

ASSET Beyond squarefeet

JULY 2026

A monthly newsletter from Asset Homes



34th BSF lecture by
Mr. Rammohan Paliyath



160th
ISSUE



MANAGING DIRECTOR SPEAKS

Dear Friends,

As we conclude another productive month and reflect on the achievements of the first quarter of this financial year, I would like to express my heartfelt appreciation to every member of the Asset Homes family. Your commitment, resilience, and dedication continue to strengthen our reputation as one of the most trusted real estate developers.

I extend my warm congratulations to all our outstanding performers of the previous month and the first quarter. Your achievements are not merely numbers on a performance chart; they reflect the passion, professionalism, and perseverance that define our organisation.

At the same time, as Asset Homes grows in scale, complexity, and reputation, our legal responsibilities are increasing even faster. Every project we execute, every promise we make, every document we sign, every specification we publish, and every communication we issue carries potential legal consequences. One oversight can result in litigation, regulatory action, financial loss, compensation claims, and damage to the trust we have built over the years.

The first and most visible legal exposure arises from project delivery. Customers invest in our projects based on our commitments. Delays in possession, compromises in construction quality, deviations from approved specifications, incomplete amenities, or gaps in finishing can quickly escalate into customer dissatisfaction, consumer complaints, RERA proceedings, compensation claims, and litigation.

While external factors such as approvals, weather, labour shortages, or supply-chain disruptions may affect

execution, customers and regulators evaluate us based on our commitments—not our explanations. Therefore, project timelines, construction quality, engineering standards, finishing, and handover readiness must be monitored with absolute seriousness.

Timely delivery and uncompromised quality are not the responsibility of a single department. They are collective organisational responsibilities. Meticulous planning, proactive monitoring, timely review meetings, early identification of bottlenecks, and seamless coordination across departments are essential to prevent situations that may later become legal disputes.

The second area of legal vulnerability is critical infrastructure and essential services. Water Treatment Plants, Sewage Treatment Plants, electrical backup, fire protection systems, lifts, security arrangements, and other essential services are not merely engineering deliverables. They are statutory obligations and fundamental customer expectations.

Any deficiency in design, installation, commissioning, certification, maintenance, or communication can expose the organisation to safety incidents, statutory penalties, customer claims, regulatory action, and serious reputational damage. These systems must be executed to approved standards, thoroughly tested, properly certified, documented, and maintained until successful handover.

Every promised specification must be technically achievable, legally compliant, documented, and delivered. Our engineering, MEP, quality, procurement, facility management, customer delight, and project teams must work together to ensure complete compliance. A beautiful building cannot protect us if the essential systems behind it fail.

The third area of legal exposure is communication. In today's digital environment, every brochure, website update, social media post, advertisement, email, sales presentation, customer interaction, WhatsApp message, and verbal assurance can become legal evidence.

Overstatements, ambiguous language, inaccurate specifications, unapproved timelines, exaggerated amenities, or informal commitments can become the basis for future disputes. Any claim that cannot be substantiated may lead to consumer complaints, regulatory scrutiny, compensation demands, or legal proceedings.

Therefore, all communication by sales, marketing, customer delight, channel partners, consultants, and external agencies must accurately reflect approved specifications, regulatory approvals, timelines, pricing, amenities, and contractual commitments. Accuracy must always come before enthusiasm. No promise should be made unless it is approved, documented, and deliverable.

The fourth and most fundamental area is title verification, statutory compliance, regulatory adherence, and property transfer. Every project must stand on an unquestionable legal foundation. Any weakness in title verification, land records, encumbrances, approvals, permits, zoning regulations, environmental clearances, statutory permissions, RERA compliance, registration, documentation, sale deeds, possession, or ownership transfer can expose the organisation to prolonged litigation, regulatory penalties, financial liabilities, and irreversible reputational loss.

Legal discipline is not the responsibility of the legal department alone. It is the responsibility of every function involved in land acquisition, liaison, finance, documentation, project execution, customer delight, and handover. Even a minor oversight can create major consequences later. Prevention through diligence will always be more effective and economical than correction through litigation.

The purpose of this message is not to create fear, but to create awareness. Most legal disputes do not arise from deliberate wrongdoing. They arise from small oversights, assumptions, poor documentation, unclear communication, inadequate review, or lack of coordination between departments.

I therefore urge every department to review its processes through one simple question: Could this decision, delay, document, promise, or communication expose Asset Homes to legal, financial, operational, or reputational risk?

If the answer is yes, pause. Consult. Document. Clarify. Escalate wherever required. Proceed only after complete confidence.

Cross-functional collaboration is critical in preventing legal exposure. Engineering must work closely with procurement. Sales must remain aligned with project execution. Marketing must coordinate with legal and technical teams. Customer delight must stay connected with project teams. Finance, HR, administration, quality assurance, documentation, and every support function must operate with shared responsibility.

Many risks can be avoided when departments communicate early, document clearly, and act with discipline.

As we enter the coming month, let us strengthen our culture of accountability, compliance, documentation, and responsible decision-making. Excellence is not only about achieving targets. It is also about protecting the organisation from avoidable risks.

I once again congratulate all our monthly and quarterly achievers. Your accomplishments inspire the entire organisation. I also sincerely appreciate every team member whose efforts may not always receive public recognition but remain vital to our success.

Every drawing we approve, every promise we make, every quality check we perform, every document we verify, every customer interaction we handle, and every commitment we honour can either strengthen or weaken the institution we are building.

Our greatest strength is not merely building quality homes. It is protecting the trust that thousands of families have placed in Asset Homes.

Let us therefore remain vigilant, disciplined, accurate, transparent, and uncompromising in everything we do.

Together, let us continue building not just better homes, but a legally stronger, more responsible, and more trusted Asset Homes.

I wish each one of you and your families good health, happiness, and continued success.

Warm regards,

Sunil Kumar V

Founder & Managing Director

Asset Homes

BEYOND SQUARE FEET



Asset Homes successfully hosted the 34th edition of its flagship **Beyond Square Feet (BSF)** lecture series at Ramavarma Club, Kollam.

The event commenced with a warm welcome by **Mr. V. Sunil Kumar**, Founder & Managing Director of Asset Homes, followed by an inspiring keynote address by **Mr. Rammohan Paliyath**, Author, Editor, Communication Professional, and CEO of Prasiddhi Communications.

The session focused on the importance of climate-conscious development, preserving Kerala's unique ecological landscape, and promoting sustainable living practices. Mr. V. Sunil Kumar also shared Asset Homes' ongoing sustainability initiatives and the vision behind **Asset Around The Tree**, the company's landmark 125th project in Tripunithura.

The evening concluded with an engaging interactive session, where attendees actively participated in discussions on environmentally responsible development and sustainable communities. As a token of appreciation, **Mr. Sreekumar**, Director of Sree Associates & Supreme Towers, presented a memento to Mr. Rammohan Paliyath in recognition of his insightful address.

Through Beyond Square Feet, Asset Homes continues to create a platform for meaningful conversations that inspire informed perspectives and encourage responsible choices. The enthusiastic participation of attendees reflected the growing importance homebuyers place on sustainability and environmentally conscious living.



PREMIER PARTNER CLUB 2.0 2026-2027

Premier Partner Club Meets were successfully conducted in Kannur, Calicut, and Trivandrum. The event showcased key business achievements, strategic growth plans, insightful leadership sessions, and the prestigious wall of excellence and recognition awards, honouring partners who have made an outstanding contribution over the past year.

Premier Partner Club Meets in Kannur and Calicut



Premier Partner Club Meets in Trivandrum



SIB BMs Meet



SIB BMs Meet @ Asset Granary Exp Centre, Palakkad



SIB BMs Meet @ Kannur

QEST department 2nd Quarterly meeting and internal training program-2026



Saturday Training Session

Topic: **Geotechnical Investigation**

Date : 13 June 2026

The Saturday Training session on **Geotechnical Investigation** was conducted by **Dr. Vibhoosha M. P., Design Team Head, Matter Material Testing & Research Laboratory Pvt. Ltd.** The session provided valuable insights into soil investigation techniques, site assessment, and the importance of geotechnical studies in ensuring safe and sustainable construction practices.



Topic: **Introduction to Vasthu**

Date : 20 June 2026

The Saturday Training session on **Introduction to Vasthu** was conducted by **Mr. Aswin Ramadas, Sr.GM – Projects.** The session offered an overview of the fundamental principles of Vasthu, its significance in building design, and its practical application in creating balanced and harmonious living spaces.

Topic: **Electrical Safety Systems and Devices**

Date : 27 June 2026

The Saturday Training session was conducted on **Electrical Safety Systems and Devices**, led by **Ms. Anumaya, GM – MEP.** The session provided participants with valuable insights into essential electrical safety practices, protective systems, and the proper use of safety devices to ensure a safe working environment.



SITE EXPO



Asset Canzara site expo conducted
on 26th to 28th June



Around The Tree site expo conducted
on 20th to 21st June



Young @ Heart site expo conducted
on 27th to 30th June



The site expo was successfully conducted from
19th to 21st June at **Asset Majestic**, Thrissur

World environment day Celebration 2026



Environment Day celebration at Asset Centrale



Sri Manoj Conservator of Forests inaugurating planting of saplings around Asset Platina, Thrissur on World Environment Day



Asset Silver Streak - Kochi



Asset Alpine Maple - Kochi



Asset Eminence - Kochi



Asset Jubilance - Kochi



Asset Palette - Kochi



Asset Luminance - Kochi



Asset Radiance - Kochi



Asset Sreyas - Kochi



Asset Oceangrove - Kochi



Asset Cyber Heights - Kochi



Asset Serene Young @ Heart - Kochi



Asset Luminaire - Kochi



Asset Iris - Kochi



Asset The Avon, Bridgetown - Kochi



Asset Sreesidh - Kochi



Asset Solitaire - Kochi



Asset Periyarscape - Kochi



Asset Residency - Kochi



Asset Silver Swan - Kochi



Asset UrbanCrest - Kochi



Asset Kinship - Kochi



Asset Insignia - Kochi



Asset Canvas - Kochi



Asset Greenford - Kochi



Asset Silicon Heights - Kochi



Asset MoonGrace - Kochi



Asset Refresh - Kochi



Asset Kottaram - Kochi



Asset City Bay - Kochi



Asset E-scape - Kochi



Asset Rangoli - Kochi



Asset Summit Suites - Kochi



Asset Life Space - Kochi



Asset Chandelier - Kochi



Asset Grand Entry - Kochi



Asset Samskriti - Kochi



Asset Castle - Kochi



Asset Bellevue - Kochi



Asset Northstar - Kochi



Asset Casa Grande - Kochi



Asset East Thottekatt - Kochi



Asset Alpine Oaks - Kochi



Asset Thejomaya - Kochi



Asset Enlive - Kochi



Asset First Circle - Kochi



Asset Kasavu - Kochi



Asset Sovereign - Trivandrum



Asset The Leaf - Trivandrum



Asset Orchestra I & II - Trivandrum



Asset Sunny Days - Trivandrum



Asset Vismayam - Trivandrum



Asset Pragathi - Trivandrum



Asset Hillcrest Thames - Trivandrum



Asset Canzara - Trivandrum



Asset Hillcrest Volga - Trivandrum



Asset Legacy - Trivandrum



Asset Palace Winds - Trivandrum



Asset Signature Phase 1 & 2 - Trivandrum



Asset Lineage - Trivandrum



TKM Asset Grandios Sterling - Kollam



Asset TKM Malhar - Kollam



Asset Belford - Kottayam



Asset Serenity - Kottayam



Asset Picasso Palette - Kottayam



Asset Celeste Apts - Kottayam



Asset Winchester - Kottayam



Asset Sapphire - Kottayam



Asset Celeste Villa - Kottayam



Asset Chrisabelle - Kottayam



Asset Galleria - Thrissur



Asset Chiraag - Thrissur



Asset Midtown - Thrissur



Asset Platina - Thrissur



Asset Winside - Thrissur



Asset Gitanjali - Thrissur



Asset Majestic - Thrissur



Asset Fortuna - Thrissur



Asset Anchorage - Thrissur



Asset Pavithram - Thrissur



Asset B Right - Thrissur



Asset Precious - Thrissur



Asset Darshan - Guruvayur



Asset Gulmohar - Calicut



Asset Hills Edge - Calicut



Asset Elan Casa - Calicut



Asset Zenith - Calicut



Asset PKS Heritance - Calicut



Asset Ensign - Calicut



Asset Magnum - Kannur



Asset Banyan Court - Kannur



Asset Raintree - Kannur



Asset HK Hallmark - Kannur



Asset Senate - Kannur



Asset Grand Stand - Kannur



Asset Chamber - Kannur



Asset Granary - Palakkad



Asset Nilaavu - Alappuzha



Asset Gateway - Pathanamthitta

House Warming Ceremony



Mr. Manoj Kumar Puthalath,
Asset Chamber



Mr. Shijin Pulappadi & Mrs. Amrutha Krishna P. M,
Asset Chamber



Mr. Haridas & Mrs. Rajitha,
Asset PKS Heritance



Mr. Abey Alexander,
Asset Belford

Key Handing Over



Mr. Madhu Kumar Pillai,
Asset East Brook



Mrs. Jesmy Joseph M & Mr. Bobby P. Skaria,
Asset Jubilance



Mrs. Risana, Wife of Mr. Niyas Thennadan,
Asset PKS Heritage



Mr. Sunil Shankar & Mrs. Parvathy,
Asset MoonGrace



Mr. Haridas & Mrs. Baby Rajitha,
Asset PKS Heritage



Mr. Vinu Jayakumar & family,
Asset Jubilance



Mr. Jacob Thomas,
Asset East Brook



Mr. Arun Raj,
Asset PKS Heritage



Mr. Ajith C. S.,
Asset Eminence



Mr. Raveendran,
Asset Platina



Mrs. Akhila Narayanan,
(Sis. of Mr. Anoop Narayanan), Asset Belford



Mr & Mrs. Mathen Varghese
(Parents of Mr. Deepu & Mrs. Priyanka),
Asset Eminence



Ms. Omana K. Joseph,
Asset Alpine Maple



Mr. K. Arun Kumar,
Asset Ensign



Mr. Nishant,
Asset PKS Heritage



Mr. Mithun Bharathan & family
Asset Alpine Maple



Mr. Lohit Krishnan Namboodiri & Family,
Asset Platina



Mr. Fenil Austin Thomas &
Mrs. Anjali Rose Jose, Asset Chamber



Mrs. Aswathy N. A & family,
Asset Alpine Maple



Mr. Salil Sankar,
Asset PKS Heritage



Mr. Jaise Sebastian,
Asset Alpine Maple



Mr. Hiran George Thomas,
Asset Alpine Maple



Mrs. Julie Antony,
Asset Galleria



Mr. Abey Alexander,
Asset Belford

Safety Tool Box Talk



Quality Tool Box Talk



Q - Lab



Customer of The Month



Mr. Sandeep S. Nair & Dr. Anusree,
Asset Ensign



Mr. Mithun Bharathan & family,
Asset Alpine Maple



Mrs. Mini Krishnan,
Asset Fortuna



Ms. Sujatha Prakash,
Asset Raintree

Service Citation



Mr. Sunish B S
(19 Years)



Mr. Sumitha C V
(13 Years)



Mr. Rajesh V S
(13 Years)



Mr. Abhiram M S
(7 Years)



Ms. Asha B Balakrishnan
(7 Years)

New Joinees



Sandra S S
Project - Trivandrum



Sajith Kottathazha
Project - Kannur



V Ronald Herlin Mon
Project - Ernakulam



Jhncy John
Project - Kollam



Silla K Thankam Eapen
Sales - Thrissur



Manu Goutham M K
Project - Trivandrum



Afzal M H
Hr & admin - Trivandrum



Sambhu A
Project - Kollam



Pradhoshkumar T P
Project - Kottayam



Tom Jose Rozario
Project - Ernakulam



Arun R
Project - Trivandrum

Documents Handed Over



Mr. Madhu Kumar Pillai,
Asset East Brook



Mr. Jacob Thomas,
Asset East Brook



Mr. George Joseph,
Asset MoonGrace

Delight Drive



Mr. M. G. Sreekumar, Asset Orchestra

Delight Surprise



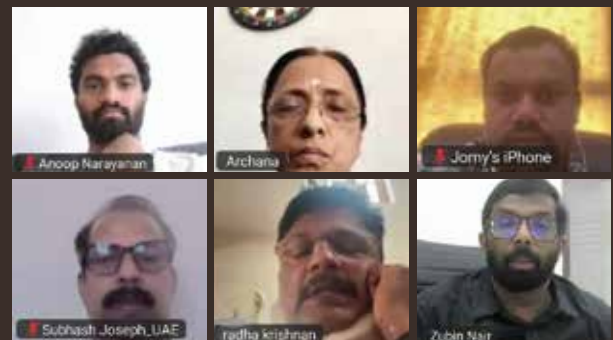
Birthday Wishes to Mr. Vinod Mahadevan Srinivasan,
Asset Galleria JV partner

Association Handing Over



Association Handing Over - Asset Sovereign

Customer Meeting



The first Owner's Meeting for the formation of the
Asset Belford Owner's Association

Special Excellence Award

SUPER STRUCTURE



1st Place :
Asset Sreyas
Ernakulam



First Runner Up :
Asset Majestic
Thrissur

SUBSTRUCTURE



1st Place :
Asset Serenity
Kottayam



First Runner Up :
Asset Banyan Court
Kannur

Special Recognition Award



Mr. Midhun C V (Sr. Site Engineer)

Engineer of The Month



Mr. Pradeesh Pradeep (RM-Kottayam)

Clean Work Place



Asset Granary
Palakkad

Sales Star



Mr. Jomon P J (Asst. Sales Manager)

First Runner Up Sales



Mr. Max George (Manager Sales)

Service Star of The Month



Mr. Ridhu Krishnan (Marketing Executive)

Special Appreciation Award



Mr. Roshan A R
Site Engineer, Nilavu



Mr. Brin Stephen
Gonsalviz - RM, Kollam



Mr. Lijin K
RM, Kannur

Wall of Fame



Ms. Sangeetha K G (Senior Designer)

HAPPY BIRTHDAY



Birthdays

AISWARYA M	01-Jul	ADWAITH H NAIR	10-Jul	SARUNDAS C	19-Jul
ANIRUDHAN T A	02-Jul	ALBIN MATHEW	12-Jul	AFZAL M H	23-Jul
VISHNU GANGA G NAIR	02-Jul	HARIKRISHNA R	12-Jul	MAX GEORGE	23-Jul
ALWIN VINU	07-Jul	VYSHNAV .K	18-Jul	SONY PAULSON C	26-Jul
AKSHANTH K	08-Jul	GEORGE JOHN	19-Jul	ROSE MARY T V	28-Jul
RAKESH KRISHNAN	09-Jul	MANU G	19-Jul		

Scholarship Distribution to 10th and Plus Two Students



Vismaya Sagar (SSLC)
D/o Vidhyasagar



Aravind C (SSLC)
S/o Santhosh T



Vyshnav S (SSLC)
S/o Sangeetha



Sangamithra (SSLC)
D/o Sajith P N



Niva Roshan (SSLC)
D/o Roshan Lal



Nandana Rajesh (SSLC)
D/o Rajesh V S & Asha



Naveen Rajesh (SSLC)
S/o Rajesh & Asha



S J Devika (SSLC)
D/o Babitha



Ayush Abhilash (SSLC)
S/o Abhilash S



Angelina (Plus 2)
D/o Sunuroshan



Theertha Arun (Plus 2)
D/o Sumitha C V



Fathima Nasrin V N (Plus 2)
D/o Navaz



Viswanath (Plus 2)
S/o Mahesh



Neeraj R (Plus 2)
S/o Lekha G Nair



Deon Jacob (Plus 2)
S/o Johnson Jacob



Anjana Shenoy (Plus 2)
D/o Hari Vasydeva Shenoy



Aishal Aneesh (Plus 2)
D/o Aneesh Kurian



Adwaith K J (Plus 2)
S/o Jayachandran

School Kit Distribution for First School Going Kids



EVAN A R
S/o Rejil CK
(Sales Manager - Kannur)



Juan John Alex
S/o Alex P John
(MEP Department - Kollam)



Anvika Roshan
D/o Roshan Lal
(Sr. GM- Projects)



Minsara Mariam
D/o Mary Stephy
(The Grand Entry - Store keeper)



Kruthika P
D/o Jineesh P
(Asset Pks Heritage)



Vaishvik Ram AV
S/o Abhiram MS
(Project Dep - Sovereign)



Nithvika P G
D/o Prem Shajin L
(Project Dep - Vismayam)



Adhav Vineeth
S/o Vineeth M
(QEST - Calicut)



Rithika. S
D/o Rajesh
(Driver)



Know Your Colleague

Every journey has its own story, and mine is one shaped by resilience, passion, and the courage to embrace every challenge with confidence.

I come from a close-knit family consisting of my parents, my brother, and my greatest source of strength—my daughter. As a proud single parent, balancing motherhood and a demanding career has been one of the most challenging yet rewarding experiences of my life. Every obstacle has made me stronger and inspired me to build a meaningful future for my family.

Professionally, I have been part of the interior design industry for over five years. I began my career at Hilite Interiors, where I gained valuable experience in interior estimation, project execution, and site coordination. Those years built a strong foundation for my professional journey and strengthened my passion for creating beautiful and functional spaces.

Joining Asset marked a significant turning point in my career. It introduced me to challenges that were completely new to me. While I was confident in my technical knowledge, customer relationship management was an area where I initially had limited experience. At first, I questioned my ability to interact confidently with clients and build meaningful relationships.

However, rather than allowing those doubts to limit me, I chose to embrace the challenge. With the incredible support and encouragement from everyone at Asset, along with dedication, continuous learning, and determination, I transformed what was once my greatest



weakness into one of my strongest skills. Today, I take pride in understanding clients' needs, building long-lasting relationships, and delivering solutions that consistently exceed expectations.

Beyond my professional life, I strongly believe that creativity has no boundaries. Dancing is one of my greatest passions, allowing me to express emotions that words cannot capture. I also enjoy writing lyrics, transforming thoughts and life experiences into meaningful expressions through words. Fashion designing and embroidery are areas that inspire me, and I enjoy creating my own outfits as a way to express creativity and confidence. I also enjoy photoshoots and being in front of the camera, as they allow me to capture moments and express my personality. For me, these interests bring balance, inspiration, and joy to my life.

My journey is still unfolding, and I look forward to reaching new milestones while continuing to grow, inspire, and create a meaningful impact in both my personal and professional life.

Sruthi Mohan P V
Interior Coordinator



Responsibly Yours

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