
From: Ankit Modi [REDACTED]
Sent: Friday, 14 October 2022 2:53 PM
To: Merger Authorisations
Subject: Jainish Pty Ltd : MA1000021 – 'Telstra TPG Spectrum Transaction – submission'

Dear ACCC,

I would like to respond to the ACCC's Statement of Preliminary Views regarding the Telstra/TPG spectrum sharing proposal.

We have been Dealer principals of Vodafone/TPG Telecom since 2015 and we own and operate stores in South Australia and Queensland. We have store both in regional areas in South Australia as well as the metropolitan area.

As a business owner I would like to talk about how we are looking as this agreement, as we have been involved in telco industry more than 12 years and have experienced network rollout from 2G connectivity to 5G technology, but only limited customers are able to benefit from it as this current technology not reaching regional area that quick. Regional area customers are disconnected from the current technology and that simply is not fair for them. All customers should have choice when it comes to select 5G network no matter where they live.

In my opinion, if this merger goes ahead, it can only be a good thing for our customers due to previously poor network coverage. We will be able to offer greater value product to our customers creating a stronger brand. Specifically in regional areas we will be able to offer better commitment to customers around network coverage which obviously is a positive for our customers. It also importantly allows us to provide to customers not in metropolitan areas confidence in the product allowing better network coverage. From a business viability profile, this will provide us and other dealers confidence to invest more in regional area stores due to the ability to provide a reliable service.

From the customers point of view, they need reliable 5G network with better pricing and excellent customer service and if successful, we then will be able to achieve this. It dose not matter for them who owns spectrum assets rather, all our customers want is reliability. Currently customer do not have any of above choice they have to stick with only one provider.

If this merger isn't approved business owner will hesitate to invest more in regional area reducing services where needed. Customers will continue to struggle finding a choice. Regional area growth will be restricted and customers will continue to be forced to use only one provider. As a retailer, we won't able to offer our all product who frequently travels in regional area. Simply, if this merger is not approved as business owner, we do not see long term financial viability to run regional stores. We won't be able to invest in regional area stores and provide both a choice to local customers plus support employment to regional local community.

We are fervent about our regional stores and we care about the people in the local community surrounding our stores. We actively involve with the local community through our stores. Since this announcement happen publicly, our regional store customer has connected with us are coming to our stores and telling our staff that they are very happy and excited to see this sharing spectrum agreement to go through. We are also receiving so many enquiries from competitors' customers that they are waiting for ACCC to announce go ahead signal so they can have freedom of choice and 5G network. Competition in the area can only be a good thing for all telecommunication customers. We were surprised with that as soon as the announcement happen, our regional store in Victor harbour and Seaford (SA) started receiving many customer enquiries from our competitors and our existing asking for more information about network sharing agreement and telling our staff that how happy they were after hearing this news. This is clear indication that how good and quick impact will be in regional area.

Mobile coverage is essential for every customer when it comes to purchasing services, every single Australian should have equal opportunity of choice in metro area or regional area.

We definitely believe that this agreement will bring good changes for our regional resident's community as for many years they had not had a choice and been dictated too for their phone needs.

We strongly support the network sharing agreement for all the reasons I have noted above. If you would like any further information, please don't hesitate to contact me.

Regards,



Ankit Modi

Dealer Principal

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