**Sumit G Das**

E 102, Casa Amora Phase I, Kadamba – Old Goa, Goa -403402.

Mobile - +9196190 61133 / +919561961958

Email- [Sumitgdas@gmail.com](mailto:Sumitgdas@gmail.com)

Passport Number – H7470670

Professional Summary

A seasoned professional with over 24 years of experience in Business Development, Sales/Marketing, Key Accounts, Distribution, PR / Clientele and Team Management

Hands on experience in charting out Sales strategies, enhancing business volumes & growth, achieving scale on revenue & profitability norms.

Work Experience

1. Managing Partner RVS Infra Developers & Consultants Pvt. Ltd – Aug 25 to Present

Managing Sales, Strategy, Marketing and Distribution.

1. VP Sales – GHD Infra Pvt. Ltd Feb 2025 to Aug 2025

Heading Sales for entire gamut of GHD portfolio

1. Mandate Head with Xpand Ventures for Trizella Realty project in Arpora Goa North – Oct 2024 to Feb 2025
2. Site Head with Kohinoor Highland Project (Dombivili East Thane Dist.) – Oct 2023 to Oct 2024

Project Management:

Kohinoor Highland is a 3 Acre Site with 2 Towers housing 566 units in total. Current stage of construction- 1 Tower (G+20) housing 260 units (13 Core) A blend of 1 & 2 BHK homes.

Achieving Topline in sync with management expectations on inventory as well as profitability. Average Ticket size is 35,00,000/-

Team Leadership:

Managing and motivating a diverse team of professionals including Sourcing, Closing, HR/Admin, CRM & Marketing Verticals. Head count of 30 + employees.

Facilitating effective communication and collaboration among team members.

Monitoring industry trends and best practices to enhance profitability at site level.

Channel & Client Relations:

Building and maintaining strong relationships with Broking firms & Clients alike. Understanding their requirements and ensuring satisfaction throughout the project lifecycle.

Addressing queries and concerns promptly and effectively. Structuring and disbursals of Payouts ranging from Ladder incentives to referral bonus.

Cost Management:

Monitoring project budgets, expenses, and resource allocation for Sales, Distribution and Marketing.

Implementing cost-saving measures without compromising on quality and timelines.

Risk Management:

Identifying potential risks and implementing strategies to mitigate them.

Developing contingency plans to address unforeseen challenges at site level.

Health, Safety, and Environment (HSE):

Ensuring compliance with health, safety, and environmental regulations.

Promoting a culture of safety and environmental responsibility among site personnel.

Reporting and Documentation:

Preparing regular MIS for Board members.

Achievements

Have consistently achieved a desired run rate of Monthly Sales (Net) outperforming previous Mandate Owner Anarock. A stellar track record of achieving double the figures than Anarock with 1/10th the cost.

Successfully recruited, trained, groomed and cultured the entire team across verticals with minimal attrition and maximum productivity.

GTN being 90% with Walk-in to Conversion being at 14% which is highest in KDMC zone.

1. Director at Rudveda Realtors (Proprietary) – 2018 / 2023

Primary Market- Residential Portfolio.

Working with K Raheja Corp, L&T Sea woods, Adani and Lodha Group.

Dealing in Villas & Plots in Goa (NORTH)

Secondary Market Residential – Stress assets of Deutsche Bank and Mandates in Khar to Andheri Belt.

1. AGM Sales (RCP Sourcing) – Lodha Group (Palava City) – 2017 to 2018

On boarding as Site Priva vertical head (Feb, Mar & Apr 2017) – Team clocked a healthy 45cr INR of top line for Palava on closing front. On the Sourcing side – 11.5CR INR in the same calendar period for the Site.

Lateral Shift to RCP Sourcing vertical for South Mumbai and Western belt – YTD business of 105 Cr+ sourced through 23 Active CP’s. All new to books with zero legacy accounts.

Gross to net above 90% on all sourcing. On closing front 9 Cr INR top line added.

1. Sub broking with Vastu Real Estate Pune 2014 / 15 / 16

Operating in resale market for residential sector in South and East Pune

1. MATRIX Cellular International Services Pvt. Ltd. 2007 to 2013

A Delhi based company providing country specific telecom solutions to overseas travellers

Assistant General Manager – Western Region 2011/12/13

Corporate Portfolio- Amdocs,Infosys,SunGard Solutions,BMC Software,Bajaj Auto,Bajaj Allianz,Kirloskar Group,Sterlite Industries.

Business development through Corporate, Retail and Agency channel.Handling a team of 73 head count across my region.

Competition Mapping. Resource Planning. Resolving dispute cases and Credit control management. Handling channel Business in the state of Maharashtra.

Achievements: - Averaging a consistent growth of 40% over last three financial years in the western region. Awarded with a trophy for generating the highest revenue growth YoY Pan India in December 2010.

Was also promoted out of turn in Jan 2011.

Sr. Manager, Key Accounts – Pan India Sept 2008/09/10

Having successfully implemented the corporate business structure in pune I was entrusted with the responsibility of replicating the business model for all cities pan India for my company. I streamlined the corporate business by introducing and sustaining AMC / Vendor contracts for 100+ accounts which are still giving business.

Adding new products/countries to the product profile based on inputs from various clients across the country.

Achievements

Increased the Pune region Top line by 17 times over last fiscal. Though the base was small, new strategic inputs and improvisations along with strong commitment helped me achieve my goal.

Opened 42 new to book corporate accounts in Pune including Amdocs which is the biggest client of Matrix to date.

Manager Sales (Mumbai Branch). Feb 2007 to August 2007

Recruiting 5 Trainees along with managing 10 Executives to start off operations.

Responsible for achieving monthly/annual revenue targets for self/team.

Client Servicing, Account pitching & management.

Achieved highest Productivity, Average ticket size new acquisitions in corporate sales amongst the 4 teams in Mumbai. The effort was recognized and I was promoted to the position of a branch manager in Pune in 7 months.

1. Radio Mirchi (ENIL) Pune. 2005/06/07 Account Manager – Retail Establishments.

Selling Free Commercial Time. – Revenue generation through mainstream radio sales model supplemented by other media platforms on demand i.e. – Outdoor visibility, print & events for experiential marketing.

Amplifications- Ideation, production and execution of tailor-made events and On-Air Properties e.g. – Road Shows, Mall Activities. In store sampling, auctions, exhibitions, fashion shows, concerts, beauty pageants and morning Fabrics.

Client Servicing – Sustaining rate contracts, Media Planning encompassing content development, TG identification, campaign duration, rotation and sensitizing clients to the radio business resulting in high frequent burns.

Zero Payment Default portfolios. Business acquisition from other stations as well.

1. ICICI Prudential Life Insurance Co. Ltd. MUMBAI 2002 to 2005

Unit Manager – Tied Agency

Managing frontline sales of various insurance products through a team of advisors.

Conceptualization, Co-ordination & Supervision of various worksites and promotional campaigns for advisor recruitment and sales growth.

Monitoring sales, productivity and activation of my team.

Regulating the entire sales process, post logins, to ensure transparency in issuances and optimization in after sales services.

Achievements- 155% achievement of my maiden quarterly target ranking 5th in my territory. Consistently ranking in the top 10 on premium income parameters. Instrumental in key-man insurance closures.

1. Eleena Exports Pvt. Ltd. MUMBAI 1998 to 2002 – Production Manager

Functions – Client Servicing and Business Development

Exports – Managed relationships with two of the biggest buying houses of Mumbai and also developed new business by acquiring a series of new clients in international markets. Local Orders – Developed a clientele of 24 retail outlets and 4 design Houses in Mumbai and Pune region.

Production Management – Managed a work force of 80 people for orders at hand. Garment order varying from 500 pieces to mass production of 10000 & above pieces. Critical inspection and random supervision throughout the production process, ensuring export quality standards and time bound deliveries.

Vendor Management – Merchandiser for current orders, comprising purchase of fabrics, accessories & packaging materials and mobilization of goods. Front-end negotiation with suppliers ensuring cost effective & quality procurements.

Educational Qualifications

Secondary 1992-93. St. Mary’s Convent School (I.C.S.E), Mazagaon, Mumbai.

Higher Secondary 1994-95. Jai Hind College (Arts), Church gate, Mumbai. C) Graduation

BA – 1997-98. Jai Hind College (Economics & Political Science), Church gate, Mumbai.

Nominated, short listed and successfully completed Management Development Programme with IIM Ahmedabad.

Personal Details & References

Married

Reference 1- Mr. Sumit Mohindra / CEO ICICI Prudential Pension Funds

Reference 2- Mr. Amit Narayan / Gm Lodha Developers Ltd.