
Telstra's Mobile Bundle Plan Named Tarifica's Consumer Value Plan of the Month for December 2024

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Tarifica has named Telstra's Mobile Bundle Plan as December 2024's Consumer Value Plan, highlighting its premium network access, moderate data, and competitive pricing for mid-tier users.

NEW YORK, Jan. 13, 2025 /PRNewswire-PRWeb/ -- Tarifica, a global leader in telecom pricing intelligence, has selected Telstra's Mobile Bundle Plan as its Consumer Value Plan of the Month for December 2024. This recognition highlights the plan's compelling combination of moderate data allowance and premium network access at a price point comparable to key competitors.

The Telstra Mobile Bundle Plan, priced at AUD \$52 per month, offers 25GB of data, unlimited voice and SMS, and 30 minutes of international calling. While Telstra is widely known as Australia's premium mobile provider with a top-ranked network in terms of coverage and reliability, its plans have historically commanded a significant price premium over its competitors. This new offering provides a more balanced proposition for consumers who seek premium connectivity but have moderate data usage needs.

"Telstra's Mobile Bundle Plan stands out because it delivers access to Australia's best mobile network at a price that's finally in line with comparable plans from other leading providers," said Will Watts, Vice President of Product at Tarifica. "Even though the data allowance is more modest compared to some competitors, it's an appealing choice for mid-tier users who prioritize reliable connectivity over larger data packages. This offer is perfect for teens and other secondary users on a family account, making it a practical choice for families seeking dependable service at a reasonable cost."

Telstra's leadership in network coverage is a key factor in its strong market reputation. While Telstra's plans are generally priced higher than those of other operators, the company continues to attract subscribers due to its superior coverage, particularly in rural areas where reliable connectivity is critical.

The Mobile Bundle Plan is notable for slotting into a price point where Telstra has achieved price parity with Optus while maintaining a competitive price advantage over higher-data offerings from providers like Aussie Broadband and Vodafone. For consumers who rarely exceed 25GB of data per month, Telstra's plan presents a unique opportunity to experience Australia's best network without paying a significant premium.

"This plan isn't designed for heavy data users, but it serves a distinct segment of the market extremely well—those who value high-quality service and network reliability over sheer data volume," Watts added. "For such users, the Telstra Mobile Bundle Plan offers excellent value by balancing cost with connectivity."

Tarifica's selection process leverages its advanced Telecom Pricing Intelligence Platform to identify those plans that offer the best value to consumers.

With the selection of the Telstra Mobile Bundle Plan, Tarifica continues its mission of recognizing plans that deliver meaningful value to consumers by meeting their specific needs while maintaining competitive pricing.

For more details on this plan, please visit [Telstra Mobile Bundle Plan](#).

About Tarifica

Tarifica is an industry leader in providing telecom data and software solutions to the global telecommunications sector. Specializing in telecommunications plan and pricing information, Tarifica delivers critical insights and analytics to help telecom companies and regulators make data-driven decisions. The company's clients include national regulators, mobile and fixed-line operators, internet service providers, consultancies, and financial institutions worldwide. In addition to its flagship SaaS products, Tarifica offers tailored consulting services to address specific client needs. The company's commitment to innovation and excellence has established it as a trusted partner in the rapidly evolving telecom industry.

About the Telecom Pricing Intelligence Platform

Tarifica's Telecom Pricing Intelligence Platform (TPIP) offers comprehensive data on plans from major operators around the world, empowering users to create customized profiles for in-depth comparisons and analyses. Subscribers can explore trends and visualize data with ease using intuitive tools and multiple filters for a granular view. Say goodbye to Excel-based limitations and embrace modern features like screenshot captures, alerts, and historical offers. TPIP is adaptable to client needs, allowing customization of data structure, geographical scope, and frequency.

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