



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
7th FLOOR, CUSTOM HOUSE, KARACHI



C. No. Misc/18/2018-II/ 179

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 President, Kcc&I, Aiwan-E-Tijarat Road, Off Shahrah-E-Liaquat, 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 (Fpeci), Federation House, Main Clifton, Block-5, Shahrah-E Firdousi, Karachi.
7	The Chairman, Pakistan Chemical And Dyes Merchant Association (Pedma), Chemical & Dye House, Rambharti Street, Jodia Bazaar, Karachi.
8	S.M.A.S. Impex: Shop At Land Bearing No. Mr-2/24, Marriot Road, Market Quarters Karachi, Karachi South Saddar Town
9	Seven Star Trading Company; Shop No. E-4, Bahria Center, Shah Alam Market, Lahore, Lahore, Data Gunj Bukhsh Town.
10	Gulf Trading Corporation; M/S, Gulf Trading Co., City Shopping Galleria Off No F-66 First Floor, Plot No 23, Commissariat Line, Contoment Area . Opposite: Police Head Quarter Garden, Karachi South
11	Intiaz Group (Sme-Private) Limited; Level-8, Prestige Trade Centre, Near Jail Chowrangi, Block-3, K.C.H.S, Main Shaheed-E-Millat Road, Karachi Central
12	M/S Penta Gon International; Office # 16, Ground Floor, Plot # Mr 6/50, Waqar Centermohd Feroze Street, Mohd Feroze Street, Jodia Bazar, Karachi South Saddar Town
13	Tufail Son; Ground Floor, Gold Mine Plaza Office, 105-Ferozpur Road, Lahore, Lahore Data Gunj Bukhsh Town
14	S. R. S. Impex; Office No. F-66, First Floor City Shopping Galleria, Plot No.23, Opposite Garden, Police Head Quarter Near Pso Pump, Karachi East Jamshed Town
15	Aw Impex; Flat No 8 Lmc Market Badami Bagh
16	Peoples Enterprises; Business Branch Address, N.P 10/28, Chabba Gali, Jodia Bazar, Karachi, Karachi South Saddar Town
17	Tzs Enterprises; Shop # E-1, Ground Floor, Bahria Centre, Shahalam Market, Lahore, Lahore, Lahore.
18	New Sunshine Traders; Plot No.195, Office Situated At, Street No. 02, I-9/3, Islamabad
19	M/S Nadeem Traders; Shop No. G-3, Ground Floor, Jilani Building, Mr-1/37, Marriot Road, Karachi., Karachi South Saddar Town
20	Ayub Trading Company; Head Office: Plot No.57, Block-E, Satellite Town, (Branch Office: Plot No.195,

	Office Situated At Street No.02, Sector I-9/3, Islamabad
21	Bin Bakar International.; Floor # 1 E-181, Gali Mai Soodan, Shahalam Market Lahore, Lahore
22	Royal Distribution (Private) Limited: 167-Y, Phase-Iii, Dha, Lahore
23	M/S Al Marium International; Office No. 311-A, 3rd Floor., Trade Avenue, Hasrat Mohani Road, Karachi South Saddar Town
24	7 Trader; E 927 Qadari Center Shop No 2 Plastic Market Shahalam Market
25	Lasani Auto Decoration; 38-Lg, Wazir Ali Auto Center, Badami Bagh, Lahore, Lahore
26	Capital Traders; 17, Street 6, Shop No. 2, Prem Nagar, Lahore Samanabad Town
27	Ajmeri Traders; Office No 511, 5th Floor Shadman Mall , Shadman Market, Lahore
28	A.M Saeed And Co; 26-H Akbar Market
29	Bismillah Traders; Plot No.27 (Old No 9),. First Floor, Shernaz House 8, West Wharf Road, Opp Pso Petrol Pump., Karachi West
30	Car Care Company; Suit No 50, Marrium Complex Behind Mama Parsi Scho Ol Marston Rd Plaza Sq Karachi
31	M/S Overseas Business Coporation; 28, Nawab Market, Shadman Market, Lahore Cantonement
32	Awais Trading Company; Office No 5-B, 1st Floor, Shiraz Plaza Main Market Gulberg, Lahore
33	A.R Azfar General Merchant; Office No. 1, First Floor, New Jillani Building Marriot Road, Survey No. 37, Market Quarters, Karachi., Karachi South Saddar Town
34	Rehman Impex; 9-A, 1st Floor Aslam Centre Shahalam Market, Lahore
35	Fazal Enterprises; Shop No 27 1st Floor, National Market
36	Raim Enterprises; 314-A Block Gulshan-E-Ravi
37	A.S Traders; Plot Khatoni No. 561/540, Mouza Jalyana, Near Lahore Carpet Factory, Defence Road, Lahore, Lahore Iqbal Town
38	A B S Traders; Shop # B-12-A/37, 1st Floor, Sheesh Mahal Market Bara Bazar Nia Mohallah Liaquat Road, Rawalpindi Rawal Town
39	Auto De Saigals; 120 Montgomery Park
40	Majeed Motors; S-31, R 86/A 40, Meleod Road, Lahore
41	Gulzar Enterprises; 82a-83, 1st Floor, Rimpa Plaza, 16 Abbot Road., Lahore
42	Nine Traders; E-612/A, Shahalam, Market, Lahore Data Gunj Bukhsh Town
43	New Emin Auto; Shop No. 120, Montgomery Park, Montgomery Road, Lahore Data Gunj Bukhsh Town
44	Casta Autos; Shop No.G-58, Rimpa Plaza, M.A, Jinnah Road, Karachi.
45	Al-Noor Trading; Floor # 1, 60 Cca Phase 6, Dha Lahore, Lahore

46	Global Traders; B-96, Street # 3, Nia Mohallah, Bara Bazar, Rawalpindi	64	Khurram Enterprises; Plot # Seiv-38-S-83, Ground Floor Shop, Qila Gujjar Singh, Montgomery Road, Lahore Wahgah Town
47	Ghousia Traders; Shop # 8, Bismillah Plastic Dana, Market Shahalam Market, Lahore Data Gunj Bukhsh Town	65	Ss Agencies; Office No. 217, 2nd Floor, Zam Zam Mall, H-3, Near Expo Centre, Johar Town, Lahore, Lahore Iqbal Town
48	M/S Poundworld; Banglow No. 8, Block F Phase 6, Dha Lahore, Lahore Cantonement	66	Sehgalmotors.Pk; Shop No. 8-C, Main Faisal Town, Road (Head Office), Lahore
49	Imran Traders; H No 7-19/54 Muhalla Panjabi Imam Bargha Alamdar Road	67	Premier Trade; Office No 8, Nlc Dry Port, Almo Chowk, Quetta
50	Four Star Auto; 105 Montgomery Park Montgomery Road	68	S.S. Trading Corporation; 48, Nawab Market, Shadman, Lahore
51	Ism Enterprises; 149-Y Block, 1st Floor Dha Phase-Iii, Commercial Market, Lahore Cantonement	69	M/S A.S. Autos; Office No. 8, 3rd Floor, Clinic Tower, Rimpa Plaza, M.A. Jinnah Road, Karachi, Karachi South Saddar Town
52	Khan Trading Company; Shop No.9a, 1st Floor Adyala Tower, Dhama More, Rawalpindi, Rawalpindi.	70	Adam Traders; Room No. 2 3rd Floor Madni Centre
53	S.M Corporation; Plot No 588 -3- A2, Shop No 4 , Township Lahore , Lahore	71	M/S Amz International; 9-Commercial Area Cavalry Ground Lahore Cantt
54	M/S Gondal Associates; Plot 54,, Commercial Area ,, Gulberg Iii, Lahore Gulberg Town	72	M/S Madni Traders; Shop No. 13-14 Lower Floor, Mehran Centre Shah Alam Market
55	M/S Irfan Traders; 10-A Bashir Centre, Shahalam Market, Lahore, Lahore Data Gunj Bukhsh Town	73	M/S Auto Tech Industries; 17-AI Mubarik Market Badami Bagh ,Lahore
56	Zaryab Traders; Shop No.Lg-470 Deans Trade Centre, Cantt. ,, Peshawar Peshawar	74	Galaria Traders; 6/6 Office Tower, Rimpa Plaza, M.A Jinnah Road, Karachi South Saddar Town
57	Bhatti Trading Company; Shop #3, Gf Madina Bara Plastic Dana Market, Shahalam Market, Lahore, Ravi Town.	75	S A Traders; Room No.3, 1st Floor Naqi Market, 75-The Mall, Lahore Data Gunj Bukhsh Town
58	Mr Traders; E/887, Shop No. 10, Ground Floor, Akbar Market, Shahalam Market, Lahore, Lahore	76	M/S Saeed Impex; Office 2 54-55 E Liberty Market Gulberg Iii L Lahore
59	Saca Plus; 6b/B-16, Estate Avenue, S.I.T.E., Karachi West	77	M Zikriya Traders; Office No 02, Sitar Colony Kabul River, Nowshera Kalan, Nowshera Nowshera
60	Umer Motors; 105, Montgomery Park,, Road, Lahore	78	M/S. United Motors; 35 Tibet Center M.A Jinnah Road
61	M Power Auto Motive; 1st Floor, 105-Montgomery Park, Abdul Kareem Road, Lahore Data Gunj Bukhsh Town	79	M.S. Pak International; Plot No. 335/1, Basement, Deh Ibrahim Tapo, Adjacent Ptn, Near Brookes Chowrangi, Korangi Road, Karachi, Korangi
62	Anaia And Co; Shop No 1, Noor Bhoy Lotia Building, Marriot Road, Rambaharti St, Karachi., .. , Karachi South Saddar Town	80	Muhammad Idrees Impex; Room # 1117, 11th Floor, Uni Plaza, Plot # 2/3 Sr-5, I.I. Chundrigar Road, Karachi South Saddar Town
63	A & H Supply Chain Management; Shop-1, Khan Auto, Montgomery Park, Lahore Data Gunj Bukhsh Town		

Subject: DETERMINATION OF CUSTOMS VALUES OF AIR FRESHENERS (ROOM/CAR ETC) UNDER SECTION 25-A 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 14 .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.