

**FOR IMMEDIATE RELEASE****Technology, talent and innovative new products will drive growth for KSK Insurance Thailand under new CEO**

**Bangkok – 15 September 2015:** New chief executive officer of KSK Insurance (Thailand) Public Company Limited, Dr Pongpanu Damrongsiri, is pursuing a business expansion policy that includes development of e-cover policy system, the recruitment of promising young talent, total renovation of the company's regional branches, and the creation of innovative new products for SMEs and niche markets.

Dr Pongpanu, who was appointed at the beginning of this year as CEO of KSK Insurance Thailand, the local insurance arm of Malaysia-based KSK Group Berhad, which moved into Thailand in 2001.

He has 26 years' of experience in the insurance industry, domestically and overseas, including 13 years with New Hampshire Insurance Company in Bangkok, where he held various senior positions in marketing, retail, and agency force management.

Dr Pongpanu is a firm believer in combining the personalized service aspects of the industry with the use of new technology to drive growth.

"KSK's still focus on agents and brokers," he says. "This is very much a people business, based on face-to-face interaction and trust. We are enhancing our way of working through the use of electronic technology that empowers our agency force and brokers partnering with us to provide a personal service that is faster and more effective.

"In recent months we have been developing e-policy tools that allow the agents and brokers to transact their business with the head office on-line.

"They are able to photograph the client's car for example with a mobile phone and then use a notebook or desktop computer to draw up the policy. This provides a speedy and personal service for the client, helps the agents be more productive with their time, and reduces operating costs."

E-cover was initially rolled out for motor insurance, where it now covers more than 40 percent of the agency business, and is now being developed for other sectors of KSK's business.

Dr Pongpanu says that the number of agents and brokers is being increased along with the use of technology, and that focus is being placed on recruiting the brightest and best of young graduates and others who have potential to develop their careers in the insurance industry.

"We are transforming our business model and enhancing our staff and agents in two ways," he says.

"One is to recruit promising young graduates straight from university and other young people from high-end industries with a knowledge of marketing and management. The other way is to develop our existing staff through a system of training and investing in human capital to bring out their true potential of each individual.

"In this way the quality of our staff and our services are continuously improving."

KSK is carrying out a complete renovation of all its Thai regional branches, giving the front office a coffee-shop ambience where agents and brokers can work on-line in a relaxed atmosphere, and even meet with clients.

The Chiang Mai and Surat Thani branches have already been transformed, and Chonburi, KSK's largest regional office, is next. The other offices, which are in Khon Kaen, Korat, Rayong, Nakhon Pathom, Phuket and Had Yai, will be renovated throughout the coming months, with the programme due for completion by the end of next year.

The adoption of technology, the recruitment and training of new talent, and the renovation of the branches are all opening the way to the development of innovative new products.

"We are very focused on the retail business and the service platforms we are developing allow us to offer, along with individually tailored solutions, entirely new holistic concepts," says Dr Pongpanu.

"This is why it is so important to have really talented agents because they can understand a client's business needs as well as personal needs."

One new concept allows KSK to act as a business partner in the SME (small and medium enterprise) sector, which the company defines as a business that has a turnover of 30 million baht.

"Our agents are able to discuss with the business owner not just on his individual coverage needs but from a holistic point of view, in which the owner, his property, and his assets are covered and also recognised as assets.

"We have an example in certain parts of Thailand in which we are discussing with the owners of elephant farms and training schools how to actually grow their business through our insurance concepts.

"The tendency of the owners, who do big business in the tourism sector, has always been to regard the elephants as simply animals. Our agents are however showing the owners how coverage can be constructed in which the elephants are regarded as valuable assets,



and can be used as collateral when raising bank loans. In this way the farms and training schools can actually grow, based on sound insurance coverage. This is our most unique product to date. There is great potential for KSK in these niche markets, and talented agents will be able to spot the potential. They can then devise a tailor-made coverage programme very quickly through the regional and head offices.” adds Dr Pongpanu.

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**About KSK Insurance (Thailand) Public Co.,Ltd.**

KSK Insurance (Thailand) Public Company Limited assumed its present name in September 2012. KSK Group Berhad’s foray into the Thai insurance market begun in August 2001 when it acquired Asia Dynamic Insurance Co. Ltd. via Kurnia Damai Sdn.Bhd. After the acquisition, Asia Dynamic Insurance Co. Ltd.’s name was changed to Kurnia Insurance (Thailand) Co. Ltd. and subsequently changed to its current name in line with the group wide rebranding exercise.

**KSK Insurance (Thailand)**’s headquarters is located at the bustling Bangkok Central Business District of Sathorn. To better serve the company’s customers and business partners, the company has established branches and service centers located across the country. At present, it has 9 Branches and Service Centers nationwide. Strategic partners include more than 1,500 agents and 400 panel garages. A competent workforce of close to 230 employees is ready to provide excellent support and services to its valued customers and business partners. For more information, please visit our website at [www.kskinsurance.co.th](http://www.kskinsurance.co.th).

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