



Responsibly Yours

THE HEIGHTS OF EXOTIC LUXURY

ASSET
Laurels
KAKKANAD





Responsibly Yours

India's First Lifecycle Builder

As a Responsible Builder, we cater to our customers' evolving needs,
based on the different stages in their lives.

OUR LIFECYCLE LIVING SOLUTIONS



A BIG SMALL WORLD

Safe, private and self-contained
micro-apartments for single residents.



Budget Residences

DOES NOT COST YOU THE EARTH

Budget apartments for families who aspire for
a better living environment.



OUT-OF-THE-WORLD LUXURY

Exotic Luxury Residences for achievers to
upgrade to a charming lifestyle.



Senior Living

LIVE LIFE'S SECOND SEASON

Senior Residences for those who believe that
retiring doesn't mean retiring from life.



ENJOY HIGH-END LUXURY

Here's yet another landmark luxury project from
Asset Homes, Asset Laurels in Kochi.

Asset Laurels, Luxury Residences belong to the
EXOTICA category of high-end luxury living
residences offered by us for the achievers in life.



ASSET
Laurels
KAKKANAD

K-RERA Registration Number:
K-RERA/PRJ/ERN/079/2022
rera.kerala.gov.in

STUNNINGLY UNIQUE!

Asset Laurels is a “unique” project from Asset Homes offering everything that you are looking for in the IT capital of the city, Kakknad. The fast-growing IT hub that has all the amenities within reach is also a perfect residential area that’s away from the hustle and buzzle of the city. Offering 2 & 3 BHK apartments, Asset Laurels is bound to give you a complete luxury experience.

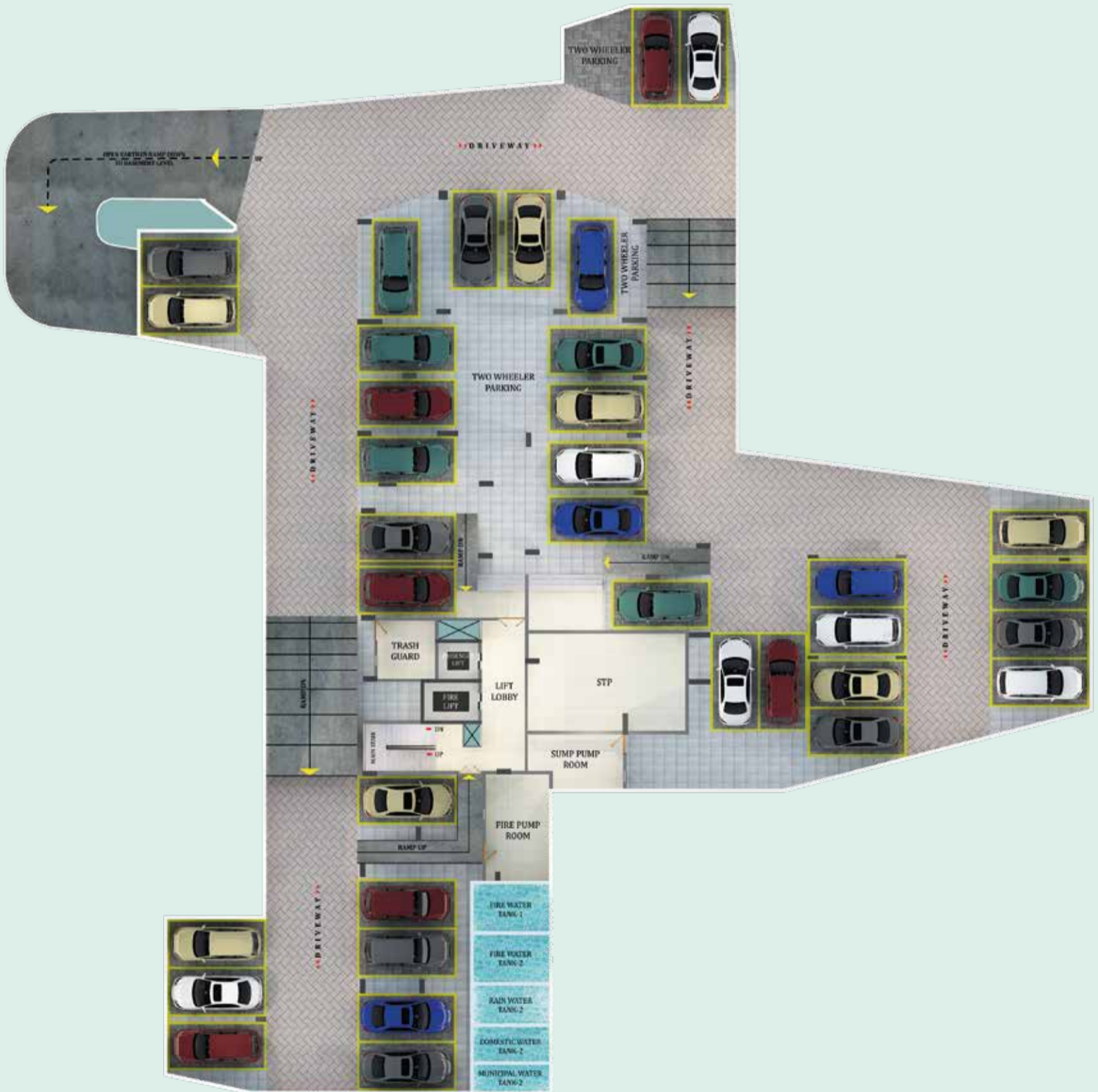




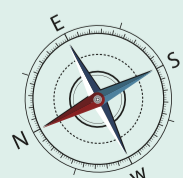
LUXURIOUSLY
UNIQUE!



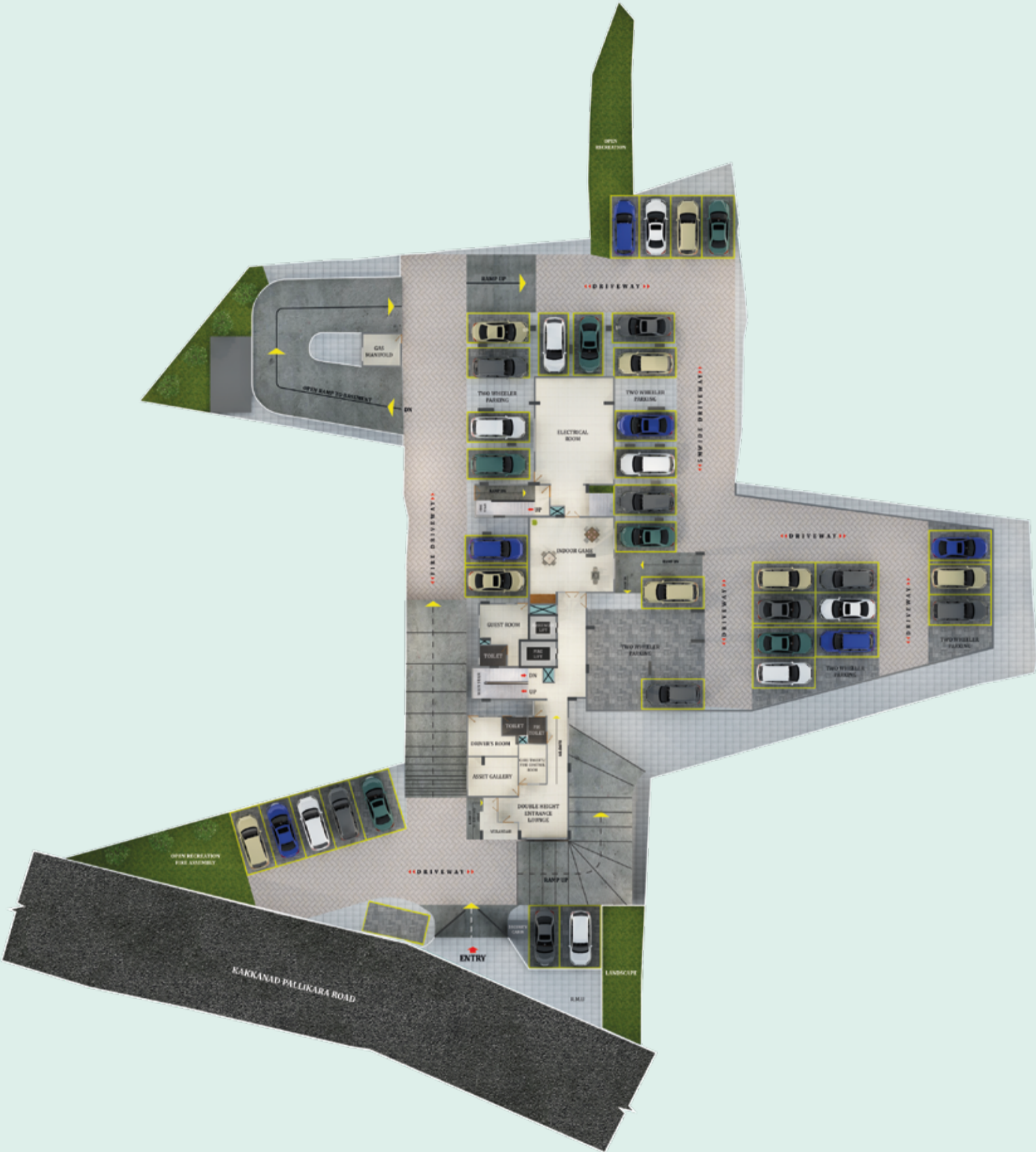
Basement Floor Plan



- + Dimensions may vary slightly during construction
- + Furniture and fixtures are indicative only
- + All dimensions are in centimeters
- + Structural members may slightly vary after final design
- + Carpet area as per Kerala RERA is the area excluding external walls and balcony/verandah
- + Carpet area is calculated as per structural measurement and may slightly vary with respect to plastering and tiling thickness



Ground Floor Plan



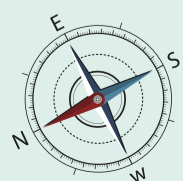
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First Floor Plan



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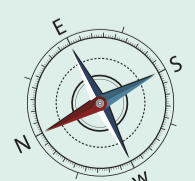


Typical Floor Plan

(2nd to 13th Floor)



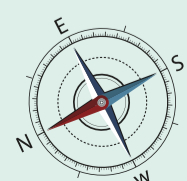
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Terrace Floor Plan



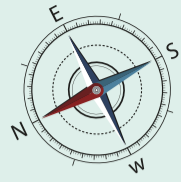
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Type A (2nd to 13th Floor)

3 BHK. Area - 1266 sqft

Carpet area (as per Kerala RERA) - 884 sqft

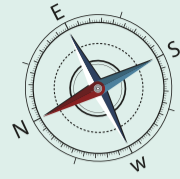


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Type B (2nd to 13th Floor)

2 BHK. Area - 939 sqft

Carpet area (as per Kerala RERA) - 623 sqft



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- + Furniture and fixtures are indicative only
- + All dimensions are in centimeters
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Type B1 (1st Floor)



2 BHK. Area - 939 sqft

Open Terrace - 233 sqft

Carpet area (as per Kerala RERA) - 623 sqft

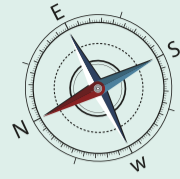


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Type C (2nd to 13th Floor)

3 BHK. Area - 1271 sqft

Carpet area (as per Kerala RERA) - 888 sqft



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- + Furniture and fixtures are indicative only
- + All dimensions are in centimeters
- + Structural members may slightly vary after final design
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Type C1 (1st Floor)



3 BHK. Area - 1271 sqft

Open Terrace - 328 sqft

Carpet area (as per Kerala RERA) - 888 sqft

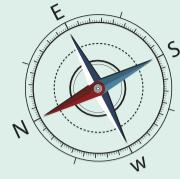


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Type D (2nd to 13th Floor)

3 BHK. Area - 1236 sqft

Carpet area (as per Kerala RERA) - 863 sqft



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- + Structural members may slightly vary after final design
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Type D1 (1st Floor)



3 BHK Area - 1236 sqft

Open Terrace - 358 sqft

Carpet area (as per Kerala RERA) - 863 sqft

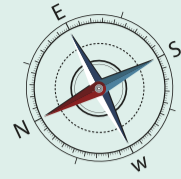


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Type E (2nd to 13th Floor)

2 BHK. Area - 908 sqft

Carpet area (as per Kerala RERA) - 603 sqft



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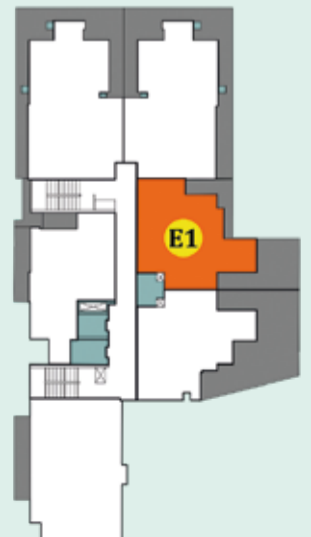
Type E1 (1st Floor)



2 BHK. Area - 908 sqft

Open Terrace - 212 sqft

Carpet area (as per Kerala RERA) - 603 sqft

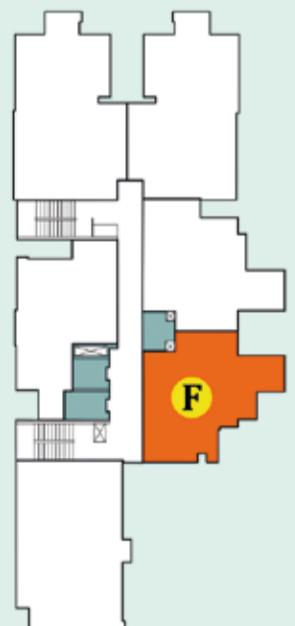
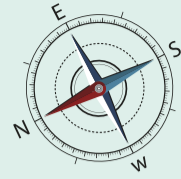


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Type F (2nd to 13th Floor)

2 BHK. Area - 934 sqft

Carpet area (as per Kerala RERA) - 636 sqft



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- + Structural members may slightly vary after final design
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Type F1 (1st Floor)



2 BHK. Area - 934 sqft

Open Terrace - 412 sqft

Carpet area (as per Kerala RERA) - 636 sqft



- + Dimensions may vary slightly during construction
- + Furniture and fixtures are indicative only
- + All dimensions are in centimeters
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FEATURES

LEISURE FEATURES

- Multi recreation hall with indoor games like cards, chess, caroms, etc.
- Well laid out children's play area
- Open terrace party area

COMFORT FEATURES

- Green rated infinity swimming pool
- Air conditioned fitness centre

COMMUNITY FEATURES

- Grand entrance lobby
- Piped in music in lobby and select common areas
- Drivers' Room with toilet
- One passenger lift and one bed lift
- Access for differently abled
- Centralized gas supply
- 24 hrs Security / Water / Power
- Maintenance on call.
- Guest Room

ECO FEATURES

- Ample green space
- Rain water harvesting
- On grid solar system for reducing common area electricity charges
- Two EV charging points

DIGITAL FEATURES

- Provision for broadband internet connection
- Provision for digital cable TV connection in living room and one bedroom
- Intercom facility
- Security cameras at entrance gate, lobby and select common areas

TECHNICAL FEATURES

- Metal /Fiber 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

SPECIFICATION

FOUNDATION

- Necessary RCC foundations on required strata

STRUCTURE

- Reinforced cement concrete frame with solid cement blocks in fill walls.
- Seismic resistance as per IS Standards

FLOORING

- High quality vitrified/ Rectified tiles for Living, Dining and Bedrooms.
- Antiskid/Matt tiles - ceramic/vitrified/ Rectified for Kitchen, Balcony and Toilets
- Entrance lobby, Staircase & Common areas will be of granite/Vitrified/ Rectified flooring

WALL CLADDING

- Ceramic/Vitrified wall tile cladding in bathrooms up to false ceiling height

KITCHEN

- Granite/Full body vitrified slab 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, diverter, shower ,Towel rods and soap dish

HARDWARE

- Best quality hardware.

DOORS

- Decorative panelled main entrance door in engineered wood.
- Factory made Moulded /Flush doors for bedrooms and toilets

WINDOWS

- Fully glazed Aluminum/UPVC windows with M. S. grills

PAINTING

- Putty finished emulsion paint for internal walls and ceilings.
- Enamel paint for window grills. Emulsion Paint for external walls.

WATER SUPPLY

- KWA water supply at one point in kitchen subject to rules and regulations of KWA
- Ground water supply from bore well.

ELECTRICITY SUPPLY

- Concealed copper wiring.
- Adequate light points, fan points, 6 amps and 16 amps points, etc. with independent meters for each flat.
- Modular type switches.
- Generator backup up to 1200 watts per apartment

PLUMBING

- 3 pipe system for domestic, drinking and flushing water distribution

BRAND POOL

FLOORING

- Floor&Wall Tiles: Kajaria/AGL/ RAK/ Somany/Simpolo/ Cera/Sunhearrt or equivalent

WASHROOMS

- Sanitarywares: Cera/ Jaquar/ Hindware/Simpolo or equivalent
- Concealed Flush Tank&Wall Plate: Grohe/Geberit/ Viega/ Kohler/Vitra or equivalent
- CP Fittings: Jaquar/ Cera or equivalent
- Bottle Trap: Jaquar/ Essco or equivalent

DOORS/ WINDOWS

- Main Door : Fero/ Kassa/ Jacson/Jacwud/Kalpataru or equivalent
- Inside Door and Toilet Door: Kelachandra/Jacson/Kassa/Fero/Jacwud/Kalpataru or equivalent
- Windows : Fully glazed Aluminium/UPVC windows with high quality M.S grills
- Main Door Lock : Yale/Godrej/Dorset or equivalent
- Other Hardwares : Yale/ Magnum/ Dorset/Godrej/Me Gold/Madhuram or equivalent

KITCHEN

- Kitchen Sink : Franke/Nirali/Carysil or equivalent
- Sink Cock : Jaquar/ Cera or equivalent
- Cockroach Trap : Chilly or equivalent
- Waste Coupling : Chilly or equivalent

PAINT

- Internal Putty: Asian / Berger/Nerolac/Birla White/JK or equivalent.
- Emulsion: Asian/ Berger /Jotun/Nerolac/JSW/Indigo or equivalent
- Exterior Emulsion: Asian/ Berger/Jotun/JSW/Indigo or equivalent
- Enamel: Asian/ Berger/Nerolac or equivalent

ELECTRICAL

- Distribution Board: Schneider/ Legrand/ABB/ Hager/Siemens/ L&T or equivalent
- MCB : Schneider/Legrand/ABB/Hager/Siemens/ L&T or equivalent
- Switches : Schneider/Legrand/L&T/Honeywell or equivalent
- Genset : Kirlosker/ Cummins or equivalent
- Transformer :Unipower/ Intrans/ Resitec or equivalent
- Cables: Finolex/ Polycab/ Havells/ RR Kabel/ Gloster/Unistar or equivalent
- Wires: Finolex/ Polycab/ V-guard/ RR Kabel/or equivalent

CEMENT & STEEL

ISI Branded Items

LIFT

Fujitec/Kone/ Toshiba/ Otis or equivalent



PRODUCT CHART

ASSET LAURELS B + G + 13	TOTAL LAND EXTENT IN CENTS		67.08			
	NO OF UNITS		77			
	BASEMENT FLOOR		PARKING + SERVICES			
GROUND FLOOR	PARKING + LOBBY + ASSET GALLERY (168 SQFT) + GUEST ROOM					
FIRST FLOOR	ASSOCIATION HALL + HEALTH CLUB	TYPE B1	TYPE C1	TYPE D1	TYPE E1	TYPE F1
		2 BHK	3 BHK	3 BHK	2 BHK	2 BHK
939		1271	1236	908	934	
OPEN TERRACE		233	328	358	212	412
SECOND FLOOR	TYPE A	TYPE B	TYPE C	TYPE D	TYPE E	TYPE F
	3 BHK	2 BHK	3 BHK	3 BHK	2 BHK	2 BHK
THIRD FLOOR	1266	939	1271	1236	908	934
FOURTH FLOOR	1266	939	1271	1236	908	934
FIFTH FLOOR	1266	939	1271	1236	908	934
SIXTH FLOOR	1266	939	1271	1236	908	934
SEVENTH FLOOR	1266	939	1271	1236	908	934
EIGHTH FLOOR	1266	939	1271	1236	908	934
NINTH FLOOR	1266	939	1271	1236	908	934
TENTH FLOOR	1266	939	1271	1236	908	934
ELEVENTH FLOOR	1266	939	1271	1236	908	934
TWELFTH FLOOR	1266	939	1271	1236	908	934
THIRTEENTH FLOOR	1266	939	1271	1236	908	934
TERRACE FLOOR	SWIMMING POOL + TERRACE GARDEN					

PIONEERING THE 5- POINT WASTE MANAGEMENT SYSTEM

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-biodegradable, 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-biodegradable waste, Orange Bin is for e-waste, the Yellow Bin for wastes to be incinerated and the Red Bin for Medical Waste.

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.

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.

E-WASTE

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

WASTE 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.

MEDICAL WASTE

It includes all waste 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 5 point waste management system is introduced at our new projects with a view of 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 combined effort of all stakeholders is essential to evolve a strategy for ensuring 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 off 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 and reuse of rain water
- 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	<ul style="list-style-type: none"> • Corporation / Municipality / KWA 	Yes	<ul style="list-style-type: none"> • Drinking water (1 point in kitchen) 	Drinking
2	<ul style="list-style-type: none"> • Bore well • Well water augmented • Rain water from roof during monsoons • Bowser water during emergencies 	Yes	<ul style="list-style-type: none"> • Washbasins • Kitchen sinks • Ablution faucets • Showers • Washing machines • Dish washers • Swimming pool make- up • Water body make-up 	Domestic
3	<ul style="list-style-type: none"> • Treated effluent from STP 	Yes	<ul style="list-style-type: none"> • Flushing of water closets • Gardening • Car wash 	Flushing - Subject to technical feasibility

Notes: • Excess rainwater will be disposed off 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 off 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 drinking water standards
- Flushing water standards will comply with those laid down by Kerala Pollution Control Board.
- KWA/corporation water will be provided, subjected to availability and government sanction.
- Individual water meters will be provided for each apartment.

DELIGHTFULLY YOURS!



Happiness
beyond square feet



DELIGHT SERVICES



Asset Delight is a bouquet of unique services. Going beyond the property the services are unique because they continue until they are needed. They are unique because they intuitively

understand your concerns and rationally address them. By providing 17 amazing services ranging from 10 years free insurance coverage for your property to free airport pick-up to drop you at home, Asset Delight takes care to make your life an absolute delight. Delights that transcend your every need.

MEDCARE

Health is the biggest concern for all. Medcare offers monthly medical check-ups and delivers medicines at your doorstep at our projects. We have tie-ups with leading medical labs and reputed medical stores in and around our project location. Anybody can avail of these services whenever the need arises. We are just a call away.

D-LOC

We will make your life easy! Get your laundry done regularly in the easiest way. We have tie-ups with professional laundry service providers. You can avail their services twice/thrice a week.

PRE-MONSOON CHECK UP

Pre-monsoon check-up is a critical step in the maintenance of your home. We connect with our customers and make them aware of this. Appropriate steps will ensure that the maintenance of the common areas is kept at its minimum year after year. Transform your living destination into a perfect one through following our annual maintenance practices.

MAINTENANCE CLINIC

Keep your home functionally and aesthetically maintained. Our service personnel are available at your call to rectify issues in your apartment and provide precautionary tips to avoid future problems. All you have to do is to register your maintenance related enquires by mail to maintenance@assethomes.in We associate with all our major vendors to provide you reliable and prompt service.

FREE INSURANCE

Asset Homes is a pioneer in the Indian realty sector in extending 10 years free insurance coverage against damages caused by fire, earthquake, lightning and explosion air craft damages etc. on all Asset Homes apartments launched after 2016, in association with The New India Assurance Co. Ltd.

TRANSIT HOME FACILITY

Asset Homes offers all its privileged customers complimentary Transit Home facility in Thiruvananthapuram, Kochi, Thrissur, Kannur and Guruvayoor, while visiting these cities, at fully furnished, well-maintained guest houses at absolutely no cost.

DELIGHT SERVE

An easy-to-operate mobile application, with a unique customer ID, offers a one-point access for booking all maintenance needs to ensure timely assistance to customers who are in need, making the process easy, time-saving, absolutely effective and hassle-free.

DELIGHT DRIVE

What could be more delightful than being picked up from the Airport and getting dropped at your Asset Home? We provide our NRI customers with this facility of getting transported from the Airport to their Asset Home once a year. Just call up the Asset Delight Team, let us know in advance, and be assured of your cab waiting for you to take you to your Asset Home safely.

- Helpline driven
- 24*7 assistance
- Professional and reliable

DELIGHT DE ASSIST

Asset Delight provides services such as payment of your routine bills (KSEB, KWA, Property/Land Tax, Association/Maintenance Charges), and cleaning, renting and resale of apartments. We make sure your home is well taken care of in your absence.

DELIGHT SURPRISES

Asset Delight organizes occasional Customer Meets and other events with the participation of Asset Homes customers from around the world. These get-togethers help customers meet and interact with the brand custodians as well as other members of the extended Asset Family.

DELIGHT DECOR

Want to refurbish your apartment? Delight Décor services is just a right away. Redo your home to your taste and satisfaction.

- Professional consultants
- Competitive pricing
- 24*7 assistance

DELIGHT SHIFTS

Moving from one home to another has been made easy with Delight Shift services. All that you need to do is call the service partners.

- Helpline driven
- Competitive pricing
- Professional and reliable
- 24*7 services

FAMILY OF THE MONTH

Every month, Asset Delight Team pays a friendly visit to any one of the Asset Family member's homes at each location. This helps the team build a strong relationship with the customers, which further helps in addressing their concerns effectively. Customer's suggestions for improvement of services are duly considered and incorporated.

CUSTOMER ON BOARD

The best insight provider of our brand is our customer. Asset Homes considers it a privilege to have one customer take part in the company's Management Meeting held every month. The selected customer is invited to share his or her views about the brand, the projects and the services offered.

DELIGHT SHINE

Asset Delight offers vehicle-wash service right at your doorstep. Wash away the grit and grime of a busy day to leave your vehicle with a glowing shine every day.

- Helpline driven
- Professional and reliable
- Service at your own premises

DAILY DELIGHT

Your orders for provisions and other routine requirements will be delivered at your doorstep through reliable agencies, thus taking the stress out of your daily grocery and other shopping.

- Helpline driven
- Quick processing
- Quality products & services
- Door delivery & payment
- Reliable partners

DELIGHT AID

Asset Delight is with you in times of need. Be it for medical care service or ambulance service, through a helpline number exclusively dedicated to Asset Delight AID. We will cater to your most urgent needs with the least response time and other forms of assistance for the elderly, the ailing and the needy. Collectively with the support of nursing care services provided through our associate international organization and a network of the finest medical care associates we aim to provide for the most authentic, economical and reliable service for your aid.

- Helpline driven
- Professional and Reliable
- 24*7 assistance

PRIVILEGE CARD

The Asset Advantage Privilege Card is an identification card which gives all Asset Homes customers easy access to all the customer-centric services that the company extends, ranging from transit home facility to referral scheme.



CREATING NEW BENCHMARKS. CROSSING NEW HIGHS.

- THE FIRST BUILDER IN INDIA TO RECEIVE CRISIL DA2+ RATING IN 13 YEARS SINCE INCEPTION
- THE FIRST BUILDER IN INDIA TO RECEIVE CRISIL 7-STAR RATING FOR ITS THREE RESIDENTIAL PROJECTS
- THE FIRST BUILDER IN INDIA TO GIVE 10 YEARS FREE INSURANCE FOR THE VILLAS/APARTMENTS

CRISIL DA2+ RATED BUILDER



ISO 9001 - 2015 CERTIFIED COMPANY



Responsibly Yours

CORPORATE OFFICE

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