

THE MOBILE RESET

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The Crackdown That Could **REWRITE THE PHONE MARKET**

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Bangladesh's mobile market is at a turning point. The government is rolling out the National Equipment Identity Register (NEIR) to block unregistered and smuggled phones. In recent weeks mobile traders staged protests over high duties and NEIR enforcement. BTRC chairman Maj Gen (ret) Md Emdad ul Bari counters that legal devices, those brought in through official channels, will remain active and even be made more affordable. Importantly, regulators say NEIR and new tax measures aim to curb massive revenue losses and support local industry.

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