



GOVERNMENT OF PAKISTAN  
DIRECTORATE GENERAL OF CUSTOMS VALUATION  
CUSTOM HOUSE  
KARACHI



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C. No. Misc/01/2013-V/038

Date: 15.01.2026

MEETING NOTICE

Subject: RE-DETERMINATION OF CUSTOMS VALUE FOR LOW END BRANDS SHOES, SLIPPERS, SANDALS, CHAPPALS AND JOGGERS 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. 1902/2024 dated 22.08.2024**. 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 **26.01.2026 at 2:00 afternoon** in the Conference Hall, 7th Floor, Custom House, Karachi. The meeting will be chaired by the Director/Additional 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.

(Shahrukh Akhlaq Siddiqui)  
Assistant Director

**Note:** If it is not feasible for stakeholders located outside Karachi to attend the meeting in person, they 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 through online session.

**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.

1	The Chairman, FPCCI, Standing Committee on Valuation, FPCCI, Federation House, Abdullah Shah Ghazi Road, Clifton, Karachi.	2	The Collectors of Customs, Collectorate of Customs (Appraisement), East/West / SAPT / Port Muhammad Bin Qasim and JIAP, Karachi.
3	The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta & Peshawar.	4	The President, All Pakistan Customs Agents Association, Room No. 7 & 8, Bombay Plaza, Mezzanine Floor, Bohri Road, Opp. New Customs House, Kharadar, Karachi.
5	The Chairman, Customs Valuation Committee, KCCI, Aiwan-e-Tijarat Road, Karachi.	6	The President, Karachi Customs Agents Group, Bohri Road, Karachi.
7	M/s. Multi Trading Co., Office No. 103, 1 <sup>st</sup> Floor, Zainab Market Center, Plot No. SR-1/8/9/D, Quarters off M.A Jinnah, Saddar Town, Karachi.	8	M/s. Ali Trading Co., Shop # 13/B, Awami Market, Bara, Khyber Bara.
9	M/s. Global Trading Co., Shop No.92, Ground Floor, Motandas Market, M.A Jinnah Road, Saddar Town, Karachi.	10	M/s. Royal International, Office No 1, First Floor, Jilal Centre Street No.3, Yarn Market, Faisalabad.
11	M/s. Happy Sun Trading Co., Office No. 407, Jilani Centre, M.A Jinnah Road, Karachi.	12	M/s. Noman Traders, 12, Sardar Plaza, Kabal Road Kanju, Swat.
13	M/s. S.S Traders, Near Bilal China Center, M.A Jinnah Road, Light House, Karachi.	14	M/s. Javed Enterprises, Qazi Imtiaz-Ul-Haq, Near Bijli Ghar, Dhq Road, Nowshera.
15	M/s. Khyber Trading Company, LG-260, Deans Trade Centre, Islamia Road, Peshawar.	16	M/s. Zaka, Office 124-P Block, Gulberg II, Lahore.
17	M/s. J.B. Shoes, S-28-29, Yousuf Market, Behind Motandas Market, M.A Jinnah Road, Karachi.	18	M/s. ABF Enterprises, Office No 18, Ground Floor, Ayesha Center, Mall Road, Lahore.
19	M/s. Shah Traders, FF-521, Deans Trade Centre, Peshawar Cantt.	20	M/s. Zubair & Sons, Office No.193, H-3, Wapda Town, Lahore.
21	M/s. Mateen Sons, C-109, Sector 32-A, Korangi, Karachi.	22	M/s. Safeer Trader, Jasmin Arcade, Fakhr-E-Alam Road, Peshawar Cantt.
23	M/s. Jan Traders, 01, Madni Masjid, Namak Mandi Chowk, Peshawar.	24	M/s. Lama Retail (Private) Limited, 175, Street 04, Scotch Corner, Upper Mall, Lahore.
25	M/s. Burki Enterprises, SF-892-A, Deans Trade Centre, Saddar, Peshawar.	26	M/s. Saif Traders, Office No 12, Third Floor, Madina Tower, Masjid Road, Quetta.
27	M/s. Zeeshan Traders, LG-119, Deans Trade Center, Peshawar Cantt.	28	M/s. Ibrar Traders, Office 12, Old Post Office Road, Ishaq Mohalla Mingora, Swat.
29	M/s. Rahmat Ullah Trading Co., Office No.407, 4th Floor, Makkah Tower, Adamjee Road, Saddar, Rawalpindi.	30	M/s. Khanzada Enterprises, Prime Apartments, Flat No.16, 4th Floor, Gulberg No.1, Peshawar.
31	M/s. Moosa Trading Co., U-38/56, Khyber Plaza, Raja Bazar, Rawalpindi.	32	M/s. The Shoe Shop, 1082-A Block Sabzazar, Multan Road, Lahore.
33	M/s. Sway And Company, Office No 64/66, Top Floor, Sultan Tower Makan Bagh, Mingora, Swat.	34	M/s. Z.S.Trading, Shop # 10, 2nd Floor, Mateen Center, Tariq Road, Karachi.
35	M/s. S.S Traders, Shop No.G-1, Ground Floor, Plot W06/63/1, Thattai Compound, Light House, Karachi.	36	M/s. OS Enterprises, Office No.37 Mezzanine Floor Falak, Naaz Plaza Main Shakra-E-Faisal, Karachi.
37	M/s. Uk International, Prime Apartments, Flat No.16, 4th Floor, Gulberg No.1 Cantt, Peshawar.	38	M/s. Pak Trader, TF-330/B, 3rd Floor, Deans Trade Center, Peshawar.
39	M/s. Almas Retail (Pvt.) Ltd., 36 D-1, Gulberg-III, Gulberg Town, Lahore.	40	M/s. M.R International, Office # 4, 1st Floor, Awami Market, Khyber Bara.
41	M/s. Noble Enterprises, Suite # 688, Sector # 11/A, Orangi Town, Karachi.	42	M/s. Faraz Enterprises, Shop No.24, 2nd Floor, Mateen Center, Tariq Road, Karachi.
43	M/s. Mian & Sons, Shop No.60, 2nd Floor., Motands Market., M.A. Jinnah Road, Karachi.	44	M/s. United Trader Company, Room No 208, 2nd Floor Khuwaja Abid Trade Centre, Near City Court, Karachi.
45	M/s. RIFS Traders, House No 413, Street No 16, Chaklala Scheme III, Rawalpindi.	46	M/s. China Imporium, Office # 29 2nd Floor, Mateen Centre Tariq Road, Karachi.
47	M/s. Bilal International, 42, Akbar Market Raja Bazar, Rawalpindi.	48	M/s. Makkah Trading Company, 01, Ittehad Cloth Market Office Number 01.5th Floor, GT Road Peshawar.
49	M/s. Mashallah Centre, Shop No 22, Akbar Market, Raja Bazar, Rawalpindi.	50	M/s. Afridi Traders, Shop No.3 Shahid Market, Bara Bazar, Tehsil Bara, Khyber Bara.
51	M/s. M Iqbal & Sons, Shop No 1, St 5b, Hajiyani Zulekha Manzil, Madina Masjid Road, New Khada Karachi.	52	M/s. Glow Up Traders, Shop No.1, Ahta Savaran Singh, Mughalpora Dry Port, Lahore.
53	M/s. Zeeshan Footwear (Pvt.) Ltd., 29-C Sheikh Colony, Faisalabsd.	54	M/s. Ritek's Trading, Ground Floor, Plot No. CI-546, Sector 16-B, Malik Anwar Goth, North Karachi.
55	M/s. Faiz & Co., Shop No 1, Makkah Market, Z-875 Railway Road, Rawalpindi.	56	M/s. Me 2 Enterprises, 17/C, Choburji Center, Multan Road, Lahore.
57	M/s. Zep Enterprises, Office # 415, 4th Floor, Sadiq Plaza, 69-The Mall Road, Lahore.	58	M/s. Jeans Junction, Shop No 458, 4th Floor, Dolmen Centre, Tariq Road, Karachi.
59	M/s. Raheem & Sons, Shop-4, Arbab Ghulam Ali Road, Corner Arbab Barkat Ali Road, Quetta.	60	M/s. Ameen's Incorporation, Plot No.3, Pri 1 Shop No.119-120-121, Preedy Qtr Marston Road, Central Plaza M.A Jinnah Road, Karachi.
61	M/s. Al-Hamd Enterprises, St No.5/B, Phase-2, Fazal Town, Chaklala-II, Rawalpindi.	62	M/s. Shaheen Enterprises, Shop No. 60/A, 2nd Floor, Mateen Center, Tariq Road, Karachi.
63	M/s. Star Enterprises, Huose.No.Fn-27.6 Khokhrapar Malir Tousei Colony, Khokhrapar Malir, Karachi.	64	M/s. Service Global Footwear Limited, Servis House, 2- Main Gulberg, Lahore.
65	M/s. Amrah Traders, Gul Plaza, Shop No.10, Railway Work Shop Road, Ratta Amral Rawal Town, Rawalpindi.	66	M/s. Noman Traders, 12, Sardar Plaza, Kabal Road Kanju, Swat.
67	M/s. Zain Enterprises, Suite No 03, Levels 02, Imtiaz Plaza Main Maret Gulberg-II, Lahore.	68	M/s. Style-O-Sphere Apparels, Plot# 235 Sector 24, Korangi Industrial Area, Karachi.
69	M/s. Mudassar Trading Co., Shop No.209, 2nd Floor, Asian Shopping Plaza, Qasai Chowk Tench Bhatta, Rawalpindi.	70	M/s. Twin Star International, 9, Chaudhary Colony, 3rd Roundabout, Samanabad, Lahore.
71	M/s. B.K. Trading Co., Shop No.310, 3rd Floor, Asian Shopping Plaza, Qasai Chowk, Tench Bhatta, Rawalpindi.	72	M/s. Saail Enterprises, 4th Floor, Almas Tower, 3r Mn Alam Road, Gulberg-II, Lahore.
73	M/s. Clive Shoes, P 22, Indus State Kotlakhpat, Lahore.	74	M/s. Shifa Trading, 1st Floor, Plot No.CI-546, Sector 16-B, Malik Anwar Goth, North Karachi.
75	M/s. United Enterprises, 20, United Enterprises Where House, Rawalpindi.	76	M/s. Seven Star Traders, 1st Floor, Seven Brother Plaza, Mohallah Workshopy, Gawala Road, Shoemarket, Rawalpindi.
77	M/s. Marwat Trading Co., Shop No.206, 2nd Floor, Asian Shopping Plaza, Qasai Chowk Tench Bhatta, Rawalpindi.	78	M/s. C.M. Shoes & Trader, Shop-8, M.Road, Shop-8 Chubuji Center, Lahore.
79	M/s. Hazrat Trading Co., Shop No 4 Z 875 Railway Workshop Road, Rawalpindi.	80	M/s. Mubarak Enterprises, Suite No 913, New Saeedabad, Baldia Town Sector 9-C, Karachi.
81	M/s. Hasnain Traders, FF-273 A, Deans Trade Center, Saddar Road, Peshawar Cantt.	82	M/s. Jan & Sons, 202 Block-A, City Tower, University Road, Peshawar.
83	M/s. S.Q. Enterprises, Plot 158/0/2 Shop 62/F, Mateen Center Pechs, Karachi.	84	M/s. Xtep Shoes, Gold Crest Mall, Phase 4, DHA, Lahore.
85	M/s. Nashwa Group, Near Gari Wali, Khothi Satellite Town, Gujranwala.	86	M/s Service Global Footwear Limited, Adamjee House, 10 <sup>th</sup> Floor, I.I Chundigar Road, Karachi
87	M/s. BlueLine Enterprise, Office No.3, Mubeen Plaza, Main Road, Fazal Town, Chaklala-II, Rawalpindi.	88	M/s BATA PAKISTAN LIMITED, Batapur, Lahore, Pakistan Tel: +92 42 36582035
89	M/s. Murad Enterprises, Office 4, Second Floor Rahman Plaza, Gt Road Amankot Mingora, Swat.	90	All relevant Associations, Trade Bodies and Stakeholders.