

**Sourced from: Chiang Mai Mail**

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9 January 2013



*Best In The North*

# Chiang Mai

Established in 2002

Chiang Mai's First English Language Newspaper

10<sup>th</sup> YEAR *Mail*

SUNDAY DECEMBER 16 - SATURDAY DECEMBER 29, 2012

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**Business** 

## KSK Thailand announces its rebranding in Chiang Mai

KSK Insurance (Thailand) Co., Ltd followed its recent rebranding with the launch of three new insurance products and a roadshow that visited four provinces during October and November. Lately, the company arranged the road show in Chiang Mai to promote the rebranding to KSK Insurance and its business direction to agents and brokers in Chiang Mai and nearby provinces.

The company, which is part of the KSK Group Berhad, incorporated in Malaysia, rebranded in September this year from its former name Kurnia Insurance (Thailand) Co Ltd.

Ms Joanne Kua, Chief Executive Officer (CEO) and Executive Director of KSK Group Berhad, last month unveiled the new logo of KSK Insurance Thailand Co Ltd, saying it symbolises the key values that represent the brand, namely Resilience, Trustworthiness, Teamwork, Innovation and Entrepreneurship.

Eugene Foong, who is Chief Executive Officer of KSK Thailand, said that having introduced many industry firsts in Malaysia, KSK intends to leverage on this innovativeness and IT expertise to transform the operations in Thailand into a recognised industry leader.

"We have launched several new insurance products to increase the current revenue stream, and we are embarking on customer focused campaigns to both launch the rebranding and to spur sales. To this end, we are investing 1 billion baht into the Thai and Indonesian operations soon in order to promote and grow our business in these two markets."

"Our target is to become one of the top 10 insurance companies in Thailand," Mrs Foong added.

KSK Insurance 5+ motor insurance is a new product that in its basic form includes collision and flood damage, and can be extended to include theft and fire. This is a market leading product which developed with the customer in mind. The new Home Insurance package includes cover for loss against floods, windstorms and earthquakes, and provides rental cost of temporary accommodation in the event of disaster. Also new is the Personal Accident policy, which provides 24-hour worldwide coverage, and loss of income for up to one year. KSK Thailand has its head office in Bangkok's Central Business District, and has 19 branches and service centres located across the country. (PR)