



GOVERNMENT OF PAKISTAN  
DIRECTORATE GENERAL OF CUSTOMS VALUATION  
7<sup>TH</sup> FLOOR, CUSTOM HOUSE, KARACHI

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No. Misc/72/2016-1/78

Date: 28-01-2026

**MEETING NOTICE**

1. The Chairman, FPCCI, Standing Committee on Valuation, FPCCI, Federation House, Abdullah Shah Ghazi Road, Clifton, Karachi.
2. The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta & Peshawar.
3. The Chairman, Customs Valuation Committee, KCCI, Aiwan-e-Tijarat Road, Karachi.
4. The Collectors of Customs, Collectorate of Customs (Appraisalment), East / West / SAPT / Port Muhammad Bin Qasim and JIAP, Karachi.
5. The President, All Pakistan Customs Agents Association, Room No. 7 & 8, Bombay Plaza, Mezzanine Floor, Bohri Road, Opp. New Customs House, Kharadar, Karachi.
6. The President, Karachi Customs Agents Group, Bohri Road, Karachi.
7. All relevant Associations, Trade Bodies and Stakeholders.
8. International Brands Distributions, G.F, 249, Shadman-I, Lahore Data Gunj Bukhsh Town.
9. Ayub Trading Company, Head Office: Plot No.57, Block-E, Satellite Town, Rawalpindi.
10. FK Trader, Office No.506, 5Th Floor, Plot No.15/118, Block-03, Alad Trade Center, B.M.C.H.S, Sharfabad Alamgir Road, Karachi.
11. I.M. Traders, Flat No.202, Second Floor, Dulara Avenue, Plot No.928, Jamshed Quarters, Karachi.
12. Intra Trades, B-26 First Floor Block 10 A, Gulshan -E- Iqbal, Karachi.
13. Malkani Traders, Suit # 401, Qutbi Market, Marriot Road, Karachi.
14. Perfect Traders, House # 2/839, Karachi Dak Khana, Liaquatabad, Karachi.
15. Raheem & Sons, Shop-4, Arbab Ghulam Ali Road, Corner Arbab Barkat Ali Road, Quetta Chilton Town.
16. Samrah Enterprises (Karachi - Head Office), Plot No., 560/A, Sunder Industrial Area, Lahore Iqbal Town.
17. Trading World, Shop No-28, Musawir Plaza, Khudaidad Road, Zhob.

Subject: **DETERMINATION OF CUSTOMS VALUE OF "POTATO CHIPS" UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

Please 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 **04-02-2026 at 12:00 PM** in the **Conference Hall, 7<sup>th</sup> 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.



(Shahrukh Akhlaq Siddiqui)  
Assistant Director (Group-I)

**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.