

It is only in our darkest hours that we may discover the true strength of the brilliant light within ourselves that can never, ever, be dimmed.

Doe Zantamata

Dear All,

As the entire world grapples with the spread of COVID-19, we remind ourselves that these are unprecedented times, and we are all in this together. We hope you and your loved ones are staying safe and healthy.

I hope each of you received and read my email, dated April 1, 2020. The intention of that communication was to convey our overall thoughts and feelings towards the ongoing scenario and also give you the direction in which our business could be headed in the first quarter of the new financial year. There may not be clarity at this stage but we will have to take relevant business calls along the way, during which I would really appreciate your cooperation and understanding.

Taking all this in our stride, the work-from-home policy is in place, which no doubt has become rather challenging for us all to function at our usual pace. However, I have seen a great amount of willingness, flexibility, creativity, initiative, and team spirit among all teams. To run any business successfully, a team of talented and dedicated individuals is required, and fortunately, we have one.

There is but a glimmer of hope even during these unpredictable times. Take this opportunity for what it is – a chance to reflect on oneself. Set goals to achieve during this period and commit wholeheartedly to doing them, be it professional or personal. There is no time like the present to accomplish what you set out to do.

In order to stay focused without losing sight of what is in front of us, here are a few pointers on how to strike that work-life balance from the safety of your home -

- Create a morning routine Follow a similar routine you used to when you had to get to work at a certain time.
- Keep a dedicated workspace Allot a certain area in your home to your work. This will help keep you more focused.
- Plan your workflow Before beginning work, plan out what you have on your plate for that day and what you can accomplish. Don't over burden yourself.
- Take breaks It is absolutely necessary for one to take breaks from work. This clears up your mind for when you resume.
- Socialise Don't stay cooped up in your corner for hours on end. Spend quality time with your family/ housemates
- Maintain regular work hours Stick to the work hours issued by the company. This way you will be able to complete tasks without overworking.

I would like to end this note by reminding everyone this period in our lives is temporary and we shall hopefully soon be able to resume from where we left off.

Thank you all for stepping up to the challenge at a time like this, and wish you and your family the best of health and luck.

Stay home, stay safe.

AKSHAY DEWANI -



38 & BANYAN IN PROGRESS

EXTERNAL FINISHING WORK

The plastering work is in progress.

The balcony railing work is in progress.

BLOCKWORK ACTIVITY

Up to the Eighth Floor - Construction has been completed. Ninth Floor - The work is in progress.

WATERPROOFING ACTIVITY

Up to the Third Floor - The balcony and toilet waterproofing work has been completed.

Fourth Floor - The work is in progress.

INTERNAL FINISHING WORK

Up to the Fifth Floor - The internal plastering work has been completed.

Sixth Floor - The plastering work is in progress.

TILING ACTIVITY

The toilet, balcony and main flooring work has started and is in progress.

EXTERNAL FINISHING WORK

The plastering work is in progress.

The balcony railing work is in progress.















HERE & NOW IN PROGRESS









TOWER - 1

The terrace slab work is pending, and the internal tiling work is in progress on the fourth floor. Furthermore, the window installation work has been started from the first floor onwards and, the service work is in progress as well.

TOWER - 2

The corridor and lift cladding work has been completed along with the UG sump wall casting work. Furthermore, the unit door installation work has started and, both basement firefighting pipe erection work is in progress. Additionally, the external painting work is in progress.





SOUL & SOIL IN PROGRESS

PHASE 1A

The structure work has been completed. Furthermore, the internal painting, tiling, plumbing and electrical work have been completed in Block C and are under progress in Block D.

PHASE 1

The road excavation work is in progress. Additionally, the external services are underway.

CLUBHOUSE PHASE 2

The blockwork and plastering work are in progress. Furthermore, the steel truss erection work is in progress.

South and East side compound wall substructure work is in progress.















EARTH & ESSENCE IN PROGRESS

BUILDING 3 (3 BHK - 17 ROW HOUSES)

- Unit 301 to 312 The Ground, first and second floor slab work has been completed. Additionally, the backyard compound wall work has been completed.
- Unit 303 to 312 The terrace slab work has been completed.
- Unit 312 The waterproofing, UPVC, tiling work, staircase railing work, and internal and external painting work have been completed.

BUILDING 6 (5 BHK - NINE ROW HOUSES)

- Unit 601 and 602 The putty work has been completed and the external painting work is in progress.
- Unit 601 to 603 The tiling work is in progress.
- Unit 601 to 604 The waterproofing work has been completed. Furthermore, the UPVC work is in progress.
- Unit 601 to 608 The internal plastering work has been completed.
- Unit 601 to 609 The backyard compound wall blockwork and plastering work have been completed.
- Unit 603 and 604 The putty work is in progress.

BUILDING 7A (4 BHK - THREE ROW HOUSES)

- Unit 703 to 705 The external plastering work has been completed along with the compound wall blockwork and plastering work. Furthermore, the waterproofing work has been completed. Additionally, the external primer work is in progress along with the putty work.
- Unit 703 to 704 The internal plastering work has been completed.

BUILDING 7B (4 BHK - SEVEN ROW HOUSES)

- Unit 706 The Ground Floor concrete work has been completed.
- Unit 707 to 712 The concrete work on the Ground, first and second floors have been completed.
- Unit 709 to 712 The compound wall blockwork and plastering work have been completed.
- Unit 710 The waterproofing work is in progress.
- Unit 711 The tiling work is in progress.
- Unit 711 and 712 The waterproofing work has been completed.
- Unit 712 The tiling, UPVC, internal painting, and external painting work is in progress.

CLUBHOUSE

- The staircase head room column concreting work is in progress.
- The terrace floor slab 4/5 pours have been completed.
- The blockwork is under progress.
- The ceiling plastering work is in progress.
- The grade slab concrete preparation work is in progress.
- The electrical box fixing work is in progress.











MARQ 2.0 IN PROGRESS

BUILDING - 2

The building structure is under progress on the eighth and sixth floors in Wings J and K.







LEAVES & LIVES IN PROGRESS

The work for Phase 1A, which comprises of 35-row houses (total 79 in Phase 1 and 2) is under progress. The substructure work is being carried out in buildings One, Three and Six. The substructure work for these buildings is scheduled to be completed in April 2020. Furthermore, the aluminum formwork material (only Ground Floor material) for the superstructure has been received for building Three.

BUILDING 3 OF PHASE 1A

The wall concreting up to the plinth level and soil filling work is under progress.

BUILDING 6 OF PHASE 1A

The foundation work has been completed. Additionally, the wall concreting work till the plinth level is under progress.

BUILDING 1 OF PHASE 1A

The excavation work has been completed. Furthermore, the PCC for footings is under progress.









63° EAST - TOWER C IN PROGRESS

During the last quarter i.e. from January - March'20 the following work have been under progress on different floors - UPVC window and ventilator fixing, external and internal painting, main and internal door installation, modular kitchen installation, upper stilt and basement car parking marking along with MEP services. The installation of DG and transformers, fencing work for the yard along with the pump room and STP electromechanical work have been completed. Furthermore, the commissioning of pumps and electric pole fixing are under progress. The external development work such as road work around Tower C has been completed and the paver laying work is in progress.

292 flats have been completed for the customers first inspection. Along with this, 104 flats have been cleared for registration.

- Main and internal door installation work has been completed.
- The modular kitchen installation work is under progress with 68% of it having been completed. Furthermore, the copper pipeline for gas connection has been completed.
- The grid false ceiling work has been completed.
- The tile grouting work has been completed.
- The toilet Corian top and CP sanitary fixtures fixing work have been completed.
- The common area painting and light fixtures fixing work are under progress.
- The OTS area painting work has been completed.
- The terrace painting work has been completed.
- The basement and stilt car park marking are nearing completion.
- DG and transformer yard fencing, along with fence painting work have been completed.
- Pump room work has been completed.
- The terrace solar work has been completed.
- The landscaping work between Tower C and D is under progress.
- The yoga deck tiling and grouting work have been completed.















63° EAST - TOWER D IN PROGRESS

During the period from January - March '20 the following activities have been/ are being carried out in Tower D - Terrace work for D1, D2 and D3 is nearing completion. Furthermore, the external surface preparation work for painting the South and West side elevation has been completed and is in progress on the North side.













63° EAST - TOWER B IN PROGRESS

During the period from January - March'20 the following activities have been/ are being carried out in Tower B - The foundation work for B1, B2 and B3 has been completed. Furthermore, the retaining wall work on the South side has commenced. Additionally, the column concrete work is in progress from the footings to stilt level, and the stilt level slab shuttering work is also in progress.







63° EAST - CLUBHOUSE IN PROGRESS

During the period from January - March'20 the following activities have been/are being carried out - The Ground Floor slab work was completed and the First Floor slab work is nearing completion.





BEGUR IN PROGRESS

SALES LOUNGE

- The sales lounge structure work has been completed.
- The blockwork, plastering, electrical and plumbing work have been completed.
- The painting and softscape work have been completed.
- The hardscape and micro-topping work have been completed.

Phase 1 (3 model units - Studio, 2 and 3 BHK)

- The roof work has been completed.
- The block work, plastering and tile work have been completed.
- The painting and interior work have been completed.

Phase 2 (Model unit - 3 BHK)

- The footing excavation and concrete work have been completed.
- The plinth beam and grade slab concrete work have been completed.
- The blockwork, plastering and external painting work have been completed.
- The HVAC and internal painting work are in progress.



















SHETTIGERE IN PROGRESS

SALES LOUNGE

- The skim coat work has been completed.
- The interior work has been completed.
- The sales lounge work has been completed in all respects.

CDP ROAD

- The curb fixing and pavers laying work have been completed.
 The GSB laying work has been completed.
- The road concrete work has been completed.
- The fencing work has been completed.
- The storm water drain work is in progress.









ASSETZ CORPORATE OFFICE IN PROGRESS

- The main structure work has been completed including the terrace steel structure work. Furthermore, the internal block, plastering and screed flooring work have been completed.
- The external glazing materials have reached site and are about to start the erection.
- The HVAC outdoor materials have been shifted to the terrace. Furthermore, the indoor unit erection work has been partially completed.
- The compound wall substructure work is in progress.









CORPORATESOCIAL RESPONSIBILITY

ENVIRONMENTAL



HEALTH & SAFETY = =

Construction can be a safe and secure job when employers and workers are aware of the risks and hazards that might come with it and how to mitigate them.

In the area of safety and health, the Assetz team has always given their greatest efforts to maintain a healthy and safe workplace. We are responsible for protecting every single employee on site and in order to maintain the health and safety standards across all projects, we conduct EHS inspections. Furthermore, we carry out GAP analysis to develop training modules. In line with its core value, the following practices have been carried out at our project sites-

63° EAS1

- Conducted a medical check-up programme on January 28, 2020 for the Simplex labourers
- The tower crane erection and third-party inspection was completed safely for Tower B
- Provided new toilets in Tower B for the labourers
- Fire prevention and firefighting training session was conducted for site security
- Periodical inspection of safety harness was conducted for the month of January 2020
- Periodic inspection of power tools, earth pit and RCCB was conducted
- Periphery safety net was provided for the Clubhouse

LEAVES & LIVES

- Safety signages were provided
- Implemented LOTO, RCCB, ELCB and MCBs at main panel board and DBs
- TBT training was initiated
- Provided RO drinking water at the project site
- Provided a medical care centre and also fire extinguishers
- A training session was conducted on store and material management















MARQ 2.0

- National Safety Day was celebrated on March 12, 2020
- A quiz competition was held on National Safety Day. The prize distribution ceremony was conducted on the same day
- A fire fighting training programme was conducted along with a safety toolbox meeting

49TH NATIONAL SAFETY DAY

National Safety Day is observed every year on March 4th. This year was celebrated as the 49th National Safety Day organized by the National Safety Council (NSC). This day was celebrated throughout the country to reiterate the importance of safety and to create awareness throughout the country. The theme of National Safety Day 2020 was - Enhance Health & Safety Performance by Use of Advanced Technology.

NATIONAL SAFETY WEEK

We at Assetz also observed a National Safety Week which started from March 4th. A one-week programme was conducted to raise awareness about safety and to prevent accidents due to carelessness or recklessness.

OBJECTIVES OF NATIONAL SAFETY WEEK IS TO PROMOTE THE FOLLOWING:

- The use of participative approach by contractors by involving their workforce in SHE activities.
- To remind contractors, workforce and others concerned of their responsibility in making the workplace safer.

National Safety Day was celebrated across our projects (63° East, Leaves & Lives and Earth & Essence) with an aim to reduce the rate of incidents and focus on the areas that have not been covered by any safety legislation.

We are proud to announce that we have achieved zero accidents across all our projects by clocking the safe man hours at the following projects – 63° East – 2,537,475, Leaves & Lives – 89,936 and Earth & Essence – 3.44.896

























INITIATIVES TO PREVENT COVID -19



- We are conducting various awareness programmes at our projects regarding the control and precautionary measures to be taken by the individuals
- We have distributed paper soaps to the workforce and explained to them the method of washing their hands
- We have issued sanitizers and tissue papers for all the staff and directed the contractor and subcontractor to follow the same
- Provided hand wash stations at site
- Awareness signages have been displayed at the project in local languages
- We have educated the workforce on the WHO precautionary measures, such as:

- Cough/ sneeze into your elbow or in a handkerchief
- Avoid crowded places
- Stay at home if you feel unwell
- Inspected the labour hutments periodically to ensure they are hygienic
- Strict instructions have been given to the workforce about their travel and movements inside the city
- We have also conducted body temperature checks of the staff and workforce at our Medical Care Center
- We are conducting medical examinations of all workforce every 15 days and keeping the records for future reference









MARKETING

Hard times call for creative solutions. The unprecedented COVID-19 has brought with it the need to think out-of-the-box, especially, with the given limited movement and constricted interaction with our clientele.

Apart from our streamlined marketing activities i.e. weekly communications via Whatsapp/SMSs, print ads, hoardings, radio spots, expos, and digital ads, we are also adapting to the current situation and creating content relevant to our audience. In addition to project updates, we are also educating them on matters that concern the virus which will further drive home our brand recall.

SOCIAL MEDIA

From featuring project highlights, to topical and festive posts, to engaging contests, our social platforms cover it all. With the current looming situation, we have started enlightening and engaging with the audience more with regard to these matters.











EMAILERS

Our regular communication blasts cover project highlights, schemes, and overall branding, along with updates on new launches and lately, to do with the COVID crisis as well. Additionally, to back these up, we also send out SMSs conveying the same.

































DIGITAL ADS

Majority of our leads and brand exposure is garnered through online marketing on channels such as Google Display, Google Search, Facebook, YouTube, TrueView, Instagram, LinkedIn, Taboola, and numerous third-party channels.







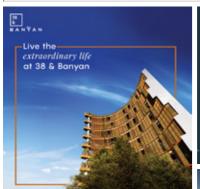
3 & 4 BHK Row Houses ₹2.29 Cr. Onwards*

KNOW MORE

*T&C Apply

Off Sarjapur Road, Bangalore

Sarjapur Road, Bangalore













RADIO

Tied up with Radio Fever as the sponsor of the morning show with RJ Prithvi. Through this association we gain interviews, mentions, project highlights, and sponsored ads. We have done this for our township projects and our new boutique apartments.



Sunil Pareek with RJ Prithvi discussing the launch of our new future-ready homes and his take on the Real Estate market scenario.



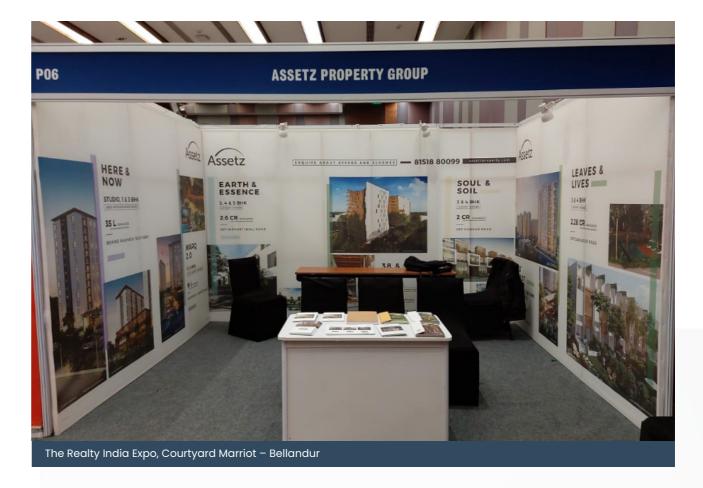
EXPOS

Took part in a myriad of expos to generate leads and to further brand visibility.







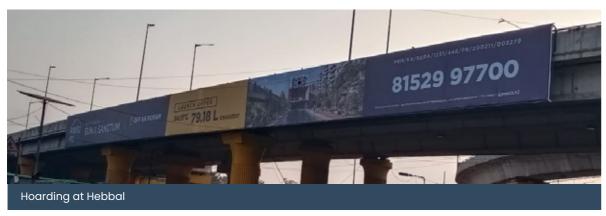




HOARDINGS

Went live with multiple hoardings for the launch of Sun & Sanctum in prominent locations for maximum exposure.







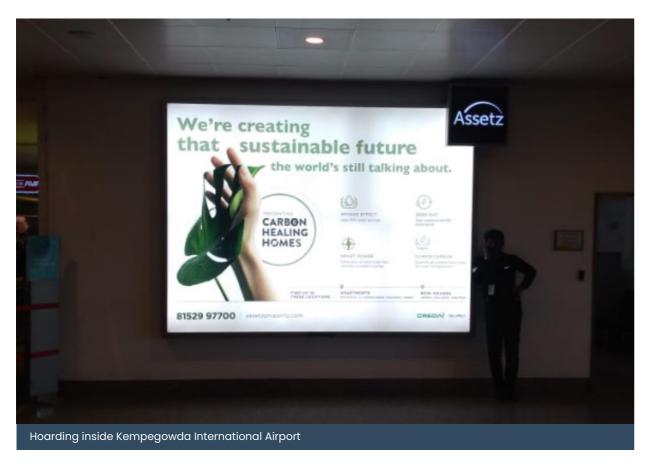






AIRPORT HOARDING

Put up a corporate hoarding at the Kempegowda Airport to advertise our Carbon Healing Homes and sustainability measures.



PRINT ADS

Went live with two print ads for the launch of Sun & Sanctum, our new range of Carbon Healing Homes, and also, with a corporate ad. These were mostly done as a branding activity.







COMMUNITY CIRCLE

EMAILERS































EVENTS

Community Circle in association with Decathlon organised a sports day for the residents of Lumos. This event was sponsored by Decathlon and consisted of various sports activities for all ages.

They also tied up with O2 Spa and arranged free foot massages for the residents.

CUSTOMER TESTIMONIALS

"Excellent job by the team and thanks to Assetz for the ongoing support in bringing the community together"

~ Satish

"We had a great time...Enjoyed the event and so did my family"

~ Kajal K









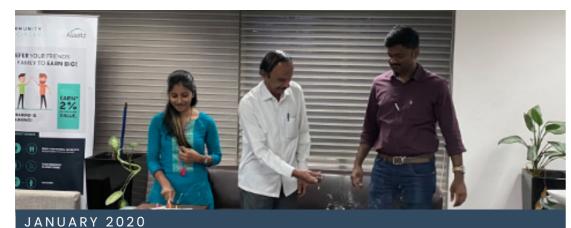






INTERNAL ACTIVITIES

BIRTHDAY CELEBRATIONS



FEBRUARY 2020

th

ANNIVERSARY CELEBRATION —

Employees who have completed 5 years in the organization for this quarter.







SIDDHARTHA SEN



ARUN G



RAMESH S



RAJA R



THEIVARAYAN RAMASAMY



YOGESH RAO V



MANOJ JOSEPH



W MEN'S DAY

This Women's Day, we decided to change things up by recognizing the efforts both men and women play in society in order to further gender equality. The following events were held to promote the same.

BB

It is time that we all see gender as a spectrum instead of two sets of opposing ideals.

77

Emma Watson





PICTURESQUE

Contestants had to share a picture with a unique message.



QUIZZICAL - QUIZ CONTEST

6 teams participated in this event.



Runners up – The Warriors (Revankumar Dudhe, Karthikeyan R, Aditi Vivek)

GRATITUDE365

Gratitude cards were provided to all employees. The idea was to show your colleagues how much you appreciate them. A fun-filled day ended with an announcement of all the winners along with snacks distribution for all the employees.



ASSETZ BU77

JOINING OUR FOLD

IT GIVES US IMMENSE PLEASURE TO WELCOME THE FOLLOWING PEOPLE WHO HAVE JOINED ASSETZ PROPERTY GROUP FROM (JANUARY - MARCH 2020)



DARSHIKA AGARWAL

INTERIOR DESIGNER

Darshika comes with over a year of experience in the field of Interior Design. She holds a bachelor's degree in Architecture from Manipal School of Architecture and Planning. Prior to joining us, she was associated with Hadi Tehrani as an Interior Designer.



DUMPALA MALLIKARJUNASENIOR EXECUTIVE - ACCOUNTS

Dumpala comes with over 12 years of experience in the field of Accounts. He holds a bachelor's degree in Arts from Sri Venkateshwara University and an Advanced Diploma in Accounts and Finance from Ajax Management Consultants. Prior to joining us, he was associated with Legacy Property Management Services as a Senior Accountant.



CHIRAG KAKKAR

SITE ENGINEER

Chirag comes with over 4 years of experience in the field of Civil Engineering. He holds a diploma in Civil Engineering from Six Sigma Institute of Technology and Science, Rudrapur. Prior to joining us, he was associated with Unimax International as a Site Engineer



N. LINGAMAIAH
DEPUTY MANAGER - SALES

Lingamaiah comes with over 6 years of experience in the field of Sales. He holds a bachelor's degree in Business Management from Sri Sai Baba National Degree College, Anantapur. Prior to joining us, he was associated with Puravankara as a Deputy Manager in Salor



RAKESH N

SENIOR EXECUTIVE - SALES

Rakesh comes with over 2 years of experience in the field of Sales. He holds a bachelor's degree in Hotel Management from S. Nijalingappa College. Prior to joining us, he was associated with RP Clan as a Business Development Executive.



MALLIKARJUNA B

ASSISTANT MANAGER - SALES

Mallikarjuna comes with over 9 years of experience in the field of Sales. He holds a bachelor's degree in Commerce from Bangalore University. Prior to joining us, he was associated with Anarock Pvt. Ltd. as a Senior Sales Associate.



SANTHOSH SHADADAL

ASSISTANT MANAGER - CS

Santhosh comes with over 3 years of experience in the field of Company Secretarial Matters. He's an associate member of The Institute of Company Secretaries of India. Prior to joining us, he was associated with Shri Keshav Cements and Infra Ltd. as a Company Secretary.



SKANDA SUBRAMANYA M

PROJECT ENGINEER

Skanda comes with over 5 years of experience in the field of Construction. He holds a bachelor's degree in Civil Engineering from P.E.S. College of Engineering. Prior to joining us, he was associated with Brigade Group as a Project Engineer.



VIJAYARAJ HK

ASSISTANT MANAGER - ACCOUNTS

Vijayaraj comes with over 7 years of experience in the field of Accounts. He holds a bachelor's degree in Business Management from Kuvempu University and is currently pursuing his CA. Prior to joining us, he was associated with RK Group.





VAIBHAV KUMAR SRIVASTAV

SENIOR EXECUTIVE - SALES

Vaibhav comes with over 4 years of experience in the field of Sales. He holds an MBA in Marketing from Mysore University. Prior to joining us, he was associated with 360 Realtors as Team Lead.



TANVI KOTWAL

EXECUTIVE - GUEST RELATIONS

Tanvi comes with over a year of experience in the field of Sales. She holds an MBA in Marketing and Operations from Lovely Professional University. Prior to joining us, she was associated with Puravankara Limited as a Sales Executive.



YATHEESHA MC

SITE ENGINEER

Yatheesha comes with over 7 years of experience in the field of Construction. He holds a diploma in Civil Engineering from DACG, Chickmagalur. Prior to joining us, he was associated with JM Builders as a Site Engineer.



SHREYAS KS

EXECUTIVE - MARKETING COORDINATION

Shreyas comes with over 3.5 years of experience in the field of Accounts. He holds a bachelor's degree in Commerce from Kuvempu University. Prior to joining us, he was associated with Accenture as an Associate.



CHANDAN KUMAR PANDIT

SITE ENGINEER

Chandan comes with over 11 years of experience in the field of Construction. He holds a bachelor's degree in Commerce from Co-operative College, Begusarai. Prior to joining us, he was associated with Sobha Developers as a Site Supervisor.



HARSHA R

ENGINEER - QS

Harsha comes with over 3.5 years of experience in the field of QS. He holds a bachelor's degree in Civil Engineering from Visvesvaraya Technological University, Belgaum. Prior to joining us, he was associated with Shreeji Interiors as a QS Executive.



SRUTHI K

ASSISTANT MANAGER - PRODUCT/ DESIGN

Sruthi comes with over 7.5 years of experience in the field of Design. She holds a bachelor's degree in Technology (Civil Engineering), Kannur University. Prior to joining us, she was associated with Indraprastha Shelters as an Assistant Manager - Design.

















