

**GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
CUSTOM HOUSE, KARACHI**

C. No. Misc/07/2009-VII/

Date: 23.10.2026

MEETING NOTICE

Subject: **RE-DETERMINATION OF CUSTOMS VALUE FOR "LED TV SETS" UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

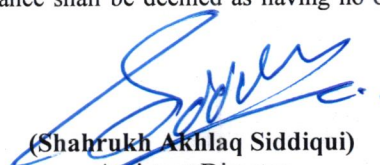
Kindly refer to the above subject.

2. The Directorate General of Customs Valuation Karachi has initiated an exercise for the re-determination of customs values of subject goods. 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 **04.11.2026 at 02:00 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.


(Shabrukh Akhlaq Siddiqui)
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 (Appraisalment), East/West / SAPT / 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. Overseas Investors Chamber of Commerce & Industry (OICC), Chamber of Commerce Building, Talpur Road, Karachi.	16	M/s. AUTOMATE INDUSTRIES (PVT) LTD., C23, Estate Ave, Sindh Industrial Trading Estate, Karachi
17	M/s. Karachi Electronics Dealers Association, 103, 105 Elahi Centre, Preedy Street, Saddar, Karachi.	18	M/s. TRI ANGELS ELECTRONICS (PVT) LTD, Shed No. 51, Suv No. 189, Main RCD Highway Deh Gundpass Kemari Town, Karachi West Kemari Town, Karachi
19	M/s. Electronics Goods Importers Association Lahore, 3rd Floor, Rehman Center adjacent Business Centre, 16-A Mall Road, Lahore.	20	M/s. FAROOQ HABIB ELECTRONICS (PVT) LTD, Near, Shahkas Fort, Takhta Baig, Khyber Jamrud.
21	M/s. TCL Electronics Pakistan (Pvt.) Ltd., 138M, Quaid-e-Azam Industrial Estate, Kot Lakhpat, Lahore Gulberg Town.	22	M/s. BELLCO TRADING COMPANY (PVT) LTD, 23km, From Thokar Niaz Baig, Dar ul salam Road near ZXMCO Motorcycle Company, Off Raiwind Rd, Raiwind, Lahore, Punjab
23	M/s. Singer Pakistan Ltd., 608, 6 th Floor, Beaumont Plaza, Beaumont Road, Near PIDC, Karachi.	24	M/s. ABUZAR ENTERPRISES, Shop No.7, Bhatti Arcade, Opposite Shaheen Cargo Coplex, Jilani Abad Chaklala, Rawalpindi.
25	M/s. Samsung Ec Pakistan (Pvt.) Ltd. Office No.4, 1 st Floor Park Lane Tower, 172, Tufail road, Lhr Cantt.	26	M/s. CARLCARE SERVICE (PVT.) LIMITED, Office No. 201 & 202, Plot No. 85-C Main Korangi Road, Khayaban E Ittehad Phase II Ext. Dha Karachi,
27	M/s. Haier Pakistan (Pvt.) Ltd., 4-B, Q Block, MM Aalam Road, Ext. Main Boulevard, Gulberg-III, Lahore.	28	M/s. FAIZ & CO, Shop No. 1, Makkah Market Z-875, Railway Road Rawalpindi.
29	M/s. HNR Company (Pvt.) Ltd, 48-Nawab Building 4th Floor Shadman Market Lahore	30	M/s. HAZRAT TRADING CO, Shop No. 4 Z-875, Railway Workshop Road, Rawalpindi.
31	M/s. Digital World Pakistan (Pvt.) Ltd, 35 Km, Shamke Bhattian, Multan Road, Lahore, 53200 Pakistan.	32	M/s. SEA AIR LAND INTERNATIONAL, Office No.202, Makkah Tower, Adamjee Road, Saddar, Rawalpindi, Cantonement.
33	M/s. Changhong Ruba Electric Company (PVT) LTD, 48-Nawab Building, 3 rd Floor, Shadman Market Shadman, Lahore, Punjab 54000	34	M/s. KBK Electronics Pvt. Ltd., Sanam Building KBK Electronics (Pvt.) Ltd. Shadman, Lahore, Punjab, Gor 2, Lahore, Punjab 54600
35	M/s. RNR Industries (Pvt.) Ltd, Plot No. 55, Sector 7/A, Korangi Industrial Area, Karachi, Korangi	36	M/s. R&I ELECTRICAL APPLIANCES PRIVATE LIMITED, 3rd floor, 317-319 Madina city mall, Abdullah Haroon Rd, Civil Lines, Karachi, Karachi City, Sindh
37	M/s. VNEXT (Pvt.) Ltd, F/8, C-, SITE, Pakistan	38	M/s. PAK INTERNATIONAL, Gul Plaza, 13-14, Railway Workshop Road, Kiran Road, Shirbat Wali Gali, Rawalpindi, Rawal Town.
39	M/s. PHILIP MORRIS (PAKISTAN) Ltd, The Harbour Front 19 th Floor Dolmen City HC-3, Block 4, Clifton Khi.	40	M/s. Abdul Wali Trading Company, Raiwind Road, Bhubhatian Chowk Opposite 92 News, Wega Flix Industry, Lahore
41	M/s. DAWLANCE (Pvt.) Ltd, 2 nd Floor 7/4 Civil Lines-9, Dr. Zia-ud-Din Ahmed Road, Karachi, Pak	42	M/s. FM Rawat Enterprises, Office No SA-22, 2 nd Floor, Techno City Mall, Hasrat Mohani Road, Karachi
43	M/s. HAIDER INTERNATIONAL, Plot No.5, Nai Abadi Bajwa Town Amir Town, Harbanspura, Lahore.	44.	All relevant Stakeholders.