



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
CUSTOM HOUSE
KARACHI



C. No. Misc/02/2014-VII/835

Date: 13.10.2026

MEETING NOTICE

Subject: **RE-DETERMINATION OF CUSTOMS VALUE FOR "AUDIO / VIDEO SYSTEMS / MP3 PLAYERS, ANDROID PANELS / SCREENS / TFT SCREENS, CAR AMPLIFIERS, DVD AUDIO / VIDEO PLAYERS, CAR STEREO PLAYERS & ALL FOR VEHICLES" UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

Kindly refer to the above subject.

2. The Directorate General of Customs Valuation Karachi has initiated an exercise for the re-determination of customs values of subject goods notified vide **Valuation Ruling No. 669/2014 dated 31.03.2014**. This exercise has been undertaken in accordance with the provisions of Section 25A of the Customs Act, 1969, with the objective of ensuring fair, transparent, and up-to-date assessment of customs values in line with prevailing international market trends.

3. The meeting has been scheduled on **26.10.2026 at 2:00 pm** in the Conference Hall, 7th Floor, Custom House, Karachi. The meeting will be chaired by the Director, Directorate General of Customs Valuation Karachi. All relevant stakeholders, including importers, representatives of trade bodies, and other concerned parties, are invited to attend the meeting. The Stakeholders are also requested to bring along their written submissions, duly supported by documentary evidence such as:

- Import invoices and Goods Declarations (GDs).
- Copies of Letters of Credit (LCs) or contracts.
- International price or references.
- Manufacturer/exporter price lists or catalogues.
- Market survey data, if available.
- Any other supporting documents.

4. The purpose of this meeting is to review all relevant market information and trade data to facilitate the re-determination of customs values in a fair, equitable, and evidence-based manner. Stakeholders' participation and cooperation in providing accurate data and constructive input will assist the Directorate in finalizing values that reflect prevailing market conditions and maintain transparency in the valuation process. It is, therefore, requested that all concerned stakeholders ensure their presence in the meeting on the scheduled date and time, along with the requisite documents and written submissions. Non-attendance shall be deemed as having no objection to the proceedings.


(Zainab Izhar)
Assistant Director
Group-VII

Note: If it is not feasible for stakeholders located outside Karachi to attend the meeting in person, they may participate online via Zoom. Participants intending to join the meeting via Zoom are requested to inform this office at least one day prior to the scheduled meeting to facilitate their participation in the online session. For confirmation and coordination, please contact: 021-99214144.

Copy for information to:

1. The Director, Directorate General of Customs Valuation, Karachi.
2. The Additional Director, Directorate General of Customs Valuation, Karachi.
3. The Webmaster, Federal Board of Revenue, Islamabad for uploading on FBR website as notified vide this Directorate's Public Notice No. 1/2025 dated 03.11.2025.
4. Notice Board.

TO:

1	The Chairman, FPCC&I Federation House , Main Clifton, Block-5, Abdullah Shah Ghazi Road, Clifton, Karachi -75600	2	The President of Karachi Chamber of Commerce and Industry, Aiwan-e-Tijarat Road, Karachi
3	The President of Islamabad Chamber of Commerce & Industries, Islamabad.	4	The Chairman , Customs Valuation Committee, KCCI, Aiwan-e-Tijarat Road, Karachi.
5	The President , Quetta Chamber of Commerce & Industry, Chamber Building, Zarghoon Road, Quetta.	6	The President of Lahore Chamber of Commerce & Industries, Lahore.
7	The Chairman , All Pakistan Customs Agents Association (APCAA), Room No. 7 & 8, Bombay Plaza, Mazzanine Floor, Bohri Road, Opp. New Custom House, Kharadar, Karachi-74000.	8	The President , Gujranwala Chamber of Commerce & Industries, Aiwan-e-Tijarat Road, Gujranwala.
9	The Collectors of Customs, Collectorate of Customs (Appraisement), East/West / SPT / Port Muhammad Bin Qasim and JIAP, Karachi.	10	The President , Karachi Customs Agents Association (KCAA), 2nd Floor, Burhani Terrace, Bohri Road, off Eduljee Dinshaw Road, opp. Custom House, Bhimpura, Karachi, Karachi City, Sindh 74000.

11	The President, All Pakistan Customs Agents Association, Room No. 7 & 8, Bombay Plaza, Mezzanine Floor, Bohri Road, Opp. New Customs House, Kharadar, Karachi.	12	The President Electronic Goods Importers Association Lahore, 3rd Floor, Rehman Centre, Adjacent Business Centre, 16-A, Hall Road, Lahore.
13	The President, Karachi Customs Agents Group, Bohri Road, Karachi.	14	M/s. Karachi Electronics Dealers Association, 103, 105 Elahi Centre, Preedy Street, Saddar, Karachi
15	M/s. Asmaa Traders, House No. 18 Street No. 14A Canal Park Baghbanpura, 02135835014, 00923214362898	16	M/s. DMC Enterprises (Private) Limited, Shop No 4, Nilam Market, Kashmir Road, Rawalpindi, +923215000509
17	M/s. RNZ Corporation, 27/34, H, Ali Colony Walton Road, Lahore Cantonment, 04236626882, 00923008478731	18	M/s. Ahmed Enterprises, Shop-9-G, Qazi Centre, Hall Road, Lahore Data Gunj Bukhsh Town, 04237211775, 00923154440678
19	M/s. DMC Enterprises (Private) Limited, Shop No 4, Nilam Market, Kashmir Road, Rawalpindi, Pakistan, +923215000509	20	M/s. Fazal-e-Rabbi Enterprises, A-157, First Floor, Bhayani Medical and Shopping Center, Block-M, North Nazimabad, Karachi, Karachi Central North Nazimabad Town, 021-35053340, 00923202276046
21	M/s. Star Electronics, Plot No. 259/E, First Floor, Block-06, P.E.C.H.S, Karachi East Jamshed Town, 00923002015750	22	M/s. Infinity Trading Co, Office No. F-11, Al-Shareef Center, Meleod Road, Lahore, 00923000596761
23	M/s. Alpha International, F-105 Block-7 Scheme-V, Clifton, 34301101, 00923008230095	24	M/s. Asghar Traders, Z-12 4th Floor, Zaitoon Plaza, Hall Road, Lahore Data Gunj Bukhsh Town, 04237312000, 00923214403333
25	M/s. Tracking World (Pvt) Ltd, Plot # 388, Sundar Industrial Estate, Raiwind Road, Lahore, Lahore, 042-111-22-66-66, 00923366663818	26	M/s. S. A & Sons, Shop No. 31, Rafique Centre, Sohrab Kattak Road, Saddar Karachi, Karachi South Saddar Town, 36374961, 00923218941679
27	M/s. Waqas Traders, Shop # G-21, Ground Floor, Ali Center, 16-Hall Road, Lahore, Lahore Data Gunj Bukhsh Town, 042-37235767, 00923214296600	28	M/s. Expert Enterprises, 3rd Floor, A-20 Commercial, Izmir Town, Lahore, 00923137929300
29	M/s. J.S. Corporation, R 17 1st Floor Manzoor Square Noman Street M A Jinnah Road, Karachi, 6343394, 00923009288044	30	M/s. Radium Silk Factory, Plot No.L 18/1/1/4, Block-22, Federal B Area, Karachi Central Gulberg Town, 02136365062, 00923366845825
31	M/s. Tracking World Pvt Ltd, Plot # 388, Sundar Industrial Estate, Raiwind Road, Lahore, Lahore, 042-111-22-66-66, 00923366663818	32	M/s. Premium Autotech, Office No. 1116 Tower A, Saima Trade Tower, I. I. Chundrigar Road, Karachi South, 00923003526764
33	M/s. Nabeel Impex, 469, K Block, Model Town, Lahore Gulberg Town, 04237220362, 00923217320999	34	M/s. Telecom Engineering Company, Suite # 101, 1st Floor, Sea Breeze Plaza, Sharea-e-Faisal, Karachi, Karachi South Saddar Town, 02132787711, 00923218237711
35	M/s. Sunrise Trading Company, Second Floor, 27-C, 22nd Commercial Street, Phase-II, DHIA, Karachi South Saddar Town, 03018412444, 00923018412444	36	M/s. Lucky Motor Corporation Limited, Arabian Sea Country Club Road, Bin Qasim Industrial Park (SEZ), Pakistan Steel Mills, Bin Qasim Town, Malir Bin Qasim, Karachi
37	M/s. AS Recycling (Private) Limited, 53-B, Khiali Bypass, Gujranwala, Pakistan, 00923225562679	38	M/s. Pak International, Gul Plaza, 13-14, Railway Work Shop Road, Kiran Road, Shirbat Wali Gali, Rawalpindi
39	M/s. UB-Traders, Off No 1 Fifth Floor Business Centre 16-A Hall Road, 04237111334, 00923214438757	40	M/s. Anas International, Shop No.5, Shahid Market, Block Bara, Khyber Bara
41	M/s. Decor Era 57, Plaza # 419 Al- Gani Arcade Block C, Near Kfc Main, Pwd Road, Islamabad, 0333-5757850, 00923335757850	42	M/s. Pak Trader, TF-330/B 3rd Floor Deans Trade Center, Peshawar
43	M/s. Trade Bridge, Office # 7-8, 4th Floor, Feroz Din Centre, Hall Road, Lahore Data Gunj Bukhsh Town, 00923004100991	44	M/s. Ali Trading Co, Shop # 13/B, Awami Market, Bara, Khyber Bara, Khyber Agency
45	M/s. E.S Impex, Basement Ahad Center, 30-Mall Road, Lahore, 04237244441, 00923004529387	46	M/s. Amrah Traders, Gul Plaza, Shop No.10, Railway Work Shop Road, Ratta Amral Rawal Town, Rawalpindi
47	M/s. Awan Services International, 57-A, Block-B, Rechs near Township, Lahore Iqbal Town, 04237211333, 00923214025557	48	M/s. Rizwan International, Office # 6, 1st Floor, Awami Market, Khyber Bara
49	M/s. KR Technologies, 3rd Floor, Rehman Center, 16-A Hall Road, Lahore, 00923004884888	50	M/s. Faiz & Co, Shop No 1 Makkah Market Z-875 Railway Road Rawalpindi
51	M/s. Rais Enterprises, Shop No: 34, Gul Court, M. A. Jinnah Road, Karachi, 02132427337, 00923002214878	52	M/s. Basu International, Office No.2-3, First Floor, Ohad Center Mall Road Lahore
53	M/s. Pacific International Private Limited, Plot No. B-33 S.I.T.E. Super High Way, 02136411653, 00923008272362	54	M/s. Hazrat Trading Co, Shop No 4 Z 875 Railway Workshop Road Railway Workshop Road, Rawalpindi
55	M/s. Dubai Import Export (Private) Limited, Office # 24/2, 2nd Floor Cm Centre, 1 Link Road Fareed Court House, Lahore, 00923402350973	56	M/s. Best Trading Co, Shop No.71, Naz Market, Liaquat Road, Rawalpindi
57	M/s. HNS Enterprises (Private) Limited, Office No 2, Plot No 782-C, Block C, Gul Arcade, Main Pwd Road, Islamabad, 00923335757850	58	M/s. Mashallah Centre, Shop No.22 Akbar Market Raja Bazar, Rawalpindi
59	M/s. Best Way Corporation, Office # 202, 2nd Floor, Sharja Center Sohrab Katrak Road, Karachi, Karachi South Saddar Town, 02135673962, 00923343182967	60	M/s. Tariq Khan Trading Co, Shop No.62, 2nd Floor, Anik Mahal Plaza, Naz Market, Liaquat Road, Rawalpindi
61	M/s. Bilal International, Bajaur House, Office No.03, near Pso Petrol Pump Link, Hazrat Ali Road, Main Sagia Road, Lahore Ravi Town, 051-5541809, 00923015400051	62	M/s. Rais Corporation, Shop No 8, Ground Floor Ikhlq Centre 16-A, Hall Road, Lahore
63	M/s. Rabia Corporation, Office No. A-5, First Floor, Al Dubai Hotel, Sohrab Khatra Road, Karachi South Saddar Town, 0215675853, 00923018266898	64	M/s. G1 Growmore, Office # F-121, First Floor, Diplomate Center, Opp: Star City Mall, Abdullah Haroon Road, Saddar, Karachi
65	M/s. Hanif Radio Corporation, 16-Hall Road, Lahore, 042 37353015, 00923008432002	66	M/s. Sound Gallery, Plot No. 235, Shop No. 19, Artillery Maidan Quarters Saddar Bazaar, Karachi
67	M/s. Saleem Entp, Business Centre, Hall, Road, Lahore Data Gunj Bukhsh Town, 04237123609, 00923457866166	68	M/s. Sidra International, 156-M Ground Floor Block-2 PECHS Tariq Road, Karachi
69	M/s. A.M. Enterprises, 16-R-50-S, Hall, Road, Lahore, 00923010313444	70	M/s. Mohammad Sohail International, Room-208 2nd Floor Gul Court M.A. Jinnah Road, Karachi
71	M/s. Nexus Electronics, 22E, Mason Road, Lahore, Lahore, +923228555059	72	M/s. Power House (Private) Limited, 611, The Forum Khayaban-e-Jami Clifton, Karachi
73	M/s. Ahmad Shinwari Autos, Shop No 7, Block-A, Montgomery Park, Lahore, Lahore, 00923003717475	74	M/s. Umair & Brothers, Shop No 14 Tariq Centre Main Tariq Road P.E.C.H.S Karachi
75	M/s. Automate Industries (Pvt) Ltd, Karachi Head Office & Factory, Plot No. C-23, S.I.T.E., Karachi, Pakistan, Tel: +92 (21) 32571507 – 32574028	76	M/s. DMC Enterprises (Pvt) Ltd / DMC Dragon, Shop 129, Kashmir Road, Saddar, Rawalpindi, Punjab, 46000