

# ASSET Beyond squarefeet

APRIL 2026

A monthly newsletter from Asset Homes



## World Water Day 2026 "Jaladarpanam" Aspiring evening of insights and meaningful conversation

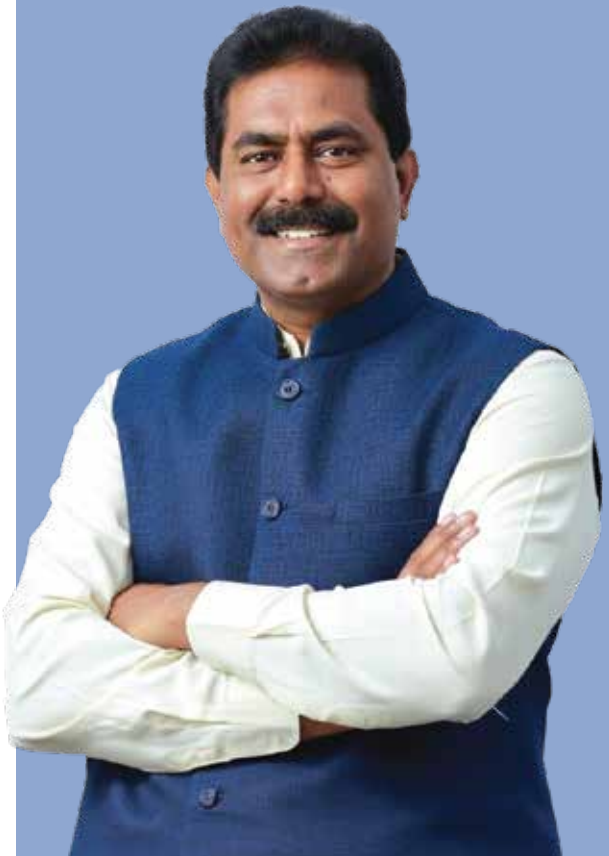


## National Safety Council Kerala Chapter Honours Asset Homes Projects

157<sup>th</sup>  
ISSUE



## MANAGING DIRECTOR SPEAKS



Dear Friends,

As we step into the new financial year, I would like to begin by congratulating each one of you on the strong finish to the previous year. Your commitment, discipline, and collective effort have enabled Asset Homes to close FY26 with impressive performance, confidence, and momentum.

More importantly, this year marks a significant milestone in our journey—the 20th year of Asset Homes. Two decades of building not just projects, but trust.

Two decades of learning, evolving, and strengthening our foundations. Two decades of choosing quality, even when it was difficult.

This milestone is not just a moment of celebration. It is a moment of reflection, more importantly, a moment of direction.

As we enter FY27, we must recognise a fundamental shift in our industry.

For many years, success in real estate was defined by scale—more projects, more square footage, faster expansion. But the future will not reward volume alone. It will reward value.

The question before us is not: How much are we building? The real question is: What are we building — and how well are we building it?

At Asset Homes, our next phase of growth will be anchored in value-led development. Value is not created by size. Value is created by thoughtful design, superior quality, customer experience, and long-term relevance.

A project that sells fast is good. A project that remains desirable for decades is far more powerful. This is the shift we must internalise.

Premiumisation will therefore become an important direction for us. Premium does not mean expensive. Premium means better living experiences, better planning, better finishes, and better attention to detail.

It means asking one simple question at every stage: Is this the best we can deliver? Because in the end, customers do not remember square feet. They remember how the space made them feel.

At the same time, sustainability is no longer optional. It is no longer a feature we add. It is a responsibility we carry. Energy efficiency, water management, and responsible

materials; these are not trends. They are expectations. The homes we build today must not only serve our customers but also respect the environment in which they exist.

Another important shift we must embrace is technology. Technology is not just about tools. It is about better decisions, better speed, and better customer experience. From how we understand demand, to how we market, to how we execute projects, technology will increasingly define our efficiency and competitiveness.

We must be open to learning, adapting, and integrating these changes into our daily work. However, none of this will matter without one critical factor: execution discipline.

Strategy gives direction. Execution delivers results. Clarity in roles. Respect for timelines. Ownership of outcomes. Attention to detail. These are not separate initiatives. They are habits we must practice every single day.

As we begin this new year, let us remember: Volume builds presence. Value builds reputation. Discipline builds institutions.

FY27 is not just another year for Asset Homes. It is the beginning of our next phase. A phase where we move from being a successful developer

to become a respected, future-ready real estate institution.

I urge each one of you to align with this direction. Think beyond tasks. Think in terms of outcomes. Think not just about completion—but about excellence.

Let us make this year a defining one. A year where every project reflects our intent. Every process reflects our discipline. And every customer experience reflects our values.

I wish all teams a strong start to the financial year. Let us move forward with clarity, confidence, and a renewed sense of purpose.

Warm regards,



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

## Inaugural Ceremony of Asset Eminence



The ribbon-cutting ceremony for **Asset Eminence** was held on **March 30<sup>th</sup>**, marking a significant milestone for the project. The development was officially inaugurated by our esteemed landowners: **Mrs. Lilly Erampath Krishnan, Mrs. Smita Binod, and Mr. Binod EM.**



# Sobha & Skyline Take the Spotlight at the Asset Foyer Decor Contest

Asset Homes successfully concluded Season 4 of its “Fairy Lights – Foyer Decor Contest”, held as part of the Christmas and New Year celebrations. The initiative saw enthusiastic participation from apartment communities across Kerala, including projects developed by multiple builders, reflecting a strong spirit of togetherness and festive celebration.

Sobha City, Thrissur won the first prize, followed by Skyline Avenue Suites, Thrissur as the second prize winner. Hilite Metromax, Calicut secured the

third prize. In addition, ten apartment communities across the state received consolation prizes for their creative and spirited participation.

The winners were presented with cash prizes and certificates during the Beyond Square Feet Lecture, held on 22 March in Kottayam. Asset Homes congratulates all the winners and thanks every participating community for making the season brighter.

**1<sup>st</sup> PRIZE ₹ 1,00,000**



Sobha City, Thrissur

**2<sup>nd</sup> PRIZE ₹ 50,000**



Skyline Avenue Suites, Thrissur

## Consolation Award

1. TKM Asset Grandios Sanford, Kollam
2. Asset Alpine Oaks, Kochi
3. Asset Precious, Thrissur
4. Skyline Citypark, Kochi
5. Builtech Pavilion, Palakkad
6. Windbrook Place, Trivandrum
7. Kent Oak Ville, Kochi
8. Nanma Fenix Apartments, Kochi
9. Lotus Palakkattil Habitat, Kochi
10. Travancore Meridian, Trivandrum



Lotus Palakkattil Habitat, Kochi



Kent Oak Ville, Kochi



Nanma Fenix Apartments, Kochi



Asset Alpine Oaks, Kochi



Windbrook Place, Trivandrum

# The Beyond Square Feet Tri Annual Lecture Series World Water Day 2026 “Jaladarpanam”

We conducted the 33<sup>rd</sup> edition of Beyond Square Feet at Asset Mont Paradiso, Kottayam. The event was filled with insightful conversations around sustainability & Development. Our exciting session led by speaker Sreekumar Mukhathala. His valuable perspectives on the theme of water and its deeper connection with our lives and future makes us to connect with our planet.

Expressing our heartfelt thanks to everyone who joined with us and contributed to make this session wonderful. Your presence and participation truly value to the discussion.

Asset, Always responsibly with you



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



The Q-Lab & First Aid Room at the Avon Project were inaugurated today by Mr. Glisson (Chief Engineer of QEST), and Mr. Lojo , GM - Sales

We are absolutely thrilled to announce that our unwavering commitment to safety has been recognized! Asset Homes received prestigious safety awards from the National Safety Council (KC)



Asset Homes earned multiple National Safety Council honours, including the **Shreshta Suraksha Award** for New Civil Construction Projects for **Asset The Leaf**, the **Shreshta Suraksha Award** for Residential Apartments for **Asset Moon Grace**, and the **Suraksha Award** for Residential Apartments for **Asset Platina**



## National Safety week celebration

Asset Homes launched its Safety Campaign during the 55<sup>th</sup> National Safety Week, reaffirming its commitment to accident-free workplaces. The “One Team, One Mission – Zero Harm” initiative was inaugurated by Managing Director V. Sunil Kumar, with the logo unveiled by Mr. Pramod Pushkaran.

The campaign is being implemented across 33+ project sites with safety awareness and training programs. As part of the program, awards were distributed to last year’s best performers as well as to the winners of the Safety Week competitions conducted over the past week.



Releasing of HSE Campaign  
One Team, One Mission, Zero Harm

Release of HSE Policy  
in multi- language

### Recognizing The Winners of National Safety Week Celebration 2026



Best Safety Short story  
(Malayalam) –  
**Ms. Leeja Vijayan**  
(Dy. Manager- Planning)

Best Safety Short story  
(English) –  
**Mrs. Anila T A** (Asset  
JGT Anandamalika)

Best Safety Short story  
(Hindi) –  
**Mr. Athul P**  
(Asset B Right)

Best Safety slogan –  
**Ms. Sujithra Mol**  
(Asset Sreyas)

Best Safety Poster –  
**Mr. Rajesh** (Asset  
DTE ,Ernakulam)

Best Safety Poem  
(Malayalam) –  
**Ms. Sujithra Mol**  
(Asset Sreyas)

Best Safety Poem  
(English) – **Ms.Sara C**  
(Asset Sreyas)



Best Safety Initiative  
Photography – Asset  
Samskriti

Best Safety Leadership  
Initiative of the year -  
**Mr. Sujith P** (Sr. HSE  
Officer South Zone)

Best Safety Leadership  
Initiative of the last quarter  
of the year 2024 -  
**Mr. Akhil S R** (HSE  
Supervisor-Asset The Leaf)

Best Safety Leadership  
Initiative of the First  
quarter of the year 2025 -  
**Mr. Sujith S** (HSE  
Supervisor - Asset Sreyas)

Leadership Award for  
Mission Zero-  
**Mr. Pradeesh Pradeep**  
(Site In Charge - Asset  
Serenity)

Safety award for  
Contractors  
Category 1 -  
**M/s A&E Projects**

Safety award for  
Contractors  
Category 2 -  
**M/s SASCO**

#### Special Appreciation for active Participation



**Athen Augustine** S/O  
Sunu Roshan  
(Purchase Dep)

**Sradha S Sarath** D/o  
Sarath GS Construction  
Project Manager - Asset  
The Leaf)

**Andrew Salin** A&A  
Construction (Asset  
Laurels)

**Jacob P A**  
(Asset Sreyas)

Sreshta Suraksha  
Puraskar - Asset  
Canzara

Sreshta Suraksha  
Puraskar - Asset  
Dominion

Students from St. Xavier's Catholic College of Engineering, Nagercoil visited our projects as part of their industrial training.



Safety Tool Box Talk

Asset JGT Ananda Malika

Asset Avon



Asset Butterflies

Asset Malhar

Asset Samskriti

Asset Serenity



Monthly Safety Meetings



Asset JGT Ananda Malika

Asset Butterflies

Asset Samskriti

Asset Sreyas



Q - Lab

Q lab  
Quality on wheels.  
Moving Civil Engineering Laboratories



## Key Handing Over



Mrs. Annama Sebastian,  
Asset PKS Heritage



Mr. Balachandran JV &  
Owner of 6D,  
Asset MoonGrace



Mr. Amaljith & Mrs. Saranya,  
Asset East Brook



Parents of Mr. Krishnaprasad,  
Asset Alpine Maple



Mrs. Omana V.R Wife of  
Mr. Dinesh Kumar Mancheri,  
Asset Chamber



Mr. Midhun & Family,  
Asset PKS Heritage



Mr. Rabindranath &  
Mrs. Reethi,  
Asset MoonGrace



Mr. Vijith Raj & Family,  
Asset PKS Heritage



Ms. Henna Raj,  
Asset Radiance



Mr. Dileep Mypalli &  
Mrs. Soumya Jayaraj A,  
Asset Chamber



Mr. Suhas A.S & Family,  
Asset Jubilation



Mr. Aravind,  
Asset Alpine Maple



Mr. Shelton Ablett  
& family,  
Asset Radiance



Mr. Ganesh Ramachandran,  
Asset Radiance



Mr. Rajiv Thattarodiyil,  
Asset Alpine Maple



Mr. Ajit Gosavi &  
Mrs. Rani Sasikumar,  
Asset East Brook



Mr. Jacob C Mathew & family,  
Parents of Major Eldho Jacob,  
Asset Jubilation



Dr. Poornima Sunder  
& family,  
Asset Jubilation



Mr. Suresh Kumar Pillai,  
Asset Darshan



Parents of Mrs. Smitha Nair,  
Asset Platina



Mr. Aravind R,  
Asset Sovereign



Mrs. Nirmala George,  
Asset Sovereign

## Customer of The Month



Mr. Anil Kumar & Family,  
Asset Raintree



Mrs. Akhila Akshay & family,  
Asset East Brook



Mr. Aravindakshan & Family,  
Asset Fortuna



Mr. Sachin Jose & Family,  
Asset Celeste Villa

## Delight Surprise



Conveyed Wishes to  
**Pattabhiraman Sir**, on Kalyan  
Express Mart Inauguration at  
Koorkenchery, Thrissur

## Delight Drive



Mr. Deepu Abraham,  
Asset Chrisabelle

## Document Handover



Mr. Shelton Ablett,  
Asset Radiance

## Association handover



Asset Radiance Handed Over  
to Owners Association

## House Warming Ceremony



Mr. Satheesh Kumar,  
Asset Sovereign



Mr. Subhash K. Joseph,  
Asset Belford

## Special Excellence Award

### SUPER STRUCTURE



1<sup>st</sup> Place :  
**Asset Majestic**  
Thrissur



First Runner Up :  
**Asset Canzara**  
Trivandrum

### SUBSTRUCTURE



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



First Runner Up :  
**Asset TKM Malhar**  
Kollam

### Clean Workplace



**Asset Serenity - Kottayam**

### Congratulations



**ANUMAYA & ARUN**

### Sales Star of The Month



**Shine Victor**  
Trivandrum

### First Runner Up Sales



**Jijeesh N**  
Calicut

### Special Recognition Awards



**Sankar S**  
Projects - Trivandrum



**Eldhose Paul**  
Projects - Thrissur

### Engineer of The Month



**Abhilash K Nair**  
Thrissur

### Service Star of The Month



**Arathy K S**  
Customization - Kochi

# Birthday Celebrations



Jibinkumar V S



Krishnakanth T P



Jasmin Joy



Alex P John



Milan Pradhan



Vedanth V Nambodiri



Steny Jose



Ragesh R V



Vimal Varghese



Sarany Am D



Sudheesh C



Jibin C K



Prasoon K



Ahalya Pavithran



Sankar S



Simna E K

# New Joinees



**Lakshmanan A**  
Projects - Kochi



**Seeta Joseph**  
Finance - Kochi



**Vishnu T P**  
Projects - Kochi



**Dayana John**  
Cost & Contract - Calicut



**Jisha Vivek**  
Sales - Kochi



**Aju Philip**  
Sales - Kochi



**Sam Sunny**  
Qest - Thrissur



**Dayal Shaji**  
Qest - Kochi



**Anandhu Shaji**  
Projects - Kochi



**Mary Stephy**  
Projects - Kochi



**Asha Anil**  
Sales - Kollam



**Sukheesh Surendran**  
Projects - Thrissur

# Service Citation



**Sajeem S**  
(18 Years)



**Seema Lenin**  
(10 Years)



**Shine Victor**  
(14 Years)



**Seema Jayadevan**  
(15 Years)



**Asha Arunkumar**  
(9 Years)



**Shaji Jose E V**  
(17 Years)

## Wall of Fame



**Navas V A**  
Delight Assistant



**Alex T S**  
Manager - Finance



**Hayna Francis**  
Sr. Manager - Finance



**Sujith Ajayan**  
Legal Manager



**Salini P S**  
Sr. Executive - Delight



**Nijamudeen M**  
Asst. Manager - Accounts



**George John**  
Sr. Manager - Legal



**G Venu**  
Internal Auditor



**Sujesh M**  
GM - Finance & Accounts

## Birthdays



**Hayna Francis**  
(01-April)



**Subin Sabu**  
(01-April)



**Ananthakrishnan P. R**  
(01-April)



**Priesh Gopalakrishnan**  
(03-April)



**Arathy S R**  
(03-April)



**Sujithra Mol K A**  
(04-April)



**Sreekumar V M**  
(05-April)



**Rajesh V S**  
(05-April)



**Rejil C K**  
(12-April)



**Bindu N R**  
(12-April)



**Jijeesh N**  
(13-April)



**Sarimol S**  
(13-April)



**Ajith J S**  
(13-April)



**Jineesh P**  
(14-April)



**Prasad M. B**  
(15-April)



**Greeshma M S**  
(17-April)



**Akhil Sivaraman**  
(18-April)



**Elsa Thampy**  
(20-April)



**Johnson Jacob**  
(20-April)



**Rush Shajahan**  
(21-April)



**Subin V. S**  
(23-April)



**George Kutty**  
(23-April)



**Arun Bhaskaran**  
(26-April)



**Afiz Muhammed C S**  
(26-April)



**Rajesh R**  
(26-April)



**Heby Antony**  
(26-April)



**Sathesh Kumar S**  
(26-April)



**Roshni Radhakrishnan**  
(28-April)



**Chandini Arun**  
(29-April)



**Jomon P J**  
(30-April)

## Know Your Colleague

Everyone is unique in this world, and there is always something meaningful to learn about others. I strongly believe that it is communication that holds mankind and the fabric of society together—and this is a principle I uphold in my life.

A little about me: I was born and raised in the cultural capital of Kerala, Thrissur (Trichur). My father, whom I hold in the highest regard, hails from Thrissur, and my mother, who has been instrumental in shaping who I am, is from Alappuzha. I have always been proud to be both a Trichurian and a Malayalee.

A significant part of my formative and professional years was spent outside India, in the beautiful island nation of Bahrain, often referred to as the “Pearl of the Gulf.” It was there that I evolved both professionally and personally.

At a stage when I was contemplating the conclusion of a fulfilling professional journey spanning over 30 years, I received the wonderful opportunity to be a part of this organization. I am truly grateful to God for this. Beyond the organization’s impressive growth, I was particularly inspired by our respected Managing Director, who also happens to be my senior from college, and that connection played a key role in my decision to join.

On a personal note, I consider myself a simple, down-to-earth, and traditional individual who places great value on family and home. At the same time, I am deeply committed to continuous learning, especially in the realm of traditional Indian knowledge systems.

Academically, I am a graduate Civil Engineer, with postgraduate qualifications in Business Management (MBA – CUSAT), Project Management (PMP – PMI, USA), Psychology and Counselling (PGDAC – State Resource Centre, Kerala), and Transactional Analysis (PGDTA – Institute of Counselling & TA). Over the past decade, I have also explored areas of personal interest such as Vedic Astrology, Vastu Shastra, Yoga Tantra (PMV – Panch Maha Vidya), Energy Healing, Pranic Hypnotherapy, and Regression



Therapy. I have also been fortunate enough to be honoured by the ‘Bharatiya Koushal Vikas Parishad’ with (Honoris Causa)

My career began with M/s. Carbon & Chemicals India Ltd as a Civil Engineer, after which I moved to Abudhabi and then to the Kingdom of Bahrain. There, I worked with a contracting firm and later with a Grade AA Engineering Consultancy, dedicating five years to each. Subsequently, I joined the Ministry of Housing & Urban Affairs in Bahrain, where I served for 15 years. One of the most fulfilling experiences of my career was being part of the Technical Committee to the Minister of Housing, a role I truly cherished.

On the personal front, my family includes my parents (retired government officers), my wife (a postgraduate in management, currently serving as GM Admin at Hindustan Pharmaceuticals), my daughter (pursuing MDS in Bangalore), my son-in-law (a Civil Engineer with the TVS Group), and my grandchild.

I believe in karma and embrace life as it unfolds. I continue to walk my path with dedication and perseverance, striving toward my goals while appreciating the journey and remaining grateful to God Almighty.

Aswinkumar Ramadas

**Sr General Manager – Projects**

Head – Dubai Projects



Responsibly Yours

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