

GOVERNMENT OF PAKISTAN
DIRECTORATE OF CUSTOMS VALUATION
CUSTOM HOUSE, KARACHI

No. Misc/20/2009-I/843

Dated: 12-10-2026

1. Federation of Pakistan Chambers of Commerce & Industry (FPCCI), Federation House, Tariq Sayeed Complex, Main Clifton, Block 5, Abdullah Shah Gazi Road, Karachi, Email: info@fpcci.org.pk
2. Karachi Chamber of Commerce & Industry (KCCI), KCCI Building, Aiwan-e-Tijarat Road, opposite Sindh Madrastul Islam University, Serai Quarter, Karachi, Email: info@kcci.com.pk, secretary@kcci.com.pk
3. All Pakistan Custom Agents Association (APCAA), Ground Floor, Burhani Terrace, Bohri Road (Opposite New Custom House), Karachi, Email: info@apcaa.com.pk
4. Karachi Custom Agents Association (KCAA), 2nd Floor, Burhani Terrace, Bohri Road, Off Eduljee Dinshaw Road, Opposite Custom House, Karachi, Email: headoffice@kcaa.pk
5. Collectors, Collectorates of Customs (Appraisalment) East-Karachi, West-Karachi, SAPT-Karachi, Port Muhammad Bin Qasim-Karachi, IIAP Karachi, AIIA Lahore, IIAP Islamabad, Hyderabad, East/West Lahore, Islamabad, Gilgit-Baltistan.
6. All concerned importers (detailed in **Annex-A**)

Subject: **RE-DETERMINATION OF CUSTOMS VALUES OF "OLIVE OIL" UNDER SECTION 25A OF THE CUSTOMS ACT, 1969 (IV OF 1969).**

Please refer to the subject noted above.

2. This Directorate has initiated exercise for re-determination of customs values of the subject item under 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. A stakeholder meeting in this regard has been scheduled on **26-10-2026** at **02:00 pm**, in **Conference Hall, 7th Floor, Custom House, Karachi**. All relevant stakeholders, representatives of trade bodies, and other concerned parties, are invited to attend the meeting. All stakeholders are also requested to bring their written submissions, duly supported by documentary evidences including:

- a) Import invoices and Goods Declarations (GDs).
- b) Copies of Letters of Credit (LCs) or contracts.
- c) International price or references.
- d) Manufacturer/exporter price lists or catalogues.
- e) Market survey data, if available.
- f) Any other relevant document(s).

4. The purpose of this meeting is to review all relevant market information and trade data to facilitate the determination of customs values in a fair, equitable, and evidence-based manner. Stakeholders' participation and cooperation in providing accurate information and constructive input will assist the Directorate in finalizing of values that reflect prevailing market conditions and maintain transparency in the valuation process. All concerned stakeholders may

ensure their presence in the meeting on the scheduled date and time, along with the relevant documents and written submissions. Non-attendance shall be deemed as having no objection to the proceedings.

5. The trade bodies and representative associations may circulate this meeting notice amongst their respective relevant members for information.



Deputy Director
(Group-I)

Note: Stakeholders located outside Karachi may participate online via Zoom using the Zoom ID: 87950214067 with Passcode: 123123. 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 online.

Copy to:

1. 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.
2. Notice Board, Custom House, Karachi.

Annex-A

M/S GENERAL FOODS CORPORATION, NTN No. 0671497, Address: 305-306, AL-REHMAN TRADE CENTRE, MAIN SHAHRAH-E-LIAQUAT, Karachi South Saddar Town
M/S DIAMOND IMPEX CORPORATION, NTN No. 0897578, Address: 152-G/1, ADJACENT BLOCK-2 KHALID BIN WALEED ROAD
M/S AL-SHAKEEL ENTERPRISES, NTN No. 0298819, Address: IST FLOOR NIAZI BUILDING MURAD KHAN ROAD ,KARACHI
IMTIAZ GROUP (PRIVATE) LIMITED, NTN No. B353738, Address: Level-8, Prestige Trade Centre, Near Jail Chowrangi, Block-3, K.C.H.S, Main Shaheed-e-Millat Road, Karachi Central
INTERNATIONAL BRANDS. DISTRIBUTIONS., NTN No. 5108841, Address: C-145, Sector-6F, Mehran Town, Korangi Industrial Area, Karachi East
INTERNATIONAL BRANDS DISTRIBUTIONS, NTN No. 5108841, Address: G.F, 249, SHADMAN-I, Lahore Data Gunj Bukhsh Town
M/S. MUSTAFA ENTERPRISES, NTN No. 1261362, Address: F-54 Eastern Industrial Zone, Port Qasim Authority, Karachi, Karachi East
AL-HAMRA INTERNATIONAL, NTN No. 3546758, Address: SHOP NO. 44, SHAHLIMAR MARKET NEW SUPPER TOWN, DEFENCE ROAD, Lahore
M/S S. MOHAMMAD YOUSUF AND CO, NTN No. 0277559, Address: Shop No. 145,, Marriot Road,, Karachi. (Old),
M/S M/S HONEST FOOD PRODUCTS, NTN No. 0344883, Address: HOUSE NO 4 ST 5 F 7/3
M/S DALDA FOODS LIMITED, NTN No. 2128133, Address: F-33,, Hub River Road, SITE Area, Karachi West Site Town
ZAITOON PAKISTAN (PVT.) LIMITED, NTN No. 2932217, Address: PLOT NO.33 STREET NO 10, STREET NO 10, I-9/2 INDUSTRIAL AREA, Islamabad Islamabad Urban
M/S MADINA CORPORATION, NTN No. 1244717, Address: OFFICE # 601, SIDRA TRADE CENTER MOHAMMAD FERAZ STREET, JODIA BAZAR, Karachi South Saddar Town
UNIVERSAL TRADING CORPORATION, NTN No. 4817456, Address: 1ST FLOOR ROOM NO.106, SAITH CENTER, 10-ADVERED ROAD, Lahore Data Gunj Bukhsh Town
M/S SARWAR BROTHERS, NTN No. 1140217, Address: Property No. S-29-R-25, Warris, Road, Lahore, Lahore
ISCO WORLDWIDE, NTN No. 7937567, Address: Office No.1304, 13th floor, Mohammadi Trade Tower, Altaf Hussain Road, New Challi, Karachi South
LIFONIC BRANDS (PRIVATE) LIMITED, NTN No. 8062039, Address: PLOT NO. 5-C, BUKHARI COMMERCIAL LANE NO. 13, PHASE-6, D.H.A, Karachi South Saddar Town
MYD VENTURES (PRIVATE) LIMITED, NTN No. E789837, Address: 173-G, Block 2, PECHS, Opposite PECHS Library, Karachi., -, -, Pakistan
M/S SAMERIAN'S ENTERPRISES , NTN No. 1130759, Address: Office # 4 1st Floor, H J Centre, Kutchi Gali No.2 Marriot Road Karachi, Karachi South Saddar Town
PROGRESSIVE TRADERS (PVT.) LTD., NTN No. 0676341, Address: SHAREEF PLACE OUT RAM ROAD
UNIVERSAL TRADING CORPORATION, NTN No. 4817456, Address: 1ST FLOOR, ROOM NO.106 SAITH CENTER 10-ADWARD ROAD, LAHORE

M/S FAMY INDUSTRIES, NTN No. 1755035, Address: SUITE NO. 309,, AL REHMAN TRADE CENTRE, SHAHRA E LIAQUAT, Karachi South Saddar Town
ANJUM CHEMICALS STORAGE (PVT.) LIMITED, NTN No. 1019295, Address: Suite No. 407, 4th Floor, Park Avenue, Shahrah-e-Faisal, PECHS Block 6, Karachi East Jamshed Town
M/S S&D TRADERS, NTN No. A279603, Address: SHOP NO.17 B, MUHAMMAD CENTRE, MAIN SHAHALMI MARKET, Lahore
J.R TRADERS, NTN No. 4123170, Address: OFFICE#135 1ST FLOOR AL-AMNA PLAZA OPP CAPRI CINEMA M.A.JINNAH ROAD
A.F GENERAL TRADING, NTN No. 4262770, Address: C-14, Rafah-e-Aam Society, Near Wireless Gate, Airport Karachi, Malir
M/s MARS INTERNATIONAL, NTN No. 1524729, Address: B-118,Block 13, Gulshan-E-Johar, Karachi, Karachi East Gulshan Town
ONE TEN PRODUCTION, NTN No. 3704730, Address: 188-R, Block-02, P.E.C.H.S, Karachi East Jamshed Town
Rajput & Brothers, NTN No. D986552, Address: Suite # 2/23 2nd Floor, R.K Square Ext, Shahrah e Liaquat New Challi Karachi, Karachi South
FAST WAY INTERNATIONAL, NTN No. 6336042, Address: N-47 SECTOR 17-A, SHAH LATIF TOWN, DISTRICT MALIR, KARACHI, Malir
MULTIPLE TRADING HOUSE, NTN No. 8918735, Address: 38-N BLOCK, INDUSTRIAL AREA, GULBERG III, LAHORE, Lahore Gulberg Town
RAIM ENTERPRISES, NTN No. 1667501, Address: 314-A BLOCK GULSHAN-E-RAVI
MULTIPLE TRADING HOUSE, NTN No. 8918735, Address: H.NO 11, Block D, Main Gulberg, Lahore Gulberg Town
DHL PAKISTAN (PRIVATE) LIMITED, NTN No. 0816259, Address: Survey No. 0137, Jinnah Avenue, Jinnah International Airport, Karachi East
UNIVERSAL LOGISTICS SERVICES (PRIVATE) LIMITED, NTN No. 1343872, Address: 2nd Floor, Services Club Extension Building, Mereweather Road, Karachi South Saddar Town
NADEEM MAHMOOD, NTN No. , Address: Street No. 39 House No. 57 E block Model Town
RASHADA MUNIR, NTN No. , Address: House No. 269/A Rehmania Town Jhang Road
ROXANA NAZ, NTN No. , Address: Street No. 39 House No. 57 E block Model Town
Gerry's International Private Limited, NTN No. 0710478, Address: Office Bungalow No. 76, Hatim Alvi Road, Old Clifton, Karachi South