects — but a strong, scalable, and sustainable organization.

As we now enter March — the final and most decisive month of the financial year — I urge each one of you to stay focused, disciplined, and performance-driven. Let us close this year not just by meeting targets, but by exceeding expectations and setting new internal benchmarks. May this final stretch be marked by strong collections, timely deliveries, quality execution, and unwavering teamwork. I wish every team, every department, and every individual a powerful and successful financial year closure. Let us finish strong and step into the new financial year with confidence, pride, and greater ambition.

Warm regards,



**Sunil Kumar V**  
Founder & Managing Director  
Asset Homes

## Around the Tree Logo Launch @ Renaissance 2026 Rotary District Conference





Asset homes customer executive lounge during renaissance rotary event, at aial exhibition centre

## Saturday's Training Session

Asset Homes conducts dedicated Saturday training sessions for its staff to strengthen technical expertise across various aspects of project execution. These sessions focus on critical areas such as plumbing, electrical systems, structural components, and other key elements within the building domain. By continuously upgrading the team's knowledge and practical understanding, Asset Homes ensures higher construction standards, improved efficiency, and uncompromised quality across all its projects.

Date : 14-02-2026

Topic : Geberit IFS (Installation & Flushing System) and DSS (Drainage & Supply System)

Geberit Plumbing Technology India Private Limited conducted a specialized technical session for the staff of Asset Homes, focusing on advanced plumbing systems and installation standards.

### Session Highlights:

- **Vinu Mathew** - Head Sales, Kerala

Delivered a brief introduction to Geberit, outlining the brand's global presence, innovation-driven approach, and advanced plumbing technologies.

- **Arun C G** - ASM, Kerala

Explained the installation process of flushing systems and ceramics, emphasizing precision, system integration, and performance efficiency.

- **Lakshmi Dinesh** – Piping Kerala

Presented detailed insights into the Super Tube system, highlighting its structural efficiency, durability, and application advantages.

The session enhanced the technical knowledge of the team and reinforced best practices in modern plumbing and drainage solutions.

Date : 21-02-2026  
Time : 12 PM-1:30 PM

Topic : Know Your Projects

Asset Homes conducted an internal knowledge-sharing session titled Know Your Projects for its team members.

The session was led by Nishanth Thankamani, Senior GM – Planning, who provided comprehensive insights into ongoing and upcoming projects, planning strategies, execution frameworks, and key operational milestones.

The programme aimed at strengthening project awareness across departments and aligning teams with the company's strategic objectives and delivery standards.



Date : 28-02-2026

Topic : Water Treatment Plant Designing and Treatment Process

Speaker : Sachit John, Aqua Root Technologies

Asset Homes successfully conducted an in-house training session for its staff on Water Treatment Plant Designing and Treatment Processes.

The session provided comprehensive insights into WTP system design, treatment methodologies, operational efficiency, and best practices. Led by Sachit John from Aqua Root Technologies, the programme enhanced the team's technical understanding and reinforced the company's commitment to quality infrastructure and sustainable water management.



On 07/02/2026, during Farm Day 2026 at the College of Agriculture, Thrissur, Asset Homes conducted a special activity. The initiative highlighted the importance of sustainability, community engagement, and responsible development, reflecting Asset Homes' commitment to supporting progressive agricultural and environmental practices.

### Customer of The Month



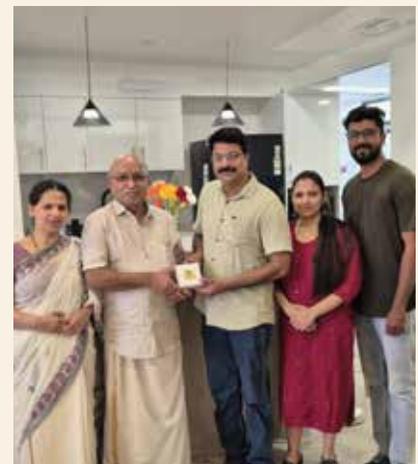
Mr. Jayaram Achuthan Kutty & family,  
Asset Alpine Maple

### Delight Surprise



87<sup>th</sup> Birthday Wishes to  
Mr. George V. Mathew  
Asset Northstar

### House Warming Ceremony



Mr. Anil Keeleri & Mrs. Shobha  
Potheri Chandra,  
Asset Chamber

## Key Handing Over



Mr. Shyam Sundar,  
JV & Owner  
of Apt in Asset Moon Grace



Mrs. Sruthi Krishnan,  
Asset Chamber



Mr. Edakkalathur George Glisson,  
Asset Corridor



Mr. Ashfaq,  
Asset PKS Heritage



Adv. Philip Mathew,  
Asset East Brook



Mr. Anil Keeleri & Mrs. Shobha  
Potheri Chandra, JV Venture,  
Asset Chamber



Dr. Sunil Shivdas,  
Asset Moon Grace



Mr. Krishnan M & Mrs. Prameela M,  
parents of Mr. Prijin Krishnan,  
Asset Chamber



Ms. Dhanya Mohandas,  
Asset Jubilance



Mr. Rajesh Poonthuruthi,  
Asset Chamber



Mr. Jayaraj Roshan Pradeep,  
Asset Ensign



Mr. P. D. Koshy,  
father of Mrs. Jincy Manu,  
Asset Gateway



Mr. Murali Mohanan,  
Asset Platina



Mr. Vinayak Nambiar &  
family, Asset Radiance



Mr. George Joseph,  
Asset Moon Grace



Dr. Sanika,  
Asset Ensign



Mr. Vinod B,  
Asset PKS Heritage



Mr. Adnan Anwar,  
Asset Moon Grace



Mr. Chacko Varkey &  
Mrs. Ruby John,  
Asset Alpine Maple



Mr. Biju On behalf of  
Dr. Thomas Mathew,  
Asset Fortuna



Mr. Innocent C. F & family,  
Asset Alpine Maple

## Quality Tool Box Talk



## Q - Lab



## Safety Induction and Safety Park inaugurated at Asset Srenity.



The Grand Entry

SAFETY  
TOOL BOX  
TALK



Asset JGT Ananda Malika

Asset The Avon



MONTHLY  
SAFETY  
MEETINGS



Asset Avon

Asset Laurels

Asset JGT Ananda Malika

The Grand Entry

New Joinees



**Nabeel D**  
Projects-Trivandrum



**Vaishak M**  
Projects - Kannur



**Ajeesh K S**  
Projects - Kochi



**Premshajin L**  
Projects - Trivandrum



**Hashilnath V P**  
Qest - Calicut



**Arun Radh R S**  
HR & Admin - Kollam



**Sreekumar V M**  
Purchase - Kochi



**Aswinkumar Ramadas**  
Projects - Kochi

## Special Excellence Award

### SUPER STRUCTURE



1<sup>st</sup> Place :  
**Asset Canzara**  
Trivandrum



First Runner Up :  
**Asset Magnum**  
Kannur

### SUBSTRUCTURE



1<sup>st</sup> Place :  
**Asset Leaf**  
Trivandrum



First Runner Up :  
**Asset Serenity**  
Kottayam

### Service Citation



Hayna Francis  
(14 Years)



Anumaya C R  
(16 Years)



Chandini Arun  
(10 Years)



Indu Rajesh  
(18 Years)



Prasanthan Alinkeel  
(10 Years)

### Clean Workplace



**Asset Sreyas - Ernakulam**

### Sales Star of The Month



**Jijeesh N**  
Calicut

### First Runner Up Sales



**Rejil C K**  
Kannur

### Service Star of The Month



**Vishnu K B**  
Palakkad

### Engineer of The Month



**Eldhose Paul**  
Thrissur

### Special Recognition Awards



**Nithya P**  
Delight - Kannur



**Jose Manuel**  
Kottayam

## Birthday Celebrations



Veena Venugopal



Anakha Pradeep T T



Vineeth M



Sujith P



Harikumar K



Kevin Abraham



Akash P



Girish M A



Ajmal Rasal P A



Silpa Sivan



Sujith Ajayan



Salini P S



Sanu Narayanan

## Birthdays

Steny Jose	01-Mar
Simna E.k	01-Mar
Nishanth M.r	02-Mar
Rajeshkumar C S	03-Mar
Sanjay S	07-Mar
Jibin C K	07-Mar
Roy Xavier	08-Mar
Ashily Balakrishnan	09-Mar
Ragesh R V	09-Mar

Vidyasagar C	12-Mar
Nikhil Varghese	14-Mar
Sooraj S	15-Mar
Sujith N	15-Mar
Vimal Varghese	16-Mar
Krishnakanth T P	16-Mar
Nijamudeen M	18-Mar
Sankar.s	19-Mar
Arjun Lal B U	20-Mar
Vedanth V Namboodiri	22-Mar
Abhishek Ajith	22-Mar

Ahalya Pavithran	24-Mar
Anoob P.a	24-Mar
Sudheesh C	25-Mar
Milan Pradhan	25-Mar
Jibinkumar V.s	25-Mar
Alex P John	28-Mar
Ajeesh K S	28-Mar
Jasmin Joy	30-Mar
Meera Prakash	30-Mar
Saranya M D	30-Mar

## Know Your Colleague

Dear Assetians,

“Your energy introduces you before you speak.”

I am Priesh P G, happy to be a part of Asset Homes.

I am truly grateful for the structured training and valuable exposure provided by the organization. Stepping into the role of Responsible Manager – Projects, I see this as a great opportunity to strengthen my expertise and contribute towards delivering high-quality projects that create lasting value for our customers.

I hail from Alappuzha District, Kuttanadu, My family includes my wife, Akhila K Padman, a Civil Engineer, and our one-and-a-half-year-old daughter, Dhanvi.

I began my professional journey in Delhi. Later, I had the privilege of working with reputed companies in Gulf countries, where I gained extensive exposure to international standards and practices.



Having joined Asset Homes in January 2026, I am particularly passionate about high-rise residential developments featuring luxury living spaces, modern amenities, and global construction standards.

I am excited to be part of this dynamic organization and look forward to contributing my skills while continuously learning and growing along with the team.

Thank you.

**Priesh P G**

Responsible Manager – Projects



Responsibly Yours

**CORPORATE OFFICE:** Asset Homes Pvt. Ltd., Asset Centrale,XV/246C,  
N.H. Bypass, Kundannoor Jn, Maradu P.O, Kochi - 682 304,  
Tel: +91 484 4344999/4345000 Mob: 98464 99999, 97452 00250

#### THIRUVANANTHAPURAM

First Floor, Devs Sakura Building  
NH 66 Bypass, Kulathoor P.O, Kazhakoottam  
Thiruvananthapuram - 695 583  
Tel: +91 471 2418499  
Mob: +91 99464 00250, 99460 99999  
Email: tvmsales@assethomes.in

#### KOLLAM

Asset TKM Malhar, Musaliar Nagar  
Randamkuttu, Kilikolloor P. O,  
Kollam - 691 004  
Tel: +91 474 2731199

#### PATHANAMTHITTA

Asset Gateway, Kallarakkadavu Road  
Near Muthoot Medical College  
Pathanamthitta - 869 645  
Mob: +91 99465 99999

#### KOTTAYAM

Ground Floor  
Asset Sapphire, Kanjikuzhy  
Muttambalam P.O, Kottayam- 686 004  
Tel: +91 481 2575696  
Mob: +91 7593 003498, 99465 99999  
Email: kottayam@assethomes.in

#### ALAPPUZHA

Asset Nilaavu  
South of HMCA Church, Finishing Point Road  
Punnamada Thathampally P.O, Alappuzha- 688013  
Mob: +91 7593003498

#### THRISSUR

First Floor, Asset Platina  
High School Link Road, Opp. SBI-Railway Station Branch  
Poonkunnam P.O, Thrissur - 680 002  
Tel: +91 487 2386199. Mob: 89430 99999  
Email: thrissur@assethomes.in

#### PALAKKAD

Kunnathurmedu P.O, Manappullikkavu  
Palakkad- 678 013  
Mob: 75930 00267

#### KOZHIKODE

1st Floor, Asset PKS Heritage  
K.T. Gopalan Road, Kottuli, Kozhikode - 16  
Mob: 81297 99999  
Email: kozhikode@assethomes.in

#### KANNUR

Asset Magnum, Opposite Amana Toyota  
Thottada P.O, Kannur -670 007  
Tel: +91 497 2767079  
Mob: 97457 99999  
Email: kannur@assethomes.in

#### DUBAI

Office No. 95, M 12, Al Fajer Building, Al Garhoud,  
Airport Road, Dubai, U.A.E  
Mob: 00971 58 567 9500  
Email: globalsales@assethomes.in

**CALL: +91 98464 99999**

**+91 95267 99999**

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