Puredrive Energy CEO Named Family Business Entrepreneur of the Year

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Cheltenham-based battery manufacturer, Mark Millar has been named entrepreneur of the year for the second year running

[Cheltenham, 26th November] Puredrive Energy is celebrating a landmark achievement as CEO Mark Millar has been crowned Family Business Entrepreneur of the Year at the Great British Entrepreneur Awards (GBEA) 2025. After his previous Scale-Up Entrepreneur win at the GBEA awards in 2024, Mark's second consecutive win places him among the UK's most respected leading in the clean-tech and manufacturing sectors.

The ceremony which was held last week at the Grosvenor House Hotel, London is the biggest celebration for founders and their businesses in the UK.

The Great British Entrepreneur Awards is often described as "The Grammys for Entrepreneurship" and shines a spotlight on the individuals and businesses driving innovation, creating jobs, and shaping the future of the UK economy. The awards honour remarkable stories of entrepreneurial success, perseverance, and vision.

Based in Gloucestershire, Puredrive Energy originated as a family-run start-up with four employees. Today it is the UK's fastest-growing home battery manufacturer, working with over 400 active installers across the UK and Europe. The business is best known for its high-performance Duracell Energy home storage systems, designed in the UK.

In 2022, Puredrive secured a brand licence to manufacture, market, and distribute Duracell-branded home energy storage products. This partnership has helped the business scale rapidly while supporting thousands of UK homeowners in storing low-cost, renewable energy to reduce both bills and carbon emissions. Today, the business exclusively supplies Duracell Energy storage products, reinforcing its commitment to quality and reliability.

The GBEA judges said that its identity as a true family business is what sets Puredrive apart in the energy sector. Mark heads the company alongside his two sons: Oliver, Head of Marketing, and Daniel, Head of Sales. Their shared vision has shaped a culture built on resilience, innovation, and agility. During a year marked by industry-wide economic, political and environmental pressures, these qualities have proven essential.

Despite challenges that have forced several competitors to reduce the scale of their operations or exit the market, Puredrive has continued to grow, increasing its market share and achieving significant revenue uplift. The company credits its success to its ability to adapt quickly to shifting demand and global logistics uncertainty, which is particularly important for a business operating across the UK, Europe, and South Africa.

This latest accolade follows an impressive run of recognition for Puredrive in 2025. The company reached the finals at the Gloucestershire Business Awards and secured two UK Contact Centre Forum awards for excellence in customer service.

Mark Millar, CEO of Puredrive Energy, said:
"This award means a lot to me and to our family team. We've always believed that if you stay focused, stay adaptable, and keep pushing for better, good things follow – even in a challenging year like this one. What really matters is that we're helping more homeowners take control of their energy and become more self-sufficient. That's what drives us every day. This recognition is a reminder that we're on the right path, and we're excited to keep building, keep improving, and keep supporting people who want a cleaner, more reliable way to power their homes."

Looking ahead, the company is preparing for a milestone year, with business on target to increase by 50%. Puredrive is set to launch a new generation of energy storage products and expand its operations in the Benelux region, further strengthening its position as a leader in the European energy storage market.

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'Puredrive Energy' logo

The full press release along with images can be found here

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Product information

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About Puredrive Energy Ltd.

Puredrive Energy was founded by UK Government battery storage expert, Mark Millar, in 2016. The company’s mission has always been to bring the highest performing home storage batteries to the domestic market, and to supply products and services that significantly reduce people’s energy bills and carbon footprint. In 2022 Puredrive was awarded a brand licensing agreement to manufacture, market, and distribute Duracell-branded products.

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