



Dear Team,

Let me begin by congratulating each one of you on the remarkable milestone achievement of Rs 1000 Cr in sales for the financial year of 2021 – 2022. I hope, beginning a new year on such a high note will only fuel your motivation to reach for the skies in the coming term.

Looking back at our journey so far, we have been able to restart our operations with full vigor in the latter half of the year, thanks to COVID restrictions being lifted. This has resulted to various successful launches of much awaited projects – both for the customers as well as for us. The success of reaching a milestone so significant in this situation has catapulted Assetz amongst industry giants who have been in the business for over 30 years. And, just as Bangalore has started taking note of our commitment to luxury properties and innovative designs – we now stand at the forefront alongside our competitors.t

As we move towards the future with a remarkable success in our books, in the year 2022 we aim to become one of the major players to dominate the market – prepared to sail through any fluctuation.

Some of the highlights of the last financial year has been:

- 1. Launched Marq (Phase 3)
- 2. Launched 63° East (Tower A & F)
- 3. Handover of 63° East (Tower C) completed
- 4. Handover of 38 & Banyan has begun
- 5. Handover of Earth & Essence (Phase 1A) has begun
- 6. Project launches scheduled for the next financial year: Soho & Sky, 22 & C Canvas & Cove (Phase 2), and Marq (Phase 3B)

In the last year, we studied the real estate market across the country to reconfigure the heart of our projects and introduce Bangalore's luxe-living residents to homes they will love. Everyone has been left mystified by the current world situation. Residential initiatives that relieve stress with sustainable ecosystems are in high demand. People are recognizing the importance of reclaiming their lives and reconnecting with their inner selves by adopting a healthy lifestyle. Even first-time home buyers are now knowledgeable of what sustainable luxury really means for them over the last two years. With the market's age dynamic shifting towards more millennials becoming first-time homeowners – adapting the relevant technology for viewing properties and having price transparency for purchasing has become crucial.

Let us maintain our outstanding success in the upcoming fiscal year, with strong support from all business units. Only when we work together is when results worth a grand celebration is guaranteed.

Here is to Assetz continuing delivery on Carbon Healing Homes that we are proud to create, and customers are proud to own. Here is to the force that takes Assetz to the next level – you.

AKSHAY DEWANI

Project launches scheduled for the next financial year: Soho & Sky, 22 & Crest, Earth & Essence (Phase 1B), Soul & Soil villaments, Sun & Sanctum (Phase 2),

38 & Banyan

- The external landscape and driveway work has been completed.
- The clubhouse area finishes is near completion.
- The terrace swimming pool and amphitheatre area work has been completed.

UNIT FINISHES

- The internal unit finishes is near completion.
- The customer handover for interior work is in progress.

COMMON AREA FINISHES

- The transformer yard work has been completed.
- The basement car park marking work is in progress.

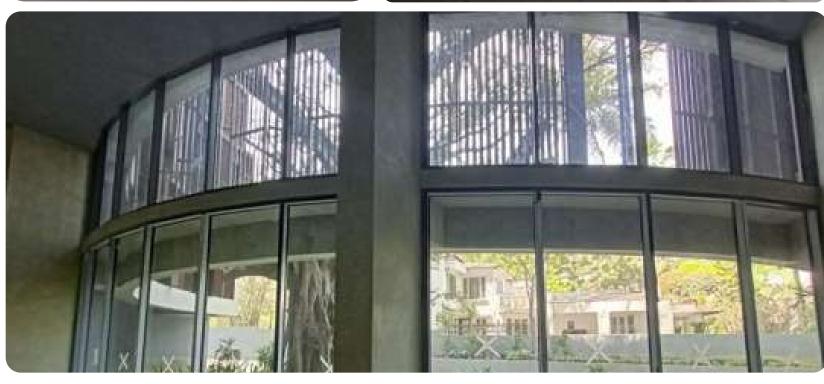










































Soul & Soil

PHASE 1A

• The customer occupancy has started.

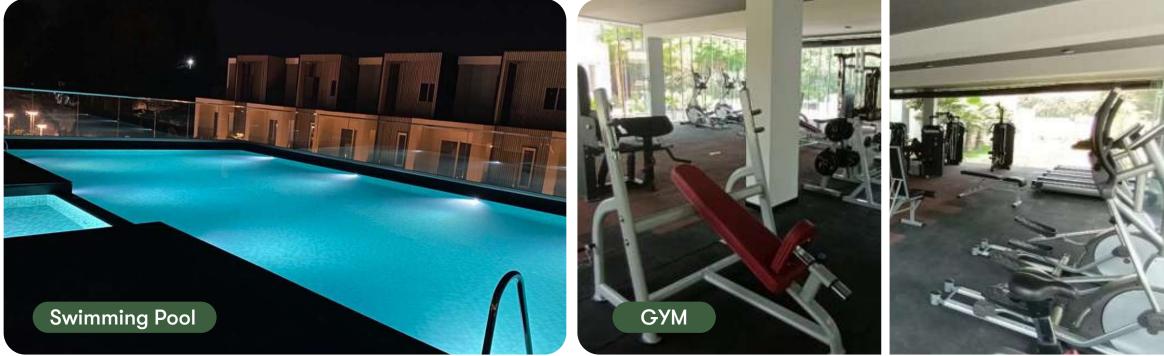
• All utilities are functional.

PHASE 1B

- The internal finishing works are in progress.
- Block E1-5 The 1st coat of elevation painting work has been completed.
- The tile PDI work is in progress. The CP & sanitary installation work is in progress.
- Block H The 1st coat of elevation painting work has been completed. The tile PDI work is in progress.
- Block F The UPVC, wiring and 1st coat painting work has been completed. The door fixing work is in progress.
- Block E6-10 The tiling, UPVC, wiring and 1st coat painting work has been completed. The door fixing work is in progress.
- Block G The waterproofing, tiling and wiring work has been completed. The UPVC work is in progress.















Soul & Soil

PHASE 2A

- Block N The super structure work has been completed. The water proofing and tiling work is in progress.
- Block J(1-7) The super structure work has been completed. The water proofing and tiling work is in progress.
- Block K1-5, K6-10 The super structure work has been completed. The water proofing work is in progress.
- Block J(8-15) The substructure work has been completed. The super structure work is in progress.
- Block J(8-15) The substructure work has been completed. The super structure work is in progress.
- Block M The substructure work has been completed. The super structure work is in progress.
- Block L The substructure work is in progress.

EWS

• The structure has been completed in EWS. The masonry work has been completed. The plastering work is in progress.







Soul & Soil

EXTERNAL

- Phase 1 A The hardscape & landscape work has been completed. The light fixture installation work has been completed. The community kitchen work is in progress.
- Clubhouse The lift, indoor game area, badminton court, yoga room, steam room, swimming pool and gym room work has been completed.
- Phase 1 B The road between Block E6-10, Block F and in front of Block H is ready to receive GSBC. The balance area MEP work is in progress.
- The hardscape area, play area, half basketball court and volleyball court grading work has been completed. The services work is in progress.

VILLAMENT

• The excavation and footing work is in progress.





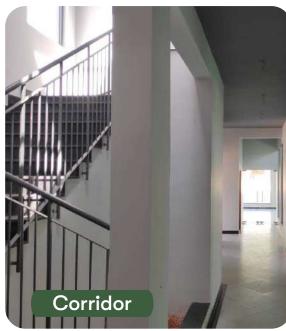






























Here & Now

TOWER 1

- All 165 units are ready for customer inspection.
- The customer inspection for 125 units has been completed.
- The key handover to customer for 74 units has been completed.

TOWER 2

- All units are ready for customer inspection and inspection for 142 units has been completed.
- The key handover to customer for 76 units has been completed.

CLUBHOUSE

- The elevation glazing and clay tiling work has been completed.
- The indoor play equipment installation work has been completed.

COMMON AREA

- The double height entrance lobby work for Tower 1 & Tower 2 has been completed.
- The landscape work is in progress.
- The column guard, car park marking and speed breaker fixing work in the basement has been completed.
- All utilities are in function.

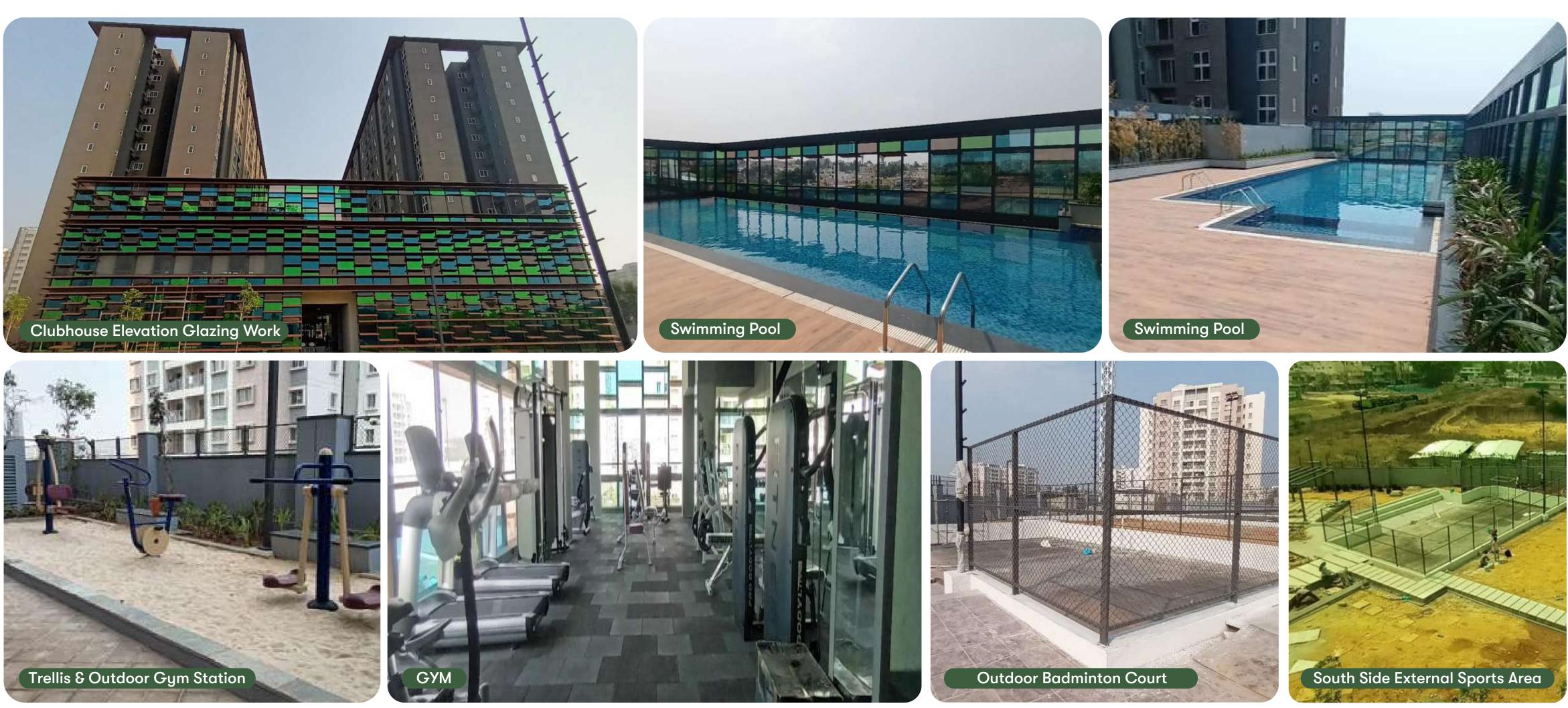
EXTERNAL DEVELOPMENT

- The south side of the external sports area finishing work is in progress.
- The open amphitheater work is in progress.
- The play equipment installation work is in progress.















Sun & Sanctum

WING 1

• The 3rd and 4th floor column work is in progress.

WING 2

• The 4th floor slab and 1st floor block work is in progress.

WING 3

- The 4th floor slab work is in progress.
- The 1st floor block work is in progress.

WING 4 & 5

- The 1st floor slab work is in progress.
- The 1st floor slab work for non-tower area is in progress.



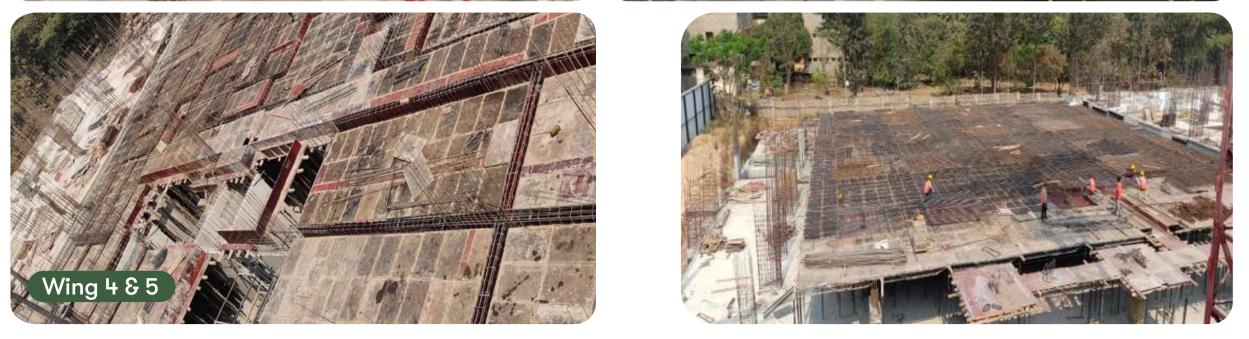


















22 & Crest

MOCKUP

Assetz

• All work has been completed and the facility is functional.

MAIN PROJECT WORK

• Principal contractor mobilization work is in progress.

















18 & Oak

- The main road work is nearing completion.
- The electrical work is nearing completion.
- The PHE work is nearing completion.
- The car park work is in progress.
- The water line work is in progress.
- The crossroad work is in progress.
- The pathway work is in progress.







Infra Road Works - Phase 4



















Atmos & Aura

PHASE 1 - PLOTTED DEVELOPMENT

- The water supply pipeline work has been completed.
- The road work with Dense Bitumen Macadam has been completed.
- The storm water drain work has been completed.

PHASE 2 - PLOTTED DEVELOPMENT

- The storm water drain work has been completed.
- The road work with Dense Bitumen Macadam has been completed.

PHASE 3 - PLOTTED DEVELOPMENT

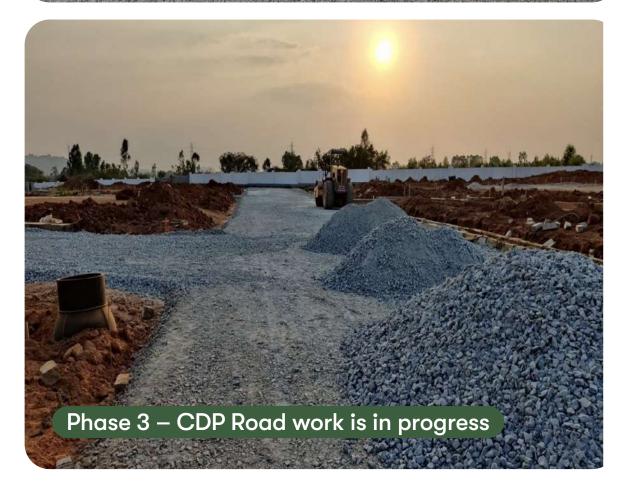
- The water supply pipeline work has been completed.
- The underground provision for electrical supply work has been completed.
- The sewage pipeline work has been completed.
- The storm water drain work has been completed.
- The second RBI layer for the road work has been completed.

US SUMP & STP

- The STP structure work has been completed.
- The UG Sump structure work has been completed.















Marq 2.0

PHASE 2

BUILDING 2

- The MS railing work has been completed.
- The internal & shaft PHE work has been completed.
- The sunken waterproofing work has been completed.
- The tiling finished work has been completed till the 20th floor.
- The UPVC work has been completed till the 20th floor.

BUILDING 3

STRUCTURE

- The L wing structure has been completed till the 13th floor.
- The M wing structure has been completed till the 11° floor.

















BUILDING 4

• The Bhoomi Pooja for Phase 3A project was done on 19th Jan 2022. • The Phase 3A mass excavation work has been completed.









63°East

TOWER D

- The common area finishing work has been completed.
- The customer occupancy for more than 160 units has been completed.

TOWER B

- The typical floor concrete work is in progress in B1 13th floor, B2 13th floor and B3 – 14th floor.
- The painting, tiling, balcony railing, and window fixing finishing work is in progress.

CLUBHOUSE

- The facility team hand over for all internal amenities has been completed.
- The swimming pool final finishing work is in progress.



















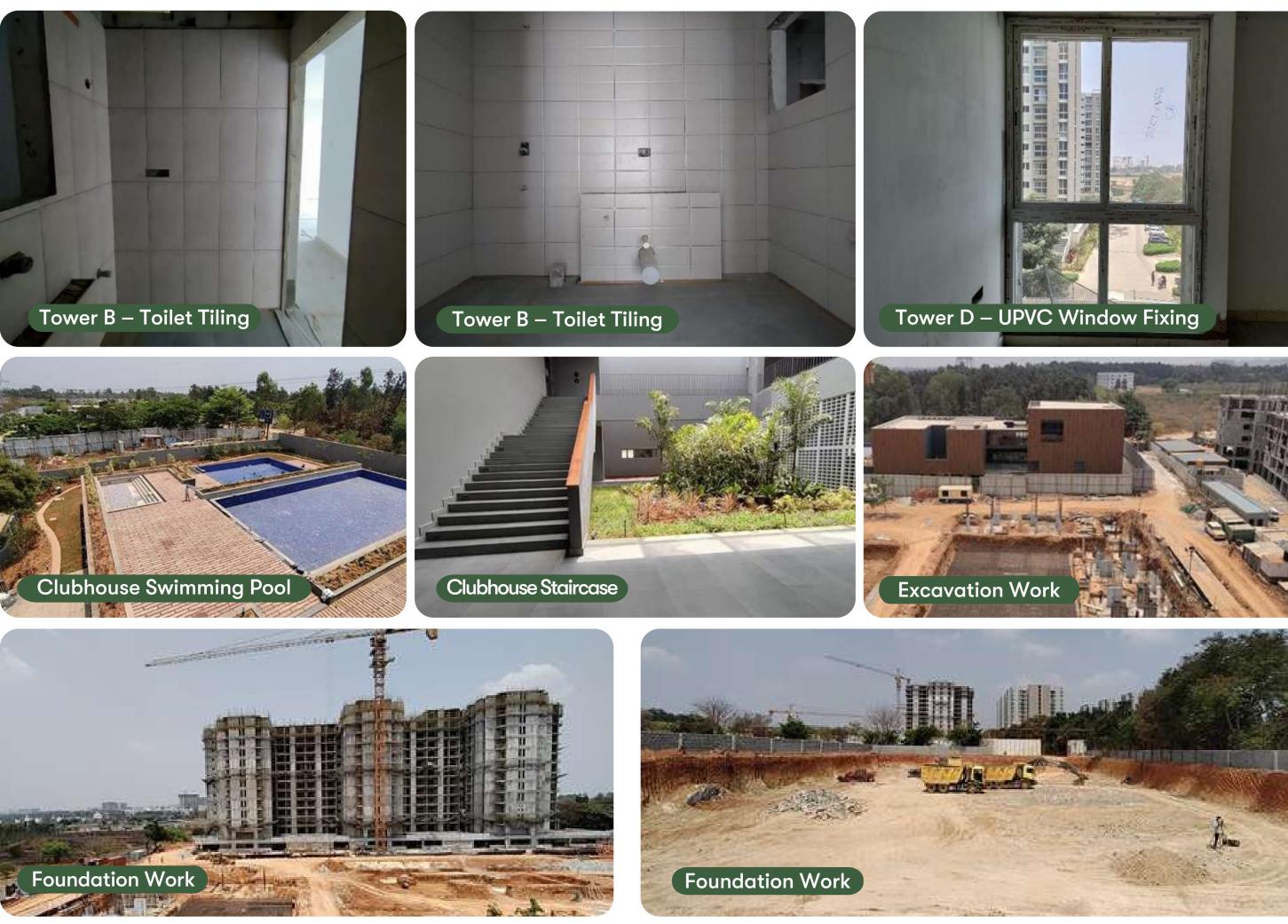


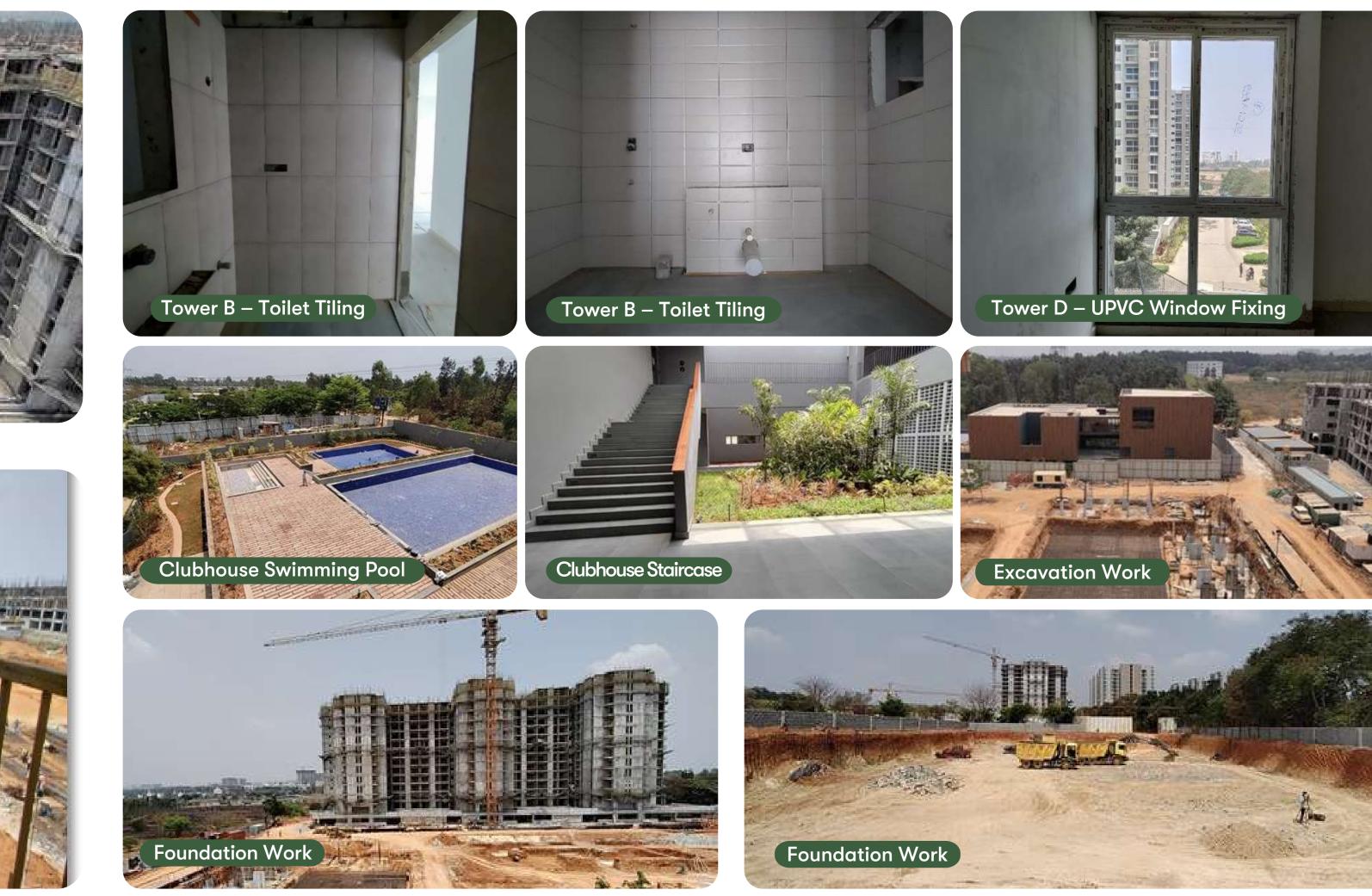


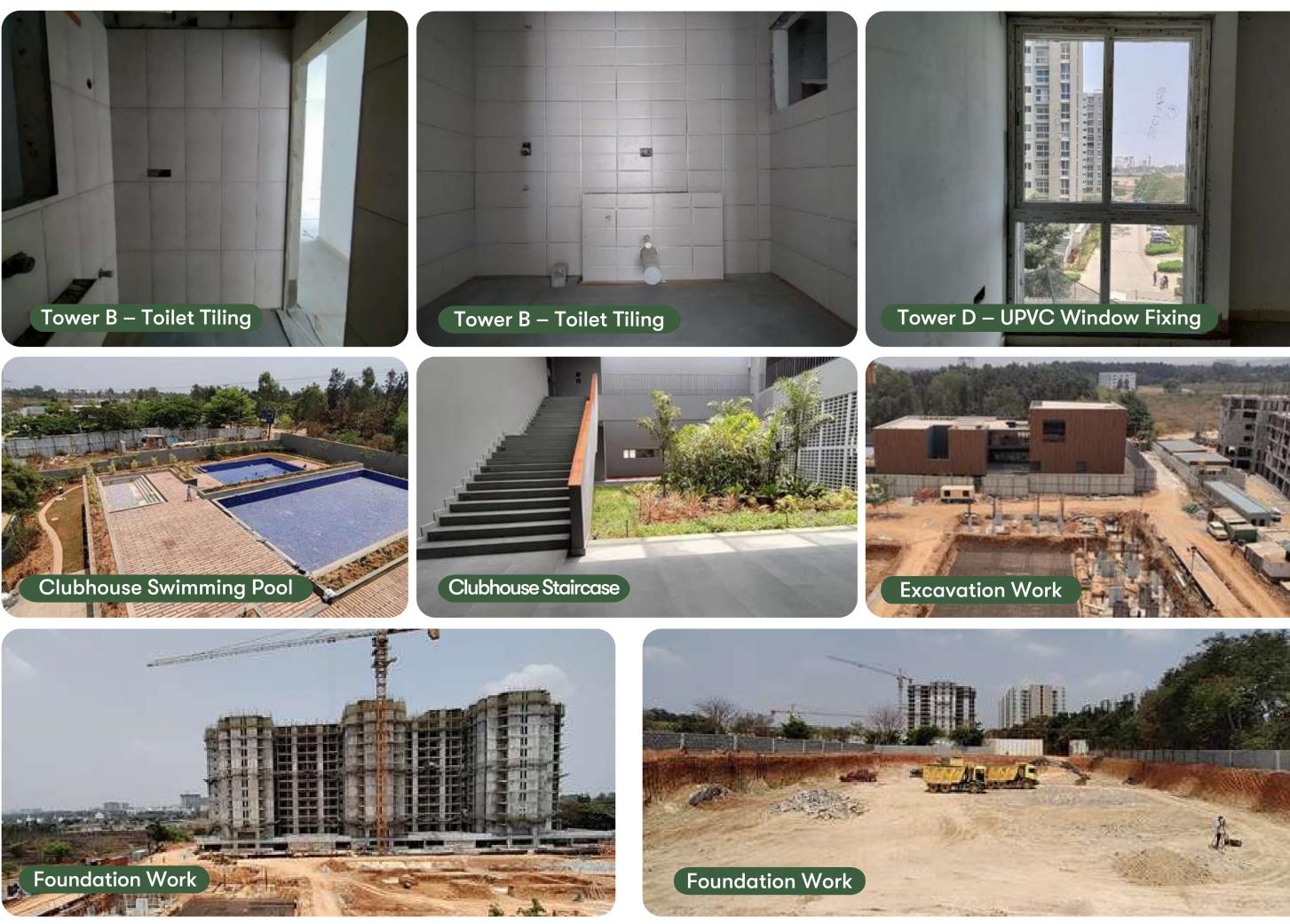






















Earth & Essence

PHASE 1A

BUILDING 6 (5 BHK - 9 ROW HOUSES)

• The handover for 6 units to the facility team has been completed.

BUILDING 7A (4 BHK – 5 ROW HOUSES)

• The customer handover for 2 units has been completed.

BUILDING 7B (4 BHK – 7 ROW HOUSES)

- The CP and sanitary work for all units has been completed.
- PDI Status The 2nd inspection for all units has been completed.







Earth & Essence

BUILDING 3 (3 BHK – 12 ROW HOUSES)

- The putty work in 12 units has been completed.
- The tiling work in 10 units has been completed.
- The 1st coat painting work in 9 units has been completed.
- The customer handover for 1 unit has been completed.

BUILDING 5 (3 BHK – 12 ROW HOUSES)

- The grade slab casting work for all units has been completed.
- The 1st slab casting for 3 units has been completed.

CLUBHOUSE

- The swimming pool tiling work has been completed.
- The tennis court and half-basketball court work is in progress.
- The pathway work is in progress.
- The softscape work is in progress.

CENTRAL SPINE

• The softscape work is in progress.





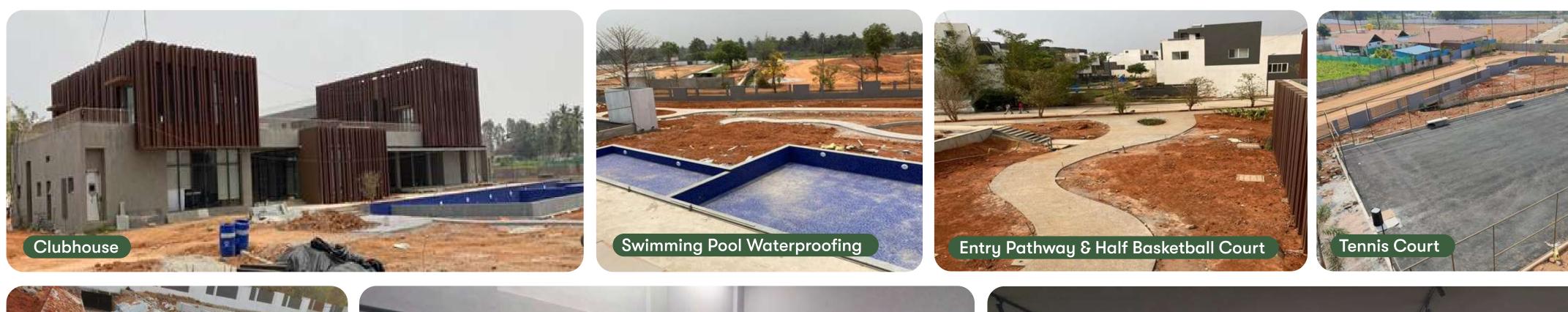






















Earth & Essence

PHASE 3 PLOTTED DEVELOPMENT

- The Dense Bitumen Macadam laying work for all roads has been completed.
- The streetlight fixing work for all roads has been completed.
- The paver fixing work for all roads has been completed.
- The boundary stone laying work has been completed.
- The softscape work has been completed.
- The signage work is in progress.

PHASE 4 | PLOTTED DEVELOPMENT

- The road formation level excavation work has been completed.
- The underground MEP provision laying work has been completed.

(BUILDING 1 (4BHK - 5 Row Houses)

- The footing work has been completed.
- The backfilling work is in progress.

BUILDING 2 (4BHK – 9 Row Houses)t

- The plinth beam casting work has been completed.
- The grade slab casting work is in progress.





















Leaves & Lives

PHASE 1 BUILDING 1

- The ground floor shell and core work for all 10 units has been completed.
- The 1st floor slab work for 9 units has been completed.
- The 2nd floor slab work for 7 units has been completed.
- The terrace floor slab work for 2 units has been completed.

BUILDING 2

• The shell and core work for 2 units on the ground and 1st floor has been completed.

BUILDING 3

• The shell and core work for 10 units has been completed.

BUILDING 4

• The shell and core work for 10 units has been completed.

BUILDING 5

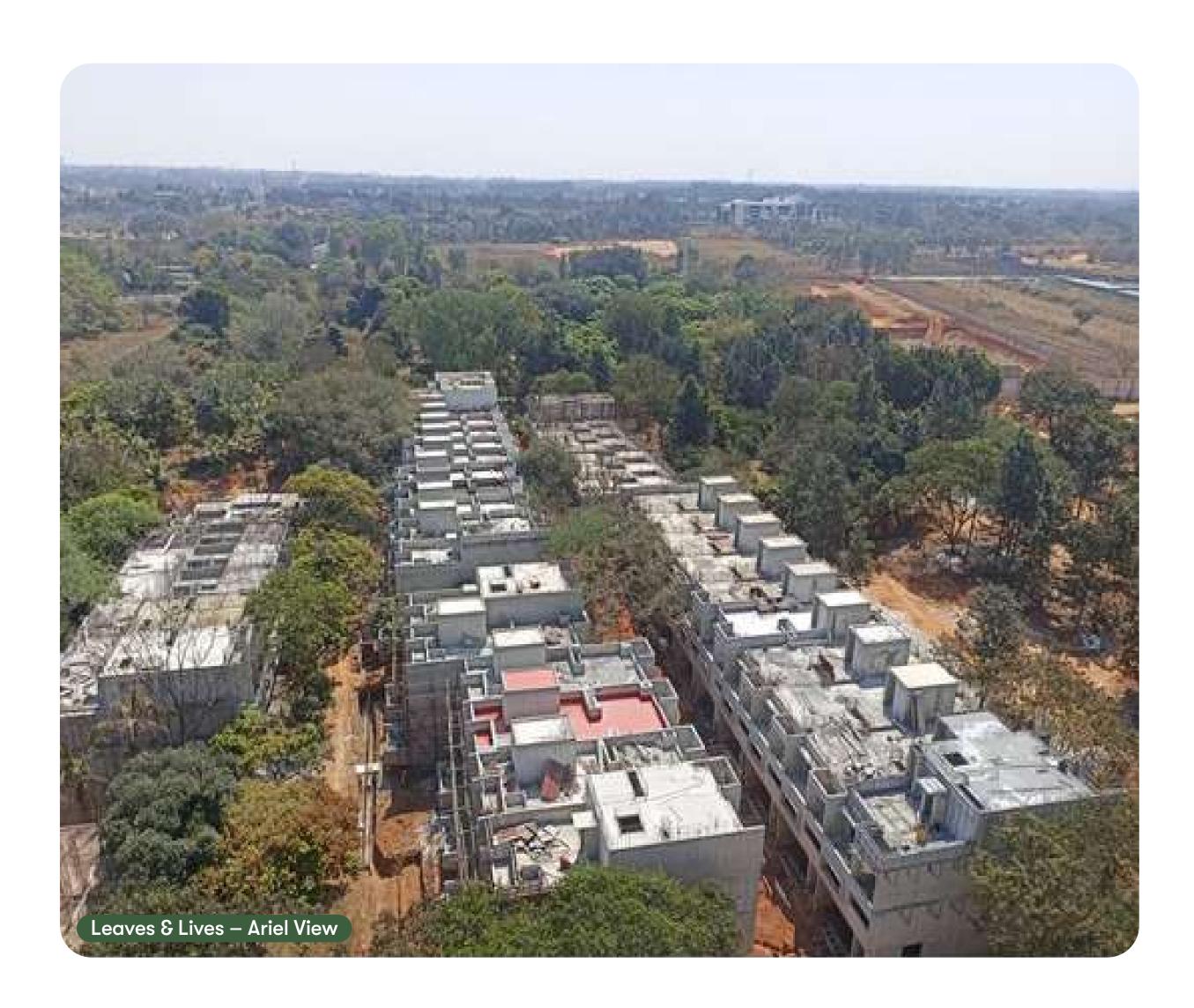
- The floor slab work for 7 units on the ground floor has been completed.
- The floor slab work for 7 units on the 1st floor has been completed.
- The floor slab work for 2 units on the 2nd floor has been completed.

BUILDING 6

- The shell and core work for 10 units has been completed.
- The deck landscaping, waterproofing, plumbing, and tiling work is in progress.
- The 1st coat of internal painting work for 5 units has been completed.

PHASE 2

• Building 8 & 9 – The excavation and PCC work is in progress.









Canvas & Cove

PHASE 1

TOWER A & B

• The mass excavation work has been completed.

• The retaining wall work is in progress.

TOWER C

- The footings work has been completed and casting work for. columns from B2 to B1 is in progress.
- The backfilling and compaction work is in progress.

TOWER D

- The basement 1 slab work has been completed.
- The ground floor 1st slab pour work has been completed.
- The ground floor 2nd slab pour work is in progress.
- The 1st floor units RC wall aluminum form work is in progress.

STP

• The excavation work is nearing completion.





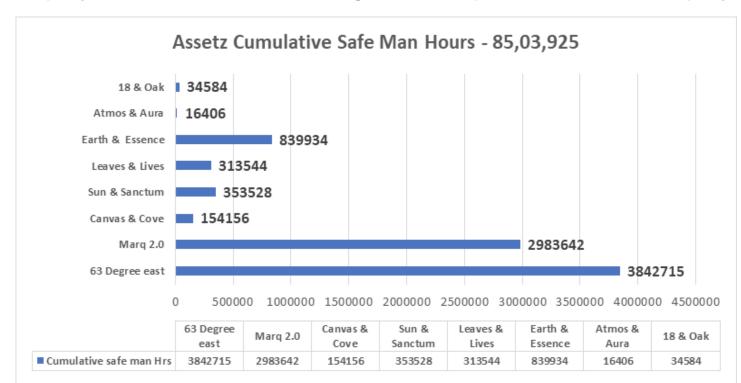




ENVIRONMENTAL HEALTH & SAFETY

While improving construction safety may be necessary to comply with safety and health laws, there are numerous other advantages to doing so, including a reduction in the number of safety hazards and incidents. This is critical since safety risks and events can tarnish the company's reputation among industry professionals and regulatory bodies, as well as create a financial setback.

Another advantage of prioritizing construction safety first is that it helps to build trust between workers, safety managers, and engineers. This higher trust leads to improved communication throughout the organisation, resulting in fewer misunderstandings and conflicts. It can also promote worker efficiency and productivity. When personnel are given proper training and protection, they are better equipped to carry out their tasks successfully and safely. Commitment to safety initiatives, trainings, and health and environmental standards is an essential aspect of construction safety.



During the period of Jan '22 – Mar '22, we at Assetz initiated various EHS activities across all projects and this is how many hours we put in to make safe project sites even safer:











Marq-2

Monthly Safety committee meeting conducted to address the areas of improvement at the site and to interact with the workforce representative to fulfill the requirements



63 Degree East



Canvas & Cove







Sun & Sanctum





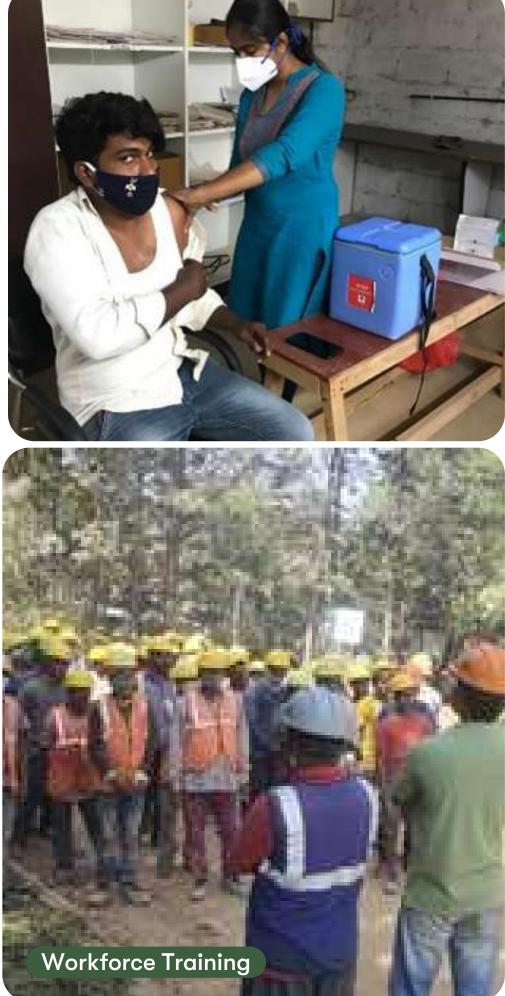
Leaves & Lives



Health Camp & COVID vaccination for new workforce











Earth & Essence



Me

The seal the









Workforce Training









51st National Safety Day

National Safety Day/Week 2022 @ Assetz

The theme for National Safety Day 2022 is "Nurture young minds - Develop safety culture" which focuses on the importance of teaching safety practices and principles to children. Safety habits developed at a young age can help individuals throughout their lives.

While the implementation of safety remains a daily initiative across all Assetz project sites – every year we celebrate National Safety Day on the 4th of March in order to bring safety awareness among the common people and prevent accidents.

The 51st National Safety Week was observed this year at all construction sites from March 4 to March 10. During this week, people are made aware of the ways to avoid industrial accidents through various awareness programs. The only purpose of every activity carried out in this whole week is to make people aware of their safety and to make them aware of different ways of protection.

Marq 2.0



Best Safety Performance Award to the Staff

Best Safety Performance ard to the Workers









63 Degree East



63 Degree East and Leaves & Lives













63 Degree East and Leaves & Lives







Refreshments Distributed to the Workforce



Canvas & Cove











Canvas & Cove

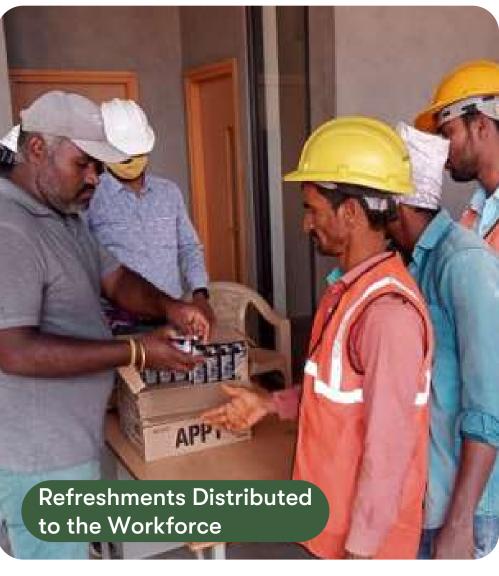


Earth & Essence













Sun & Sanctum

Atmos & Aura



Leaves & Lives





MARKETING

Emailers









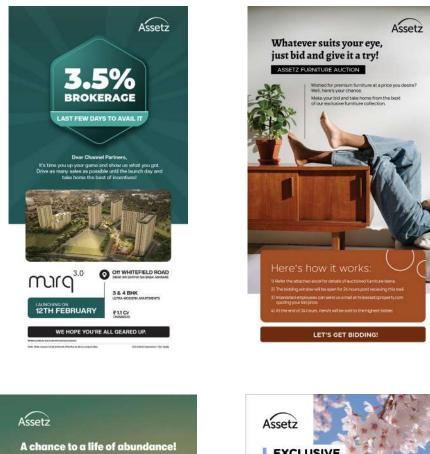














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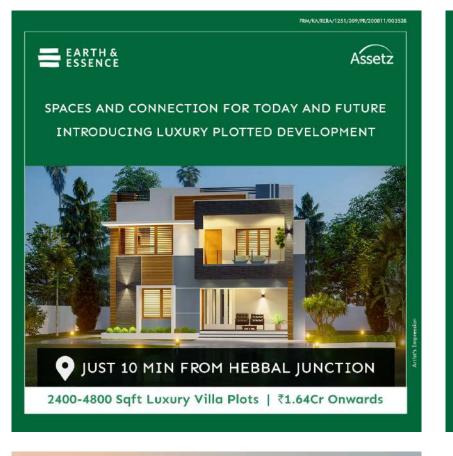








Digital Ads







Assetz



SPACES AND CONNECTION FOR TODAY AND FUTURE INTRODUCING LUXURY PLOTTED DEVELOPMENT



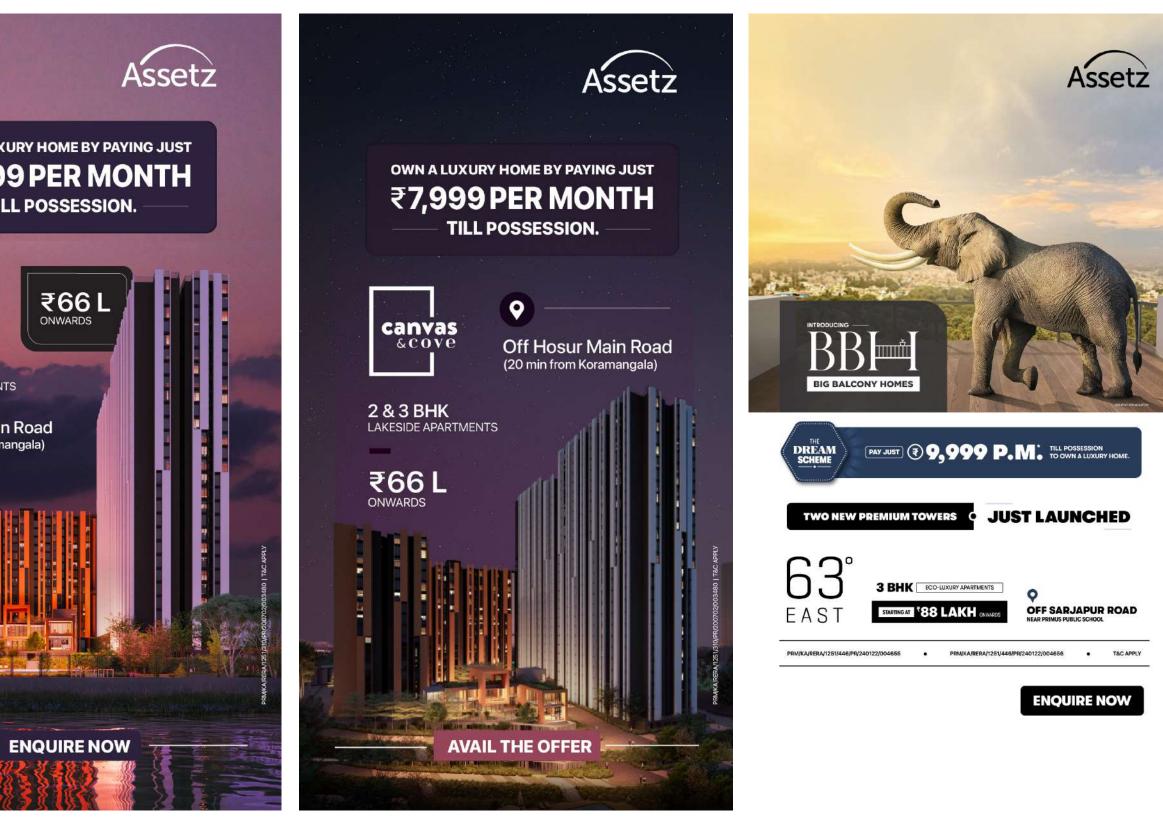
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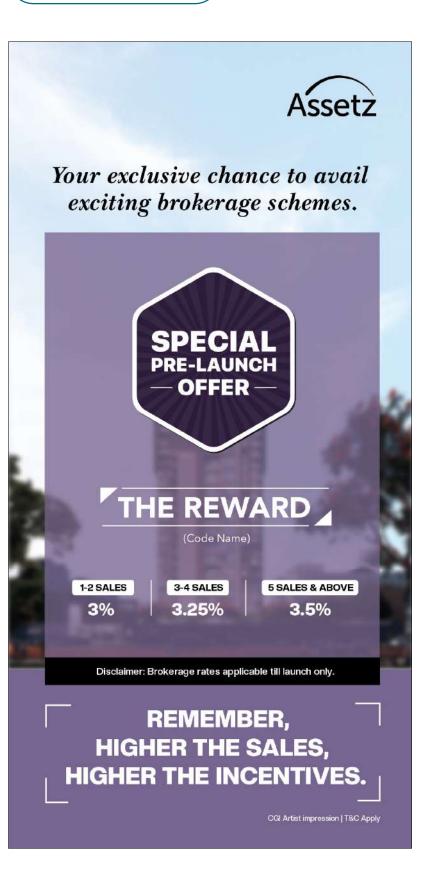




Newspaper



Standees







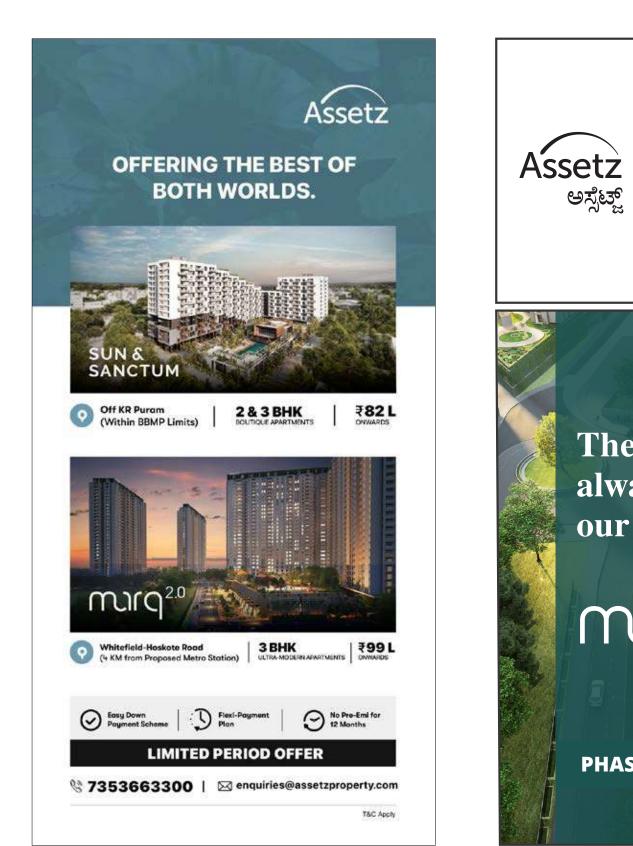


CGI Artist's Impression | T&C Apply





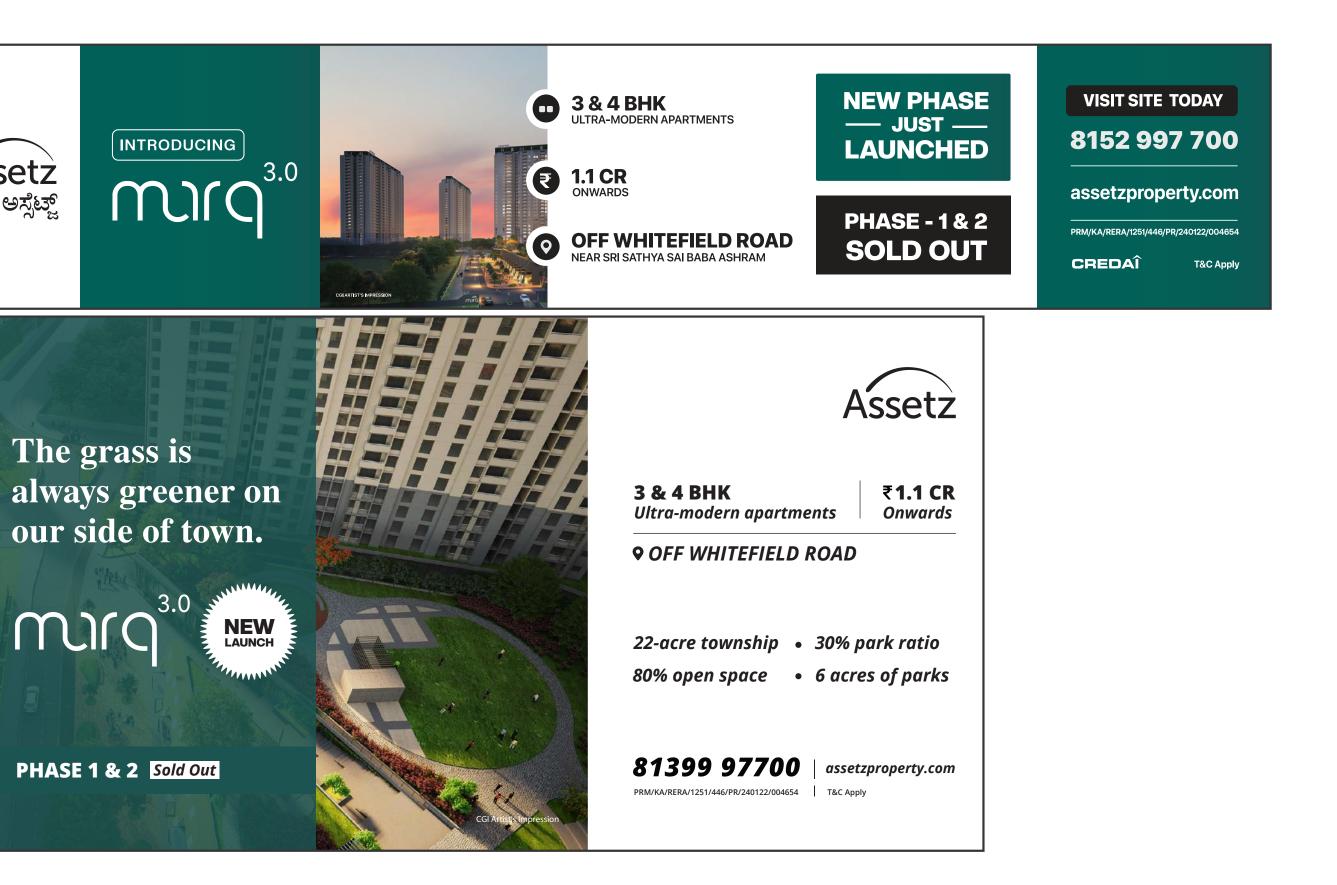
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Hoardings

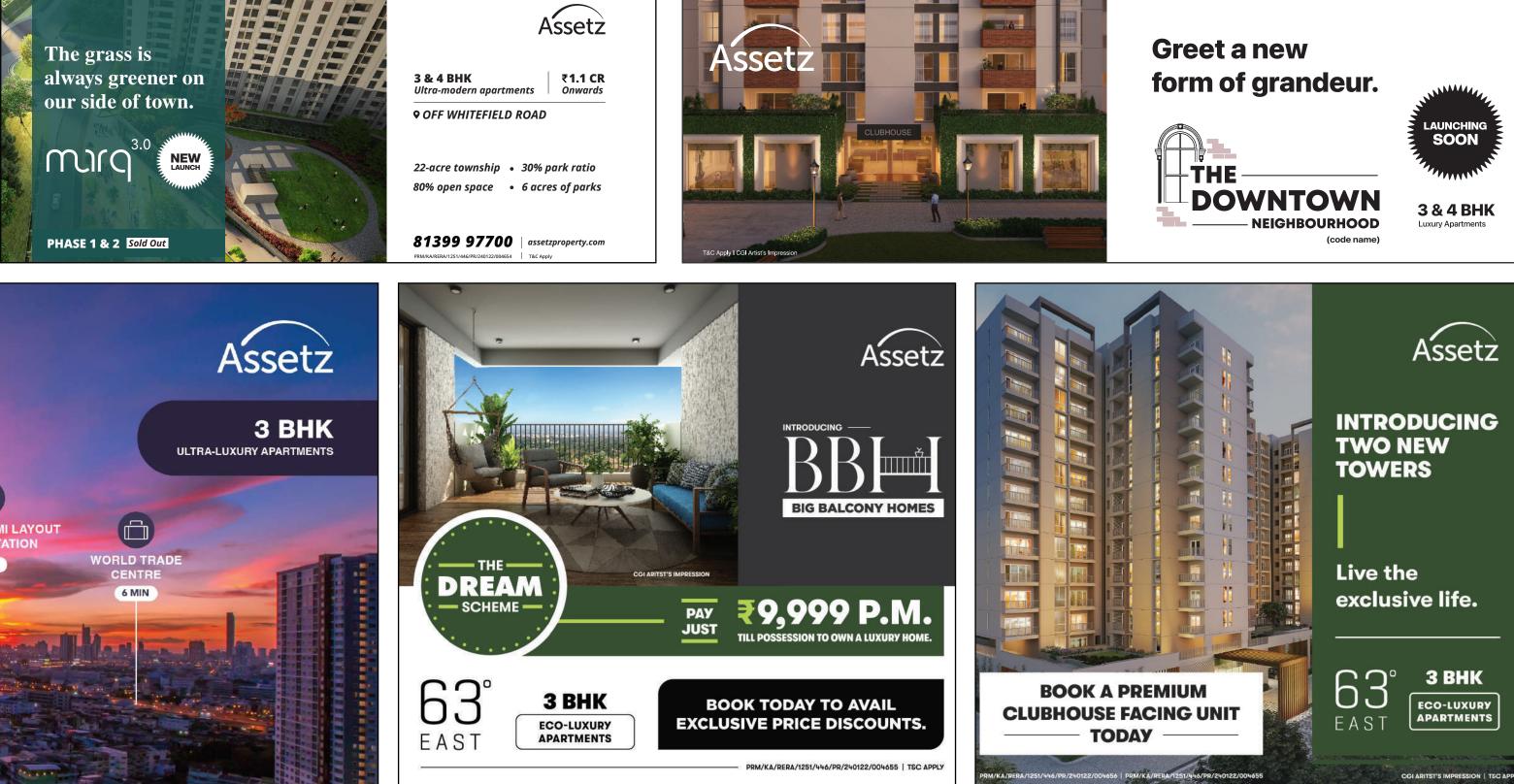


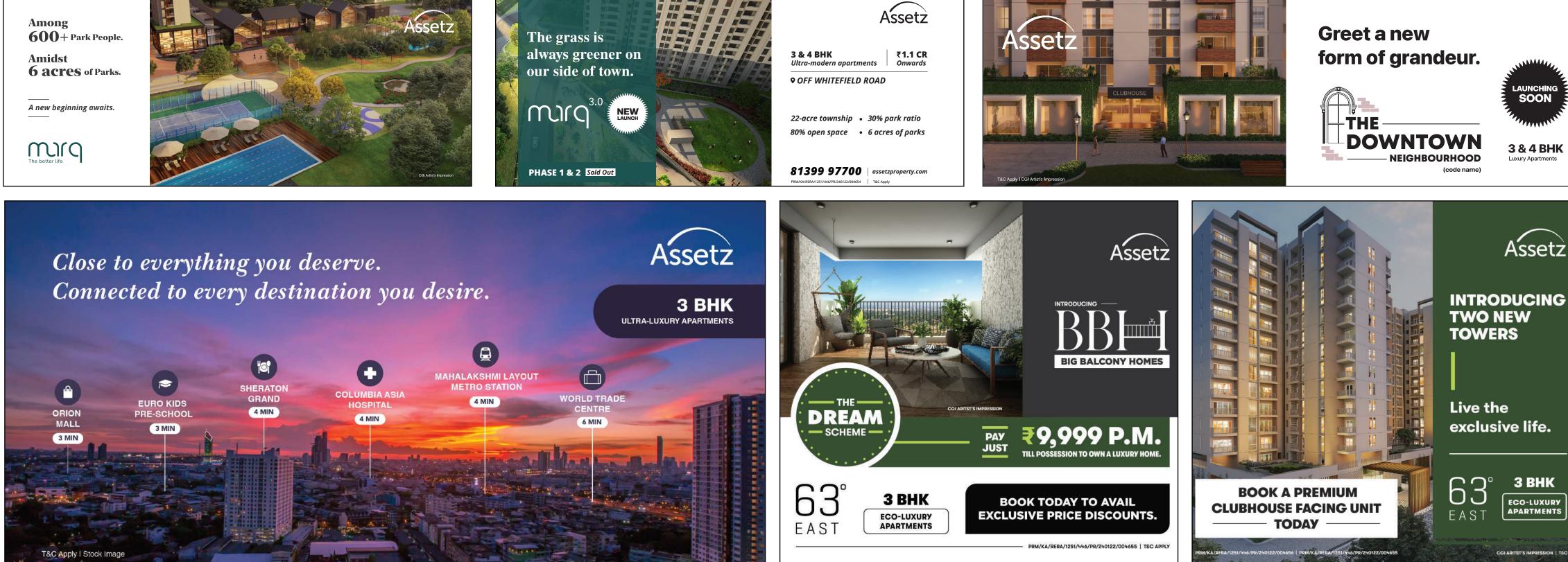


Hoardings







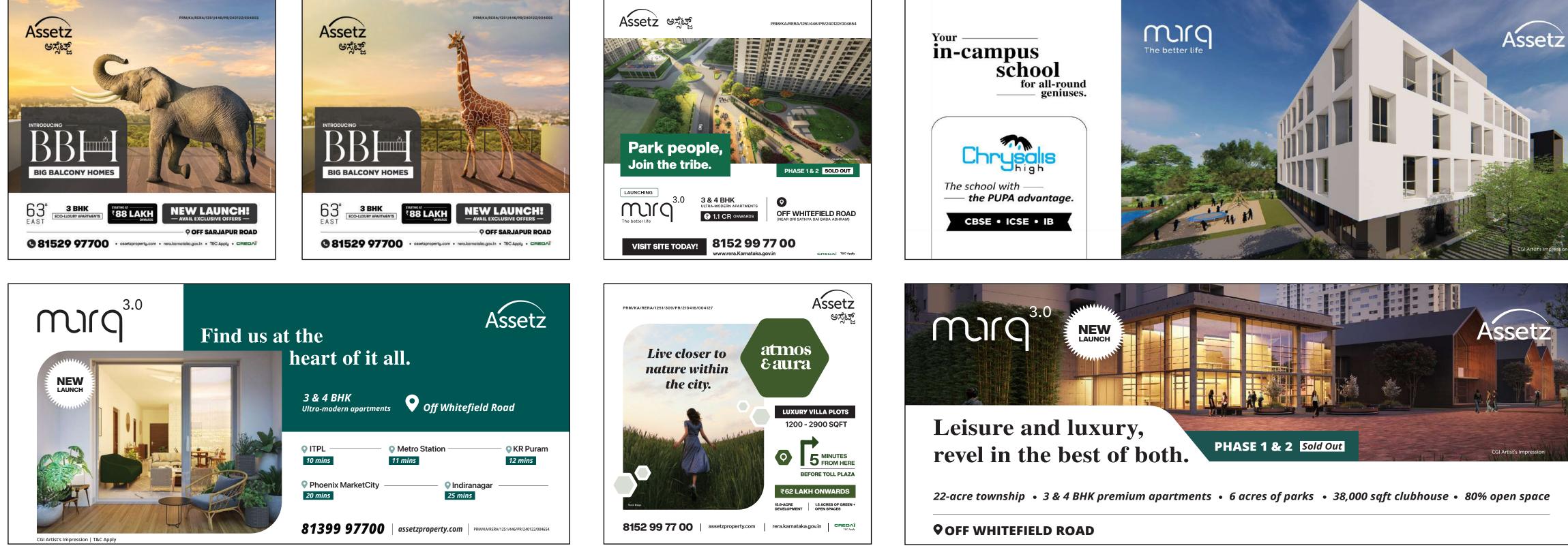








Hoardings



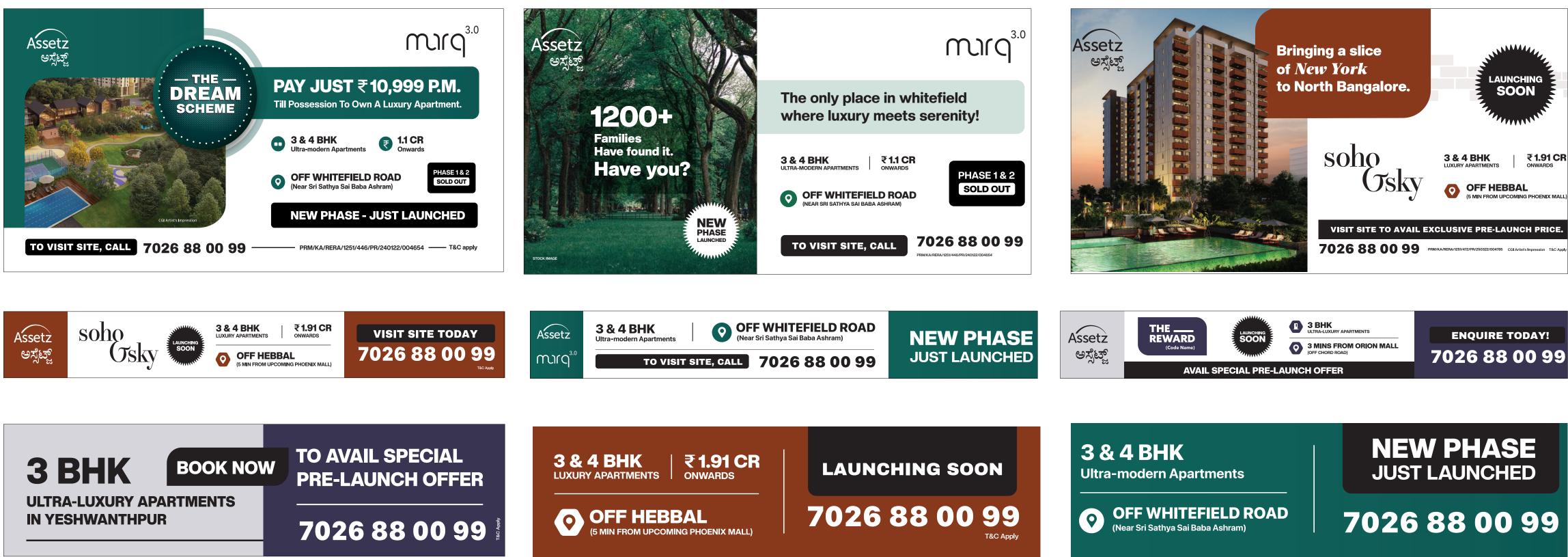
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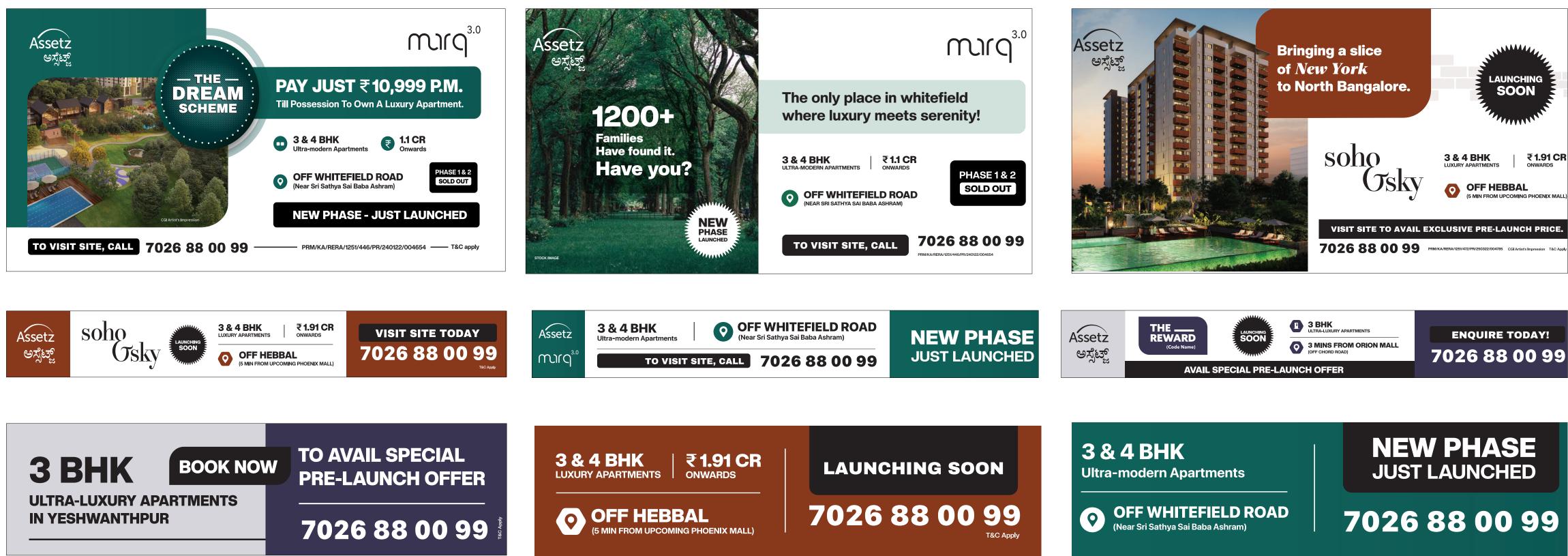






Mobile Van Ads















Pillar Creatives









ECO-LUXURY APARTMENTS

63° East









COMMUNITY CIRCLE





















9513778401 communitycircle @assetzp

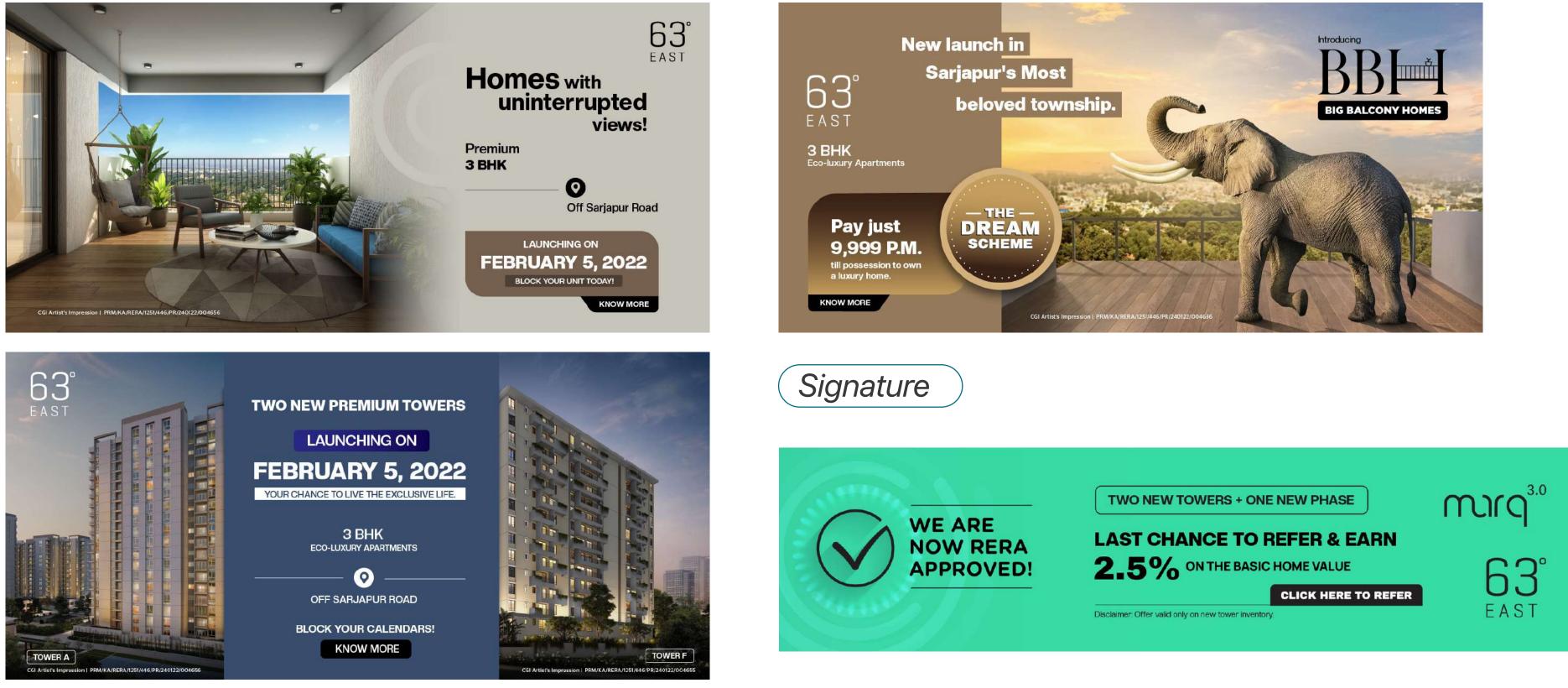






COMMUNITY CIRCLE

Web Banners







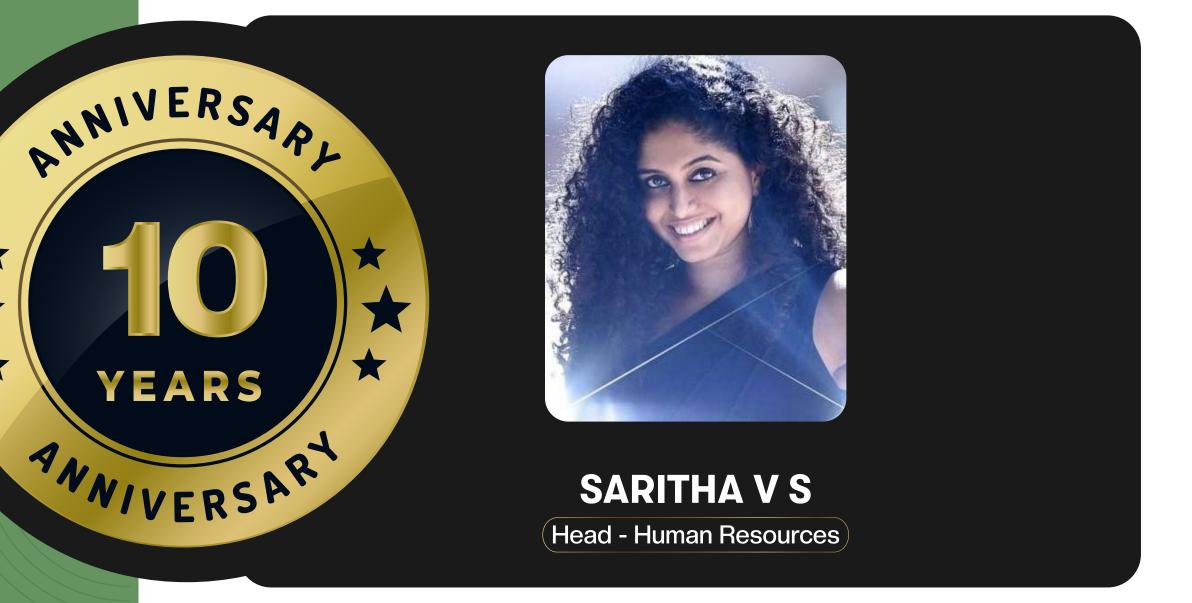
Employee Engagement Activity

ANNIVERSARY CELEBRATION

Employees who have completed milestone years with the organization in the last quarter.







C CHRISTOF JENKINS

Senior Manager - MEP Services





EMPLOYEE ENGAGEMENT

As a part of employee engagement initiative various webinars related to health and wellness were organized through our insurance broker during last quarter FY Q4 (January-March 2022)

- Redefine Wellbeing: Think Holistic
- Financial Wellbeing: Tax Planning for Salaried Professionals
- Mental Wellbeing: Making each morning count
- COVID 19 (Omicron): All You Need to Know About the New Variant of COVID
- COVID Safety Series 3.0 Prevent, Protect and Ensure Safety
- COVID 19 Children Vaccination Guidelines
- COVID 19 (Omicron) Guidelines on Home Quarantine & Treatment Protocol
- COVID 19 (Omicron) Refreshing the Basics & Preventive Measures
- Screening procedures for the most common types of cancer for both men and women













WOMEN'S DAY CELEBRATION

March 08, 2022



As a part of the Women's Day celebration, all women employees were taken out for a celebratory luncheon at the Radisson Blue, Atria Café.





Various webinars listed below were organized through our insurance broker during the Women's Day week, scheduled between 8th – 12th March 2022.

- Financial wellbeing session
- #BreakingtheBias campaign
- Gender equality

As part of the #BeEqual Women's Day celebration, various fun filled activities and games were organized for all employees. Total 11 teams consisting of three members participated in the activities and below team were declared as winners, 1st, and 2nd runners up.



Winner 1st Runners Up 2nd Runners Up **Team Warriors Team Titans Team Superstar** • Nikitha Mohan Prasanna C V • Bharath V Sumanth N Sandeep George Manasa • Vijayakumar R Janarthanan Baskaran Sinchana A M





MILESTONE OF 1000 CR SALES CELEBRATION

To celebrate the achievement of 1000Cr sales for FY 2021-2022 a celebratory evening was organised for all employees to acknowledge the contribution of every department in the organization.













Joining Our Fold

January – March 2022



Sachin KP **Executive - Accounts**

Sachin comes with over 3 years of experience in the field of Accounts. He holds a Bachelor's degree in Commerce from Tumkur University. Prior to joining us, he was associated with M/s Pepe Jeans Inner Fashion Pvt Ltd as Accounts Executive.



Nisha S **Executive - EMT**

Nisha is a Fresher and holds a Bachelor's degree in Science from Mysore University.



Sajeev P Nair Senior Manager – Sales

Sajeev comes with over 14 years of experience in the field of Sales. He holds a Bachelor's degree in Computer Science from Manonmaniam Sundaranar University. Prior to joining us, he was associated with Lalit Asia Dwellings Pvt Ltd as DGM - Sales & Marketing.



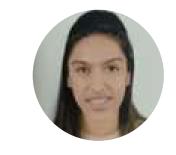
Sauvik Sekhar Paul Manager – Sales

Sauvik comes with over 7 years of experience in the field of Sales & Computer Research. He holds a Bachelor's degree in Science from Bundelkhand University. Prior to joining us, he was associated with Assettrust Services Pvt Ltd as AGM – Sales.



Pallavi S **Graphic Designer**

Pallavi comes with over 4 years of experience in the field of Graphic Design. She holds a Bachelor's degree in Fine Arts from Mysore University. Prior to joining us, she was associated with Group Pharmaceuticals Ltd as Graphic Designer.



K S Ganga

Ganga is a Fresher and holds a Bachelor's degree in Business Administration from Bangalore University.



It gives us immense pleasure to welcome the following people who have joined Assetz Group between



Rida Sarmudd Senior Executive - Sales

Rida comes with over 2 years of experience in the field of Sales. She holds a Bachelor's degree in Arts from Bangalore University. Prior to joining us, she was associated with Investoxpert Advisors as Assistant Manager - Sales.



Sushmita Das Senior Executive - Marketing

Sushmita comes with over 4 years of experience in the field of Marketing. She holds a Bachelor's degree in Computer Science from Bangalore University. Prior to joining us, she was associated with Bonito Designs Pvt Ltd as Content Specialist.

Executive - EMT



Vivek J

Manager - Business Development

Vivek comes with over 8 years of experience in the field of Business Development. He holds an MBA in Marketing from Pondicherry University. Prior to joining us, he was associated with Concorde Group as Manager - Business Development.







Abdul Rouf Bhat Manager - Sales

Abdul comes with over 9 years of experience in the field of Sales. He holds an MBA from Punjab Technical University. Prior to joining us, he was associated with Property Pistol as Manager Sales.



Anant comes with over 6 years of experience in the field of QS. He holds a Bachelor's degree in Civil Engineering from VTU, Belgaum. Prior to joining us, he was associated with Sumadhura Infracon Pvt Ltd as QS Engineer.



P Sudhanva Chadaga Graduate Engineer Trainee

Sudhanva is a Fresher and holds a Bachelor's degree in Civil Engineering from VTU, Belgaum.







Pavan Kumar H

Executive - EMT

Pavan is a Fresher and holds a Bachelor's degree in Commerce from Bangalore University.



Vikas comes with over 8 years of experience in the field of Sales. He holds a Master's degree in Commerce from Karnataka Open University. Prior to joining us, he was associated with Brigade Group as Senior Relationship Associate.



Anant Maruti Shanbhag Senior Engineer - QS



Kiran Kumar A Senior Project Engineer

Kiran comes with over 7 years of experience in the field of Civil Engineering. He holds a Bachelor's degree in Civil Engineering from VTU, Belgaum. Prior to joining us, he was associated with JMC Projects as Senior Project Engineer.

Kanigiri Srihitha

Interior Designer

Srihitha comes with over a year of experience in the field of Interior Design. She holds a Bachelor's degree in Architecture from NIT, Tiruchirappalli. Prior to joining us, she was associated with Living Design as Designer.

Vikas BR

Assistant Manager - Sales



