
From: Satish Mullapudi [REDACTED]
Sent: Tuesday, 11 October 2022 1:22 PM
To: Merger Authorisations
Subject: Vodafone Business Centre West - MA 100021 - MOCN

Hi,

Thanks for giving us the opportunity to express our opinion on the network sharing agreement.

This agreement is a great win for customers around Australia. Being a sales channel of Vodafone services, we are well aware of the benefits of this agreement. Customer's who are typically in regional areas only have a choice of two networks as of today and even larger customers and customers who travel to regional Australia too have similar choice of only two networks. With this agreement, customer's will now have a choice of three network options. Customer's will now benefit from the competitive pricing between three carriers and enable quality network services from a third carrier.

Choice is what today's customers need and we believe this agreement offers Australia a third network carrier with a wider network for them to choose from. Community spirit in regional areas is often rife. If you want people to talk about our business, we generally need to do something that is remarkable. This could be anything from running an impactful campaign to providing an extraordinary product or service.

TPG/Vodafone will now become a competing force that can offer quality service in comparison with other networks. If you look at any marketing appeal from the two major carriers they appeal to the market mainly with Coverage when competing against TPG/Vodafone. Any business currently in regional or traveling to regional or servicing regional customers, they all need regional coverage and this is a great win for these businesses. We strongly support this agreement and believe that it will enhance great alternative service for the regional customers.

In this new digital world, we need to understand the critical role telecommunications plays in regional Australia. Traditionally there was always less choice for a regional customer but if this agreement goes ahead with ACCC approval, it will enable not just regional but all customers with access to quality network across all areas with a freedom of choice.

Regards

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