



Suman Ray

Vice President, Bengal Aerotropolis Projects Ltd, Durgapur, West Bengal

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Location: Durgapur, West Bengal, India

Permanent Address: H/o Late Nisith Kumar Ray, 78 Nos. Khaluibil Math, First Lane,
Post & P.S. - Burdwan, District - Purba Bardhaman, Pin - 713101, West Bengal

Professional Summary

Dynamic and result-oriented professional with 25+ years of expertise in B2B & B2C Corporate Sales & Marketing, Real Estate Sales & Marketing & Business Development. Proven track record in driving revenue growth, managing high-value projects, and forging strategic alliances. Adept at liaising with government and corporate stakeholders to ensure seamless project execution. Currently leading sales and marketing initiatives as Vice President at Bengal Aerotropolis Projects Ltd., driving consistent business expansion and operational excellence.

Core Competencies

- Sales & Marketing Strategy
- Business Development & Planning
- Corporate Sales & Co-ordinations
- B2B & B2C Market Expertise
- Industrial & Institutional Transactions
- Revenue Growth & Profitability
- Channel Partner Management
- Strategic Alliances & Partnerships
- Government Liaison & Compliance
- Market Analysis & Demand Forecasting
- Team Leadership & Cross-Functional Collaboration

Achievements

- **India's Most Trusted Company Award 2023:** Recognized under my leadership by IBC Info-Media, Bengaluru.
- **CREDAI Realty Award 2024:** Won the prestigious title for "Best Ongoing Township Project" by CREDAI Bengal.
- **Special Certification & Reward:** Awarded for long-term service and a consistent track record of excellence at Bengal Aerotropolis Projects Ltd., Kolkata, West Bengal.

Professional Experience

Vice President – Sales, Marketing & Business Development

Bengal Aerotropolis Projects Ltd., Durgapur

Aug 2015 – Present

- Developed strategic business plans, leading to YoY revenue growth in untapped regions.
- Executed sales for residential, commercial, and industrial projects, achieving high profitability.
- Directed key projects including:
 - ❖ MSME Parks (43 acres) under SAIP 2020 , GoWB
 - ❖ PMAY Housing Scheme (5 acres) under GoI & GoWB
 - ❖ Coal India Housing Project (80 acres) under Coal India Ltd & Housing Board
 - ❖ 400+ acres industrial & 250+ acres plus Institutional & residential investment
- Enhanced product visibility via digital and brand marketing campaigns.
- Fostered collaboration with governmental and corporate entities for smooth project approvals.

Head Project – Sales & Marketing

TATA Value Homes Ltd., Kolkata

Feb 2015 – Jul 2015

- Managed the sales and marketing of a 25-acre residential project comprising 3,000 apartments.
- Spearheaded property launches using ATL, TTL, and BTL strategies, ensuring financial health.

Deputy General Manager – Business Development

Bengal Aerotropolis Projects Ltd., Durgapur

Jan 2011 – Feb 2015

Assistant General Manager – Sales & Marketing & Liaison

Bengal Shrachi Housing Development Ltd.

Feb 2006 – Jan 2011

- Delivered on sales goals for multi-acre township projects, such as Renaissance Township (256 acres) and Shrachi Greens (12 acres).
- Maintained key relationships with regulatory bodies, ensuring project compliance and approvals.

Other Roles

- *Assistant Manager – Sales & Marketing*, Bengal Shristi Infrastructure Development Ltd. (Apr 2004 – Jan 2006)
- *Area Sales Officer/Branch Manager*, First Flight Couriers Ltd. (Jan 1999 – Mar 2004)

Education

Master of Business Administration (MBA) – Marketing

IMM, Kolkata (1998) Approved by AICTE

Bachelor of Arts (Hons.) in English Literature

The Burdwan University (1994)

Key Projects

- **MSME Park Development:** Directed industrial park projects under state government schemes.
- **Strategic Township Development:** Managed planning and execution of township projects, ensuring high quality.
- **Market Analysis of International Demand on Indian Fabrics:** Assessed demand potential for Indian rayon fabrics in South Africa under the research curriculum at Reliance Industries Limited, Ahmedabad, Gujarat.

Technical Skills

- MS Office Suite (Word, Excel, PowerPoint)
- ERP Systems: In4Suite
- CRM
- Internet Research & Market Analysis
- Chat GPT & AI Tools

Languages Known

- English | Hindi | Bengali

Compensation & Notice Period

- **Current CTC:** INR 43 Lakhs + Perks (Medical Insurance + Company Car & Fuel, Company Provided House etc.)
- **Expected CTC:** INR 65 Lakhs + Perks
- **Notice Period:** 90 Days

Locational Preferences

- **Preferred Locations:** West Bengal, Jharkhand, Odisha, Hyderabad, Bengaluru, Chennai
- **Locational Constraint :** Nil

- Thank you for your attention & consideration -
