

# Niyam Harribhai

Senior Associate, Johannesburg



Niyam is a Senior Associate in RBB's Johannesburg office.

She has experience across a broad range of competition matters, including mergers, market inquiries and abuse of dominance (such as excessive pricing, foreclosure, and exclusivity agreements). Her work has combined rigorous economic analysis with practical support in proceedings before various competition authorities and regulators.

Niyam has worked across a variety of sectors, including oil and gas, telecommunications and digital infrastructure, grocery and wider retail markets, forestry and related downstream supply chains, glucose manufacturing, casinos and gambling, electricity and energy markets, and pharmaceuticals. Her experience spans key competition economics questions such as pricing and profitability analysis, competitive effects assessment, and the evaluation of market dynamics in both regulated and unregulated industries, including matters requiring financial and valuation-based analysis.

Her work has involved engagement with multiple competition authorities and regulators across jurisdictions, including the South African Competition Commission, the Australian Competition and Consumer Commission, the German Federal Cartel Office (Bundeskartellamt), and the National Energy Regulator of South Africa (NERSA).

Niyam holds a Bachelor of Business Science in Economics and Finance from the University of Cape Town. She also holds a Master's degree in Global Diplomacy from SOAS, University of London, which she completed with distinction. Her dissertation examined how insights from behavioural economics can be applied to navigate cultural barriers in international trade negotiations. In addition, she is a CFA Program participant and has passed Level I of the CFA Program

## Recent Case Experience

Sun International / Peermont  
Merger, South Africa

Vodacom / Vumatel & Dark Fibre Africa  
Merger Intervention, South Africa

ACCC Supermarkets Inquiry  
Market Inquiry, Australia

Ingrain SA  
Excessive Pricing Allegations, South Africa

Insurance Cartel Investigation  
Alleged Cartel (Price-Fixing and Collusion),  
South Africa

## Johannesburg

The Bank, 24 Cradock Avenue  
11<sup>th</sup> floor, South Wing  
Rosebank, Johannesburg 2196  
South Africa  
T +27 825 662 039  
D +27 11 783 1586  
E [niyam.harribhai@rbbecon.com](mailto:niyam.harribhai@rbbecon.com)