

Pukka Insure Trebles Business in Year Two

May 17th 2018: Wednesday 16th May saw Gibraltar based Managing General Agent, Pukka Insure, celebrate it's second year of business with a bang and a return appearance and exclusive performance from X-Factor winner, Louisa Johnson. Manchester's Menagerie bar played host to the VIP party which has fast become a highlight on the social calendar for the annual BIBA (British Insurance Brokers' Association) conference.

Addressing a crowd of over 250 key players from the insurance industry at the event, Pukka Insure Founder and CEO, Sam White, said: 'The past year has been incredible, beyond our expectations but it hasn't been without challenges. I am incredibly proud of the team who have pulled together and powered through and as a result the business has trebled.'

"It's easy to be the best version of yourself when things are easy. The real challenge comes when you are under pressure, when your back is against the wall - that's when you see what people are made of and I have to say I've never been prouder of them all. Instead of pulling apart they pulled together and we are even stronger as a result.



Winner of the Northern Power House Outstanding Entrepreneur award, White also used the opportunity to firmly throw the spotlight back on the gender parity and diversity issues within the corporate world, reminding guests of their responsibility to continue to strive for a more meritocratic working environment.



White continued: “The promotion of equality and diversity within the work place have been hot topics over the past twelve months, subjects I am extremely passionate about. I’ve become something of a diversity poster child and I’m very happy with that - I’m really proud of the feedback I’ve had from the industry and from my businesses, I want us to continue to push hard for positive change and to create a much more meritocratic and philanthropic environment for all of us. The only thing that should matter is how good you are at your job.”

Alongside celebrating it’s second birthday in style, Pukka Insure has also recently expanded it’s product offering adding private car to the line up as well as setting out to replicate the success in UK by launching in Australia. Due for launch in Q3 2018, Pukka Insure will bring an innovative and client-centric approach to automotive insurance for Australian drivers.

On the subject of Australia, Sam White, commented: “We’ve been exploring the Australian insurance automotive landscape for nearly two years now and everything we have learned so far has indicated that there is a gap in the market an for an ethical, forward thinking MGA in Australia. We are looking at multiple lines of business at the moment starting with private car insurance. The concept of giving people second chances is relatively alien in the insurance world but it’s one Pukka Insure’s specialities - we fundamentally believe that drivers deserve a second chance and our experience in the UK and further afield has proved us right.”

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Official event image download link:

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About Pukka Insure - www.pukka.co.uk

Pukka is a new entrant van insurance MGA that leverages specific advantages in claim control and fraud prevention. We make a range of lower cost products more available to those individuals that are often overlooked or discriminated against and poorly quoted, treated and serviced.

Pukka Insure operates a unique transparent approach. Our dedicated underwriting team offer a bespoke service that gives special consideration to all circumstances - including convictions and especially those that can show positive improvement in recent history.

No one is perfect and we don't expect that. Pukka's forgiving, inclusive approach encourages greater disclosure; which enables us to provide fairer more competitive pricing to our customers. Thinking and acting differently is in Pukka Insure’s DNA - if there is a simpler, fairer, more effective way of working - we will find it.