

C. No. Misc/14/2018-II (Par-II)/178

Dated: 9-03-2026

**MEETING NOTICE**

Sr. No.	Stakeholders
1	The Chairman, FPCC&I Standing Committee On Valuation, FPCC&I, Federation House, Abdullah Shah Ghazi Road, Clifton, Karachi.
2	The Chairman, KCC&I, Aiwan-E-Tijarat Road, Karachi.
3	The Chairman, All Pakistan Customs Agents Association, Room No.7 & 8, Bombay Plaza, Mezzanine Floor, Bohri Road, Opp. New Custom House, Kharadar, Karachi.
4	The President, Islamabad Chamber Of Commerce & Industries, Islamabad.
5	The President, Lahore Chamber Of Commerce & Industries, Lahore.
6	The Chairman (FPCCI), Federation House, Main Clifton, Block-5, Shahrah-E-Firdousi, Karachi.
7	The Chairman, Pakistan Chemical and Dyes Merchant Association (PCDMA), Chemical & Dye House, Rambharti Street, Jodia Bazaar, Karachi.
8	M/s. Beiersdorf Pakistan (Private) Limited, Floor 1501, Tricon Corporate Center, Jail Road, Gulberg II, Lahore.
9	M/s. Global Traders, B-96 Street No.3, Nia Mohallah, Bara Bazar, Rawalpindi.
10	M/s. S.M.A.S. Impex, Shop At Land Bearing No. MR-2/24, Marriot Road, Market Quarters Karachi.
11	M/s. A B S Traders, Shop # B-12-A/37, 1st Floor, Sheesh Mahal Market Bara Bazar Nia Mohallah Liaquat Road, Rawalpindi.
12	M/s. Oriflame Cosmetics Pakistan (Pvt.) Ltd., Plot # BC11, 1st Floor, Schone Circle, Clifton 05, Karachi.
13	M/s. Rios, 149-Y Block, Ground Floor and Basement, DHA Phase 3, Commercial Market, Lahore.
14	M/s. Khyber Traders, Office No.7-10, Rehman Centre, 3rd Floor, Shahalam Market, Lahore.
15	M/s. Waseem Enterprises, Shop No. 40-L, Ground Floor, Sohail Tower, New Anarkali, Lahore.
16	M/s. Abdullah & Abdul Rehman Associates, Ground Floor, Butt Center 5, Shah Alamgir Market, Lahore.
17	M/s. ISM Enterprises, 149-Y Block, 1st Floor DHA Phase-III, Commercial Market, Lahore.
18	M/s. Overseas Business Corporation, Plot No.H-2, Shed No.2, Portion No.2, Sector-5, Korangi Industrial Area, Karachi.
19	M/s. Arsalan Corporation, Plot No 96, Office No.96-A, Unit No.11, Latifabad Hyderabad.
20	M/s. Gulf Trading Corporation, F-66 First Floor, City Shopping Galleria, Plot No 23, Commissariat Line, Opposite: Police Head Quarter Garden, Karachi.
21	M/s. Royal Distribution, 167-Y, Phase 3, DHA, Lahore.
22	M/s. SA Trading Company, Shop No.1, Sharjah Center, 19-B Inside Shahalam Market, Lahore.
23	M/s. Omer Enterprises, Shop # E-1, Ground Floor, Bahria Center, Shahalam Market, Lahore.
24	M/s. Imperial Enterprises, Suite No 8 Ground Floor CM Centre, Fareed Court House, Lahore.
25	M/s. Sunshine Traders, Shah Jamal Center, 2nd Floor, Property No.9-B, Shah Alam Market, Lahore.
26	M/s. Saeed Sons, 19/F-II, Block-B, 2nd Floor Madni Center, Inside Shahalam Market, Lahore.
27	M/s. Trading World, Shop-No.11, Khudaidad Complex, Khudaidad, Zhob.
28	M/s. Expert Enterprises, Office No. 404, 4th Floor, Arooj Centre, Farid Kot Road, Lahore.
29	M/s. Cruise International, 8-Commercial Area, Cavalry Ground, Cantt. Lahore.
30	M/s. Imtiaz Provision Store, Z-459, Chotti Market Commercial Area, Bahadurabad, Karachi.
31	M/s. Nimir Industrial Chemicals Limited, 122-B, New Muslim Town Lahore, Pakistan.
32	M/s. Prime Enterprises, Shop No. E-1, Ground Floor, Bahria Center, Shahalam Market, Lahore.
33	M/s. Sheikh International, Shop # 04, Property # E-893, 1st Floor, Macea Centre Shahalam Market, Lahore.
34	M/s. 7 Trader, E 927 Qadari Center Shop No 2 Plastic Market Shahalam Market, Lahore.
35	M/s. Jan Enterprises, 1st-Floor, Dastgir Centre, Bara Market Shahalam Lahore.
36	M/s. Prime Brands Distribution (Private) Limited, Plot No. H-3/A, Shed No. 3, Sector No. 5, Korangi Industrial, Karachi.
37	M/s. Cosmetic Trading Company Pvt Ltd, Units 51,52,71,72 The Forum Clifton, Karachi.
38	M/s. Shapar (Private) Limited, Plot No. 2/7, Sector-15, Korangi Industrial Area, Karachi.
39	M/s. Tetra Traders, House No.78, Gulmohar, Bahria Town, Lahore.
40	M/s. Tariq Brothers, Shop # 1 Property # E-893, 1st Floor Macea Centre, Shah Alam Market, Lahore.
41	M/s. Al-Hamra International, Shop No. 44, Shalimar Market, New Supper Town, Defence Road, Lahore.
42	M/s. Asad Traders, 26-H Akbar Market Shahalam Market, Lahore.
43	M/s. SDN International, House No. B-22, C.G.E.C.H. Society, Block 10-A Gulshan-E-Iqbal Karachi.
44	M/s. M.I. Traders, Shop No.8 1st Floor Kiani Market China Bazar Bara Liaquat Road, Rawalpindi.
45	M/s. G & A Duty Free Enterprises, Plot No. 07, Amjed Plaza, Pindora, Chowrangi, IJP Road, Islamabad.
46	M/s. AMZ International, 9-Commercial Area Cavalry Ground Lahore.
47	M/s. Ellahi Enterprises, Room No. 115, 1st Floor, Hasan Chamber, Bohri Road, Opp Custom House, Karachi.
48	M/s. S. R. S. Impex, Office No. F-66, 1st Floor, City Shopping Galleria, Opp Garden Police Headquarters, Karachi.
49	M/s. Saad Impex, Suite No. G-31, Ground Floor, City Shopping Galleria, Plot No. 23, Commissariat Line, Karachi.
50	M/s. China Enterprises, Office No.M-2, Mezzanine Floor, Ruby Heights, Plot No. 13, BMCCSI, Sharfabad, Karachi.
51	M/s. Usman Impex, Suite No. G-31, Ground Floor, City Shopping Galleria, Plot No. 23, Commissariat Line, Karachi.
52	M/s. Ambani Corporation, Shop # 32, Ground Floor, City Shopping Centre, M.A. Jinnah Road, Karachi.
53	M/s. F.I. Industries, House No. B-295, 1st Floor, Sector 11-B, North Karachi.
54	M/s. Abdullah & Co. Office 612, St Masood Chamber, 6th Floor, Opp New Challi Trade Centre Karachi.
55	M/s. Adam Traders, Room No.2, Madni Centre, 3rd Floor, Near Madni Mosque, Shahalam Market Lahore.

56	M/s. Ayaan Enterprises, 3rd Floor, Makkah Centre, Opp Ghosia Masjid, Shahalam Market Lahore.	61	M/s. Pakistan FMCG Importers Association, 607, 6th Floor, Trade Avenue, Hasrat Mohani Road, Karachi.
57	M/s. K.S Enterprises, Ground Floor C/O Dareshani House Opp. Y2k School Jelani Road, Sukkur.	62	M/s. Perfect Aerosol Industries (Pvt) Ltd., Plot No. Mb-338, Sector 6-G, Mehran Town, Near Brooks Round About, Korangi Industrial Area, Karachi.
58	M/s. Kokab Enterprises, Macca Centre, 2nd Floor, Opposite Ghousia Masjid, Shahalam, Lahore.	63	M/s. Schazoo SPL .71-B, C/2 Gulberg III, Lahore.
59	M/s. Moeed Enterprises, 4th Floor, Makkah Centre, Opp Ghosia Masjid, Shahalam Market Lahore.	64	M/s. U & I Garments (Pvt) Ltd, Plot No.40, Sector 19, Korangi Industrial Area, Karachi.
60	M/s. Noor Traders, Shop # 03, Al-Haram Centre, Plot No. 22, PR-1, Near Reno Centre, Karachi.		

**Subject: DETERMINATION OF CUSTOMS VALUES OF BODY SPRAY, PERSONAL DEODERANTS, ANTI-PERSPIRANT, BODY DEODERANTS, ROLL-ON AND DEO STICK 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 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 is scheduled on 08.04.2026 at 12 : 00 (noon) 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 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.

  
(Dr. Jahangir)

Deputy Director (Group-II)

**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 to:**

1. The Director, Directorate General of Customs Valuation, Karachi.
2. The Collectors of Customs, Collectorate of Customs (Appraisalment), East/West / SAPT / Port Muhammad Bin Qasim and JIAP, Karachi.
3. The Additional Director, Directorate General of Customs Valuation, Karachi.
4. 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.
5. Notice Board.