



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



C. No. Misc/14/2018-II/177.

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 (Fpcci), 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	U & I Garments (Pvt) Ltd., St 2/12, Sector 19, Korangi Industrial Area, Karachi.
9	Eleganz Luxury (Private) Limited, 41 -J/2, Block 6, Pechs, East Jamshed Town, Karachi.
10	Mateen Sons, C-109, Sector 32-A, Korangi, Karachi.
11	Oriflame Cosmetics Pakistan (Pvt.) Limited, 130 A-E-1 Main Boulevard Gulberg-II, Lahore.
12	S.M.A.S. Impex, Shop Atland Bearing No. Mr-2/24, Marriot Road, Market Quarters, Karachi South Saddar Town, Karachi.
13	M/S Nadeem Traders, Shop No. G-3, Ground Floor, Jilani Building, Mr-1/37, Marriot Road, Karachi South Saddar Town, Karachi.
14	Omega Creatives, Office No. 907, 9th Floor, Kashif Centre, Shahrah-E-Faisal, Karachi.
15	M/S Bonanza Garments Industries (Pvt) Ltd., 17/01 Sector 24 Korangi Industrial Area, Karachi.
16	Beaute Collection, G-12, Dolmen Mall, Hc-3, Block 4, Clifton, Karachi.
17	M & E Traders, Office No 4, 2nd Floor, Plot No 7, A & K Plaza, F-10 Markaz, Islamabad.
18	Sachal International (Private) Limited, B-120, Street No. 7, Gulshan-E-Faisal, Bath Island, Clifton, Karachi.
19	A.R Azfar General Merchant, Office No. 1, First Floor, New Jilani Building Marriot Road, Survey No. 37, Market Quarters, Karachi South Saddar Town, Karachi.
20	Khyber Traders, Off No. 7-10 Rehman Centre, 3rd Floor, Shah Alam Market, Lahore.
21	Al Naseer Corporation, Suit No. 531, 5th Floor, Trade Avenue, Hasrat Mohani Road, Karachi.
22	Sterling Perfumes (Private) Limited, Bungalow No B-68 - Ground Floor, Gulshan-E-Iqbal, Block - 5, Kda Scheme No 24, Karachi East Gulshan Town, Karachi.
23	Perfumist Pakistan, Ground Floor, 744-E, Johar Town, Lahore.
24	Eden Apparels (Pvt.) Limited, Plot No. C-4, Manghopir Road, S. I. T. E., Banaras Colony Ue-07 Site Town Karachi.
25	Prime Enterprises, Shop No. E-1, Ground Floor, Bahria Center, Shah Alam Market, Lahore.
26	Waseem Enterprises, Shop No. 40-L, Ground Floor, Sohail Tower, New Anarkali, Lahore.
27	Omer Enterprises, Shop # E-1, Ground Floor, Bahria Center, Shah Alam Market, Lahore.
28	Prime Brands Distribution (Private) Limited, Suite No 301-307, 3rd Floor, Kawish Crown Plaza, 37, D.A.C.H., Society, Shahrah-E-Faisal, Karachi East Gulshan Town, Karachi.
29	Shah Traders, Office No 3/04, 4th Floor, Arkay Square, Plot No 11-Sr-7, Frere Road, Shahrah-E-Liaquat, Karachi.
30	General Associates, Office # 10, Lgf, Khan Shopping Center, 114 H, Gulberg, Lahore.
31	Zara's Enterprises, Room #1, D-113, Sunny Pride, Rashid Minhas Road, Block-20, Gulistan-E-Jauhar, Karachi.
32	Nawab International, Office No 26/1, Nawab Estates, Denso Hall, M. A. Jinnah Road, Karachi.
33	S. R. S. Impex, Office No. 30, Mezzanine Floor, Gul Plaza M.A. Jinnah Road Karachi.
34	Arsalan Corporation, Plot No 96, Office No 96-A, Unit No 11, Latifabad Hyderabad.
35	Brands Unlimited (Private) Limited, Suite # 301-305, 3rd Floor, 37 Darul Aman C-H-S, Kawish Crown, Shahrah-E-Faisal, Karachi.
36	Crown Enterprises, 6-P, Lucky Centre, Qurtaba Chowk, Jail Road, Lahore.
37	Rios, 149-Y Block, Ground Floor And Basement, Dha Phase 3, Commercial Market, Lahore.
38	I & K Impex, 2nd Floor Iqra Elahi Center, Dhal Mohalla, Shah Alam Market Lahore.
39	M/S Asghar Ali (Pvt) Ltd, 126/3 Kot Lakhpat Industrial Area, Lahore.
40	Zubair & Sons, Office No. 11 4th Floor, Al-Rehman Centre P.I.A Road, Lahore.
41	Rowaski Mill (Private) Limited, 33-G, Block-6, Pechs Karachi.
42	Zara's Enterprises, Shop # 139-140, 1st Floor, Rj Mall, Jauhar More Beside Honda Drive, Karachi.
43	Jamal Traders, Al-Fateh Tower, 1st Floor, Room A-13, Krashan Pura G.T Road, Peshawar.
44	Bin Aki, 3rd Floor Mehran House Plot 756-C Block-2 Central Commercial Area, Karachi.
45	One Ten Enterprises, Office-11, 1st Floor Plot-14 A&K Chamber West Wharf Road, Karachi.
46	Muskaan Traders, Shop No S-91-R, -26/1, Urdu Bazar, Lahore.
47	Dawood International, Office No 49 Gouhar Centre, 1st Floor Main Wahdat Road, Lahore.
48	Hemani Trading International (Pvt.) Ltd., Plot # 5 & 16, Sector E-Iv, Phase-II, Epz, Karachi.
49	Al Noor Enterprises, 1140-, Bazar Sheikhprian, Inside Taxali Gate, Data Gunjbukhsh Town, Lahore.
50	Al Tayyab Beauty (Private) Limited, C-50 To C-57, Sector - C, Hub Industrial Trading Estate, Lasbela Hub.
51	Amir Impex (Sme-Private) Limited, 9- Block D, Commercial Area, Canal View Society, Multan Road, Lahore.
52	Imperial Enterprises, Suite No 8 Ground, Floor Cm Centre, Fareed Court House, Lahore.
53	K.Y Traders, 1st Floor Z.A. Centre E 67.68 Alamgir Market Insideshahalam Market.
54	A.H.S Corporation, Suit No 36 8th Floor Arkay Square, New Chali Shahrah-E-Liaquat, Karachi.
55	Bin Bakar International, 26-11 Akbar Market Shahalam Market.
56	Gulf Trading Corporation, Suit# 29, Mezzanine Floor, Gul Plaza M.A. Jinnah Rd, Karachi South Saddar Town.
57	Saad Impex, House# 498 Sec 16-A, Kbr Buffer Zone, North Karachi, Karachi Central North Karachi Town.

58	Miniso Lifestyle Pakistan (Smc-Private) Limited, Back Side Of 4th Floor, Ali Tower, M M Alam Road, Gulberg, Lahore Gulberg Town .	61	M/S. Azuan Natural, F-391, Site, Karachi, Karachi West Site Town
59	Usman Impex, House No .622., Street No 21, Mehmoodabad No-5, Karachi East	62	Abdullah & Co .Shop # 20, Ground Floor Jilani Center, Khori Garden
60	Stara Traders, Shop No . 6, E-659, Butt Centre, Near Peer Bukhsh Market,	63	Ubaid Impex, Suite No 8 Ground, Cm Centre I Link, Fareed Court House, Lahore
		64	Unmogip, Plot # 5-11 Diplomatic Enclave G-5

Subject: DETERMINATION OF CUSTOMS VALUES OF PERFUMES / EAU DE TOILETTE / EAU DE COLOGNE 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 18.03.2026 at 11 : 30 (am) 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.