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The responsible builder

Thiruvananthapuram | Kollam | Kottayam | Kochi | Thrissur | Kozhikode | Kannur

CREDAI



www.FestiveHome.com/AssetHomesOffice



THE HIGHWAY TO FUTURE



# THE LIFESTYLE OF FUTURE TAKES OFF

Living destinations are many, but there are only limited projects that carry the distinctive promise for future. The ideal projects of this kind can be identified with the right location, the right design and architecture that transcends time. In fact they combine many facets of life by integrating comforts, conveniences, avenues for leisure, great neighbourhood, future ready ambiances and value appreciation of the investment. The "Asset Grandstand" is a typical project of this kind that assembles many of your aspirations connected with a living environ of your dreams. If you haven't seen your future yet? We have. Place yourself in the highway to future. Start living the future today.





# HIGHWAY TO FUTURE

Asset Homes, Kerala's most awarded builder presents Asset Grandstand at Puthiyatheru, Kannur. The project is strategically located to afford many benefits in its vicinity including the direct access to the proposed new Highway and the closeness to the proposed International Airport. The mixed development has space dedicated for commercial as well as residential purposes. This blended development aims at making optimum use of the location on the periphery of the Highway. It offers opportunity for investors and life enthusiasts with its unique promise of ever escalating future potential. Asset Grandstand is a rare invitation to a future that's fabulous.







# BLENDING THE CONTEMPORARY WITH THE FUTURE

Asset Grandstand is a perfect blend of contemporary commercial and residential spaces. It heralds the future of living in urban locations that are adaptable to the changing requirements of time. The futuristic construction and design transforms it into a completely timeless milestone of comfortable living. Above all the pristine location lends it a scenic charm and a healthy habitat to dwell in perfect peace. You are invited to own the well orchestrated lifestyle for future.



# A WELL ORCHESTRATED LIFESTYLE

Asset Grandstand luxury apartments at Puthiyatheru, Kannur combines residential and commercial spaces in 2 level basement and ground plus 10 floors elevation. The project has a total of 51 apartments with 2 & 3 BHK options. The contemporary elevation and design provides a lasting appeal to the project that will be one of the rarest landmarks of Kannur in future. Watch out for Asset Grandstand, the only one that blends comforts, conveniences, luxuries and enormous future potential.

58<sup>th</sup>  
Project







# A FUTURE HAVEN OF LEISURE

Asset Grandstand complements your life with carefully created avenues for leisure. The standard swimming pool, party area, landscaped garden, elegant lobby, multi-gym and indoor games places life on a highway to happiness. Derive real pleasures of peaceful living only at Asset Grandstand, your destination to unwind, to rejuvenate and lead life with enhanced vigour.



# WHERE MANY CONVENIENCES CONVERGE

Asset Grandstand, luxury apartments at Puthiyatheru, Kannur are located on the periphery of the Highway and are just about 20 kms drive from the proposed Kannur International Airport site. The presence of thriving markets, access to other neighbouring towns, proximity to hospitals, schools and places of worship are key features of this futuristic location.





# FEATURES

## Community Features

- Roof top swimming pool.
- Club room for cards, caroms and chess.
- Health club.
- Intercom Facility.
- Centralised gas supply.
- Two passenger lifts.
- Sprinkler for car wash.
- 24 hrs. Security/Water/Power.
- Maintenance on call.
- 2 Basement levels & Ground level car parking.
- Access for disabled.

## Eco Features

- Ample green space.
- Rain water harvesting.
- Landscaped garden.
- Water-flow restrictors for judicious use of water.

## Digital Features

- Broadband internet connection.
- Digital cable TV connection through STB with option for EPG, PPV & VOD.
- Security cameras at entrance gate, lobby and select common areas.

## Technical Features

- Metal strip reinforcement on all joints to avoid cracks.
- Sharp edges avoided on all fabrications to provide safety, especially for children.
- Rubber fenders on parking area pillars to avoid damage to vehicles.

# SPECIFICATIONS

## Foundation

Necessary RCC foundations on required stratas.

## Structure

Reinforced cement concrete frame with solid cement blocks in fill walls.

Earth quake resistance for zone 3.

## Entrance

Lobby, staircase and common areas will be of granite or high quality vitrified tile flooring.

## Flooring

High quality vitrified tiles for the entire apartment, with vitrified skirting.

Entrance lobby, Staircase & Common areas will be of granite/Vitrified flooring.

## Wall Claddings

Designed ceramic / glazed wall tile-cladding in bathrooms up to false ceiling height.

## Kitchen

Granite kitchen counter, single bowl stainless steel sink with drain board.

Provision for exhaust fan.

## Toilet fittings

White sanitary ware including European water closet and wash basin.

Good quality chromium plated taps, mixer, and shower. Towel rods.

## Hardware

Best quality hardware.

## Doors

Decorative panelled entrance door in teak wood. Moulded flush doors for bedrooms and toilets.

## Windows

Fully glazed powder coated aluminium windows with M.S grills.

## Painting

Putty finished emulsion paint for internal walls and enamel paint for doors and window grills, external walls will be emulsion painted.

## Water Supply

KWA water supply in one point at kitchen subject to rules and regulations of KWA.

Ground water supply from open well/bore well.

## Electricity Supply

Concealed copper wiring. Adequate light points, fan points, 5 amps and 15 amps points, etc., with independent meters for each flat. Modular type switches.

Provision for cable TV in living room, Telephone conduit point in living room.

Generator backup up to 750 W per apartment.



# BRAND POOL

# Pioneering the 5 Point Waste Management System

Description	Brand	Description	Brand
<b>Washrooms/Powder Room</b>			
DWC	Cera Premiums/hardware	Windows	All windows shall be of high quality Aluminium with M.S. Grills
Wash Basin	Cera Premiums/hardware	Main Door Lock	Yale/Godrej or equivalent
Concealed Flush Tank	Cera/hardware	Hinges	ARS/Dorset or equivalent
Wall Plate	Cera/hardware	Magnetic Catcher	Spider or equivalent
Wall Mixer	Jaguar/cera	Door eye	Yale / Magnum or equivalent
Health Faucet (ABS Coating)	Jaguar/cera	Safety chain	Yale / Magnum or equivalent
Angle Valve 1/2"	Jaguar/cera	Internal Door Lock	Yale/Godrej or equivalent
Bottle Trap	Jaguar/cera	Toilet Door Baby Latch	Yale/Godrej or equivalent
<b>Flooring</b>		Tower Bolt	ARS/Dorset or equivalent
Bedroom Floor Tiles	Asian/Cera/Kajaria or equivalent, 60 x 60 vitrified tiles	<b>Kitchen</b>	
Living and Dining Floor	Asian/Cera/Kajaria, 80 x 80 vitrified tiles	Kitchen Floor	Asian/Cera or Kajaria
Balcony and Sit out	Rustic Tiles- Cera/Kajaria/Asian	Kitchen Sink	Frankenthal
Toilet Floor Tile	Asian/CERA/Kajaria or equivalent	Sink Cock	Cera or Jaguar
Toilet Wall Tile(glazed)	Asian /CERA/Kajaria or equivalent	Cockroach Trap	Chilly
<b>Paint</b>		Waste Coupling	Chilly
Internal Putty	Berger/Altek	<b>Lift</b>	
Emulsion	Asian/Berger		Johnson/Kone or Equivalent
Exterior Emulsion	Asian/Berger	<b>Electrical</b>	
Enamel	Asian/Berger	Distribution Board	Schneider / Legrand / Havells
<b>Door/Windows</b>		MCB	Legrand / Schneider / Havells
Main Door	Teak wood frames with Teak wood shutter Front door shutter will be a designer teak wood one with 35 mm thickness finished with melamine/ polyurethane coating.	Switches	Legrand / Schneider / Havells
Inside Door and Toilet Door	All inside door shutters shall be solid core flush/moulded skin doors	Generator	Kilcooker / Cummins
		Transformer	Unipower/tehrans or equivalent
		Cement	Acc. Coromandel, Dalmia, Zuari
		Steel	Vizag/ Sail

Asset Homes as a responsible builder has always strived to promote and adopt the best practices in the industry for providing a clean, safe and healthy environment. As part of this great initiative, we are now introducing a unique 5 point waste management system for efficient management of organic and non-organic waste at our projects. This waste management initiative is founded on the principles of Reduce, Recycle and Reuse.

There are broadly 5 types of wastes that can be identified in any location. They are degradable, non-degradable, waste to incinerate, e-waste and medical waste. For each kind of waste there is a colour-coded bin that is kept for its collection at the apartment premises. The Green Bin for degradable waste, the Blue Bin for non-degradable waste, Orange Bin is for e-waste, the Yellow Bin for wastes to be incinerated and the Red Bin for Medical Waste.



## The Degradable Waste Management

The degradable waste management is done through converting the degradable waste into manure with the aid of the special processing unit. The end product can be used for home gardens or for agriculture. It's a system approved and adopted by the CREDAI Clean City Movement.



## Wastes to be incinerated

Incineration involves combustion of organic substances contained in waste. High temperature waste treatment systems are installed at the top of all apartment buildings to convert waste into ash.



## The Non-biodegradable Wastes

The non-biodegradable wastes include rubber tyres, plastics, glass bottles, fiberglass, styrofoam and metals. These wastes are converted into pellets using a processing unit and then used for paving roads and for other commercial purposes with the help of the CREDAI Clean City Movement in Kochi.



## Medical Waste

It includes all wastes of medical or laboratory origin like packaging, bandages, infusion kits and so on. The medical waste due to its contaminated nature and propensity to cause injury is given exclusive provision for safe collection and stocking.



## The e-Waste

The e-wastes include discarded computers, office electronic equipment, mobile phones, television sets and refrigerators. There is a special provision made for collecting and stocking these kinds of wastes within the apartment premises.

The 5 point waste management system is introduced at our new projects with a view to creating more hygienic and sustainable living environs that facilitate convenient and comfortable living in the city.





## RESPONSIBLE SOLUTIONS FOR WATER MANAGEMENT

Water scarcity is a global phenomenon and a combined effort of all stakeholders is essential to evolve a strategy for ensuring a water balance. The National Building Code suggests that the daily consumption for person per day for residences should be limited to 135 litres. We believe this can be reduced and further optimized without reducing hygiene standards. This is possible in two ways.

- We will provide LEED compliant water efficient fittings with the possibility of reducing water consumption by 20 to 30 percent vis a vis conventional fittings. The savings in water consumption will directly reduce costs towards :
  - Water storage
  - Water generation / sourcing
  - Water treatment
  - Water transmission by pumps
  - Water heating
  - Sewage treatment translating to lower maintenance costs and reduced impact on environment.
- A commitment from you, our valued client, that you will actively encourage a philosophy of saving water by the simple method of shutting of the tap when not in use.

### Our strategy envisages further:

- A transparent policy on sourcing water for various uses - Water balancing
- Rain water harvesting including storage, treatment, reuse of rain water and recharging ground water table.
- Treatment of sewage to recover water for use in flushing and landscape irrigation.

WATER BALANCING				
Sl. No	Water Sources	Onsite Treatment Provision	Usage	Name of Water
1 2	<ul style="list-style-type: none"> <li>• Corporation / Municipality</li> <li>• Bore well</li> <li>• Well water augmented</li> <li>• Rain water from roof during monsoons and</li> <li>• Borewater during emergencies</li> </ul>	Yes, inside the apartment Yes	<ul style="list-style-type: none"> <li>• Drinking water (1 point in kitchen)</li> <li>• Washbasins</li> <li>• Kitchen sinks</li> <li>• Ablution faucets</li> <li>• Showers</li> <li>• Washing machines</li> <li>• Dish washers</li> <li>• Swimming pool make up</li> <li>• Water body make up</li> <li>• Flushing of water closets</li> <li>• Gardening</li> </ul>	Drinking Domestic
3	<ul style="list-style-type: none"> <li>• Treated effluent from STP</li> </ul>	Yes		Flushing Subject to technical feasibility

### Notes:

- Excess rain water will be disposed of either by ground water recharging, deep well injection or led to external storm water. The procedure adopted may be any one or a combination of the methods outlined above. The strategy for disposal will be as dictated by the underground water table levels and availability of external municipal storm water drains. A similar process will be adopted for disposing of excess treated effluent. Needless to mention adequate treatment facilities will be provided to ensure that the effluent will be treated to levels which will safeguard against contamination of the underground water table. Kerala Pollution Control Board norms will be complied with, in this regard.
- All water supplied for use will be treated suitably ensuring human health is not endangered. Where treated effluent is used as in the case of flushing and gardening suitable cautionary notices will be provided to protect against inadvertent misuse.
- Drinking water and Domestic water will be treated to ensure compliance with WHO standards.
- Flushing water standards will comply with that laid down by Kerala Pollution Control Board.



## THE INSURED ASSETS

Asset Homes has pioneered many innovative initiatives to provide better comfort, convenience, peace of mind and value to its customers. As a part of its philosophy of life-long customer service, Asset Homes, has joined hands with New India Assurance Company to offer insurance coverage for the Villas and apartments built by Asset Homes. According to this new 'Insured Asset Scheme', every apartment/villa, while being handed over shall have an insurance cover for 25 years, against damages caused by fire, earth quake, lightening, explosion, aircraft damage etc. The customer will be in receipt of the policy in his/ her name when the apartment key is handed over by Asset Homes. Now on-wards you shall not be just possessing an 'Asset' but an 'Insured Asset' from the responsible builder. Come, celebrate real Asset Value!



**ASSET**  
**hallmark**

3 BHK Super Luxury Seaside Apartments  
Payyambalam Beach, KANNUR

## A LANDMARK WITH A UNIQUE HALLMARK

The Asset Homes has made its indelible first foot print in Kannur with the exotic luxury apartment project, the Asset Hallmark, by the Payyambalam Beach. The project has set a new benchmark in luxury in the city and was well received by all.

Building Permit Number : E3/BA/293/08

**Nearing  
Completion**

Actual Photograph of Asset Hallmark





Asset Care offers a comprehensive range of services from interior designing to property management, maintenance to renting out of the apartments and so on. Asset Care takes care of every aspect of home management and maintenance, making sure that everything is done in a smooth, professional and hassle-free manner.



INTERIOR DESIGNING | PROPERTY MANAGEMENT | MAINTENANCE | RENTAL SERVICES

# INDIA'S FIRST BUILDER WITH 3 CRISIL 7 STAR RATED RESIDENTIAL PROJECTS.



2014  
Asset Kasavu, Kochi



2013  
Asset Eana Grande, Kochi



2010  
Asset Signature,  
Thiruvananthapuram



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