

C. No. Misc/11/2009-I/221

Date: - 18.03.2026

MEETING NOTICE

Subject: **RE-DETERMINATION OF CUSTOMS VALUE FOR "FRUIT JUICES & NON-ALCOHOLIC BEVERAGES & OTHER RELATED ITEMS" UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

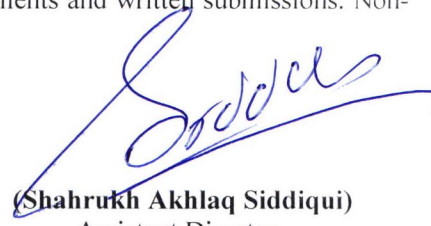
Kindly refer to the above subject.

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. 546/2013 dated 16.04.2013**. 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 **09.04.2026 at 02:30 PM** 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. 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 in the online session.

For confirmation and coordination, please contact: 021-99214144.

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 FPCC&I , Federation House, Main Clifton, Block-5, Abdullah Shah Ghazi Road, Karachi.	2	The Chairman , Customs Valuation Committee, KCC&I, Aiwan-E-Tijarat Road, Karachi.
3	The President , Islamabad Chamber of Commerce & Industries, Islamabad.	4	The President , Lahore Chamber of Commerce & Industries, Lahore.
5	The President , Quetta Chamber of Commerce & Industry, Chamber Building, Zarghoon Road, Quetta.	6	The President , Gujranwala Chamber of Commerce & Industries, Aiwan-E-Tijarat Road, Gujranwala.
7	The President , Karachi Customs Agents Association (KCAA), 2nd Floor, Burhani Terrace, Bohri Road, Off Eduljee Dinshaw Road, Opp. Custom House, Bhimpura, Karachi, Karachi City, Sindh 74000.	8	The Chairman , All Pakistan Customs Agents Association (APCAA), Room No. 7 & 8, Bombay Plaza, Mezzanine Floor, Bohri Road, Opp. New Custom House, Kharadar, Karachi-74000.
9	Pakistan Kiryana Merchants Association, Office N0.6, 2 nd Floor, M.R 5/92, Virjee Street, Jodia Bazar, Karachi-74000.	10	Marium International: House No. 34-A/394., Kathiawar Co-Operative Housing Society., Block 7/8, Karachi, Karachi East Jamshed Town
11	General Impex: 000, Property No Np 11/28, Jodia Bazar, Karachi, 000,	12	F.Q. International: Office No.1614, 16th Floor. Muhammadi Trade Tower, Altaf Hussain Road, New Challi, Karachi, Karachi South Saddar Town
13	Tajuddin Trading: Shop No.05 Ground Floor Plot Mr5-115/116, Tajuddin Building, Daryalal Street Jodia Bazar, Karachi South Lyari Town	14	Al-Kafeel General Trading: 603, Danish Gravity Tower, Main Khalid Bin Waleed Road, Karachi South
15	Hmv Trading Group: Room No. 1009, K.S. Trade Tower, Sharah-E-Liaquat, New Chali, Karachi South Saddar Town	16	Khalil Trader: Office No 3, 2nd Floor, Sector K-6 Basharat Market, Hayat Abad, Peshawar, Peshawar.
17	Phoenix Industries: Office No. 704 7th Floor, Zahra Square Opp; New Memon Masjid, M.A. Jinnah Road, Karachi, Karachi South	18	Intiaz Group (Smc-Private) Limited: Level-8. Prestige Trade Centre, Near Jail Chowrangi, Block-3, K.C.H.S, Main Shaheed-E-Millat Road, Karachi Central
19	Sahal Enterprises: Office No 4 2nd Floor Haji, Zulfiqar Building Pak Afghan Boder, Torkham, Khyber	20	Haleema Corporation: Suite # F-202, 2nd Floor., Hira Apartment., Garden East Karachi, Karachi South Saddar Town
21	Pentagon Foods Supply: Office # 503, 5th Floor, Sj Masood Chamber, New Challi, Karachi, Karachi South Saddar Town	22	Obro Foods (Private) Limited: Shop No. 437, G-1, Johar Town, Lahore Iqbal Town
23	Famous Food Group: Plot No. M li F-195-B-1, Block-B, Shershah Karachi, Karachi West Site Town	24	M/S Data Impex: House No-4, Street No-72, Chowk Nowa Kunda Wans Pura, Lahore Cantonment
25	Hussain Traders: Office No 05, Chowk Baba Kamal Chishti Main Feroz Pur Road, Near Nadeem Park Kasur, Kasur Kasur	26	M/S A.S Enterprises: Office No 704 7th Floor, Zohra Square Opp Memon Masjid, Karachi, Karachi Central
27	HASSAN ALI RICE EXPORT COMPANY: Office No. 102, 1st Floor, Cotton Exchange Building, I. I. Chundrigar Road, Karachi., Karachi South Saddar Town	28	ABID ENTERPRISES: Haji Ahmad, Jan Buildig, Near PTDC Hotel, Khyber Landikotal
29	Lakhani Enterprises: J.M. 712/6, Flat No.305, Poonawala Garden, Fatima Jinnah Colony, Jamshed Road, Karachi, Karachi South Saddar Town.	30	M/S Abdul Rauf Abdul Aziz: Office # 1511-1512. 15th Floor., Muhammadi Trade Tower., Altaf Hussain Road. New Chali, Karachi South Saddar Town
31	A R Brothers: Industrial Plot No. F-413, Ground Floor, Fire Brigade, Site Area, Karachi West Site Town	32	Asad Trading Company : Al Falah Plaza, 3rd Floor, Chuharmal Road Quetta, Quetta Zarghoon Town
33	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	34	Bridge Initiative (Private) Limited: 76-A, River View Housing Society, Raiwind Road, Lahore Iqbal Town
35	Dastagir Enterprises: H, Saraib, Road, Quetta, Quetta.	36	Diamond International: Office No.207, Urooj Center., Farid Kot Road., Jain Mandir, Lahore, Lahore.
37	Ederburg Commercial & Trading (Smc-Private) Limited: Unit No. 10, bearing Serial No. 8-a, 8-b, Consisting of Three Storey Hall as follow Ground Floor, Amanat Plaza, Plot No. I-W, situated at Sector F-10 Markaz - Islamabad., Islamabad	38	Fosca Supply Chain (Smc-Private) Limited : Afridi House, H No.34/1, KHAYABAN-E-TANZEEM Phase 5 DHA, Karachi East
39	Intra Trades: B-26 first floor block 10 a, gulshan -e- iqbal, karachi., karachi east gulshan town	40	M/S AA Nutritions & Supplements: Ground Floor Tooba Arcade, Near Ideal English School P & T, Colony Karachi, Karachi South
41	M/S. Pak international : Plot No. 335/1, Basement, Deh Ibrahim Tapo, Adjacent Ptn, Near Brookes Chowrangi, Korangi Road, Karachi, Korangi	42	Pak Afghan Clearing Agency: Ram Chand, Bazar Road, Chaman, Killa Abdullah Chaman
43	Raheem & Sons: Shop-4, Arbab Ghulam Ali Road, Corner Arbab Barkat Ali Road, Quetta Chilton Town	44	Trading World: Shop No-28, Musawir Plaza, Khudaiddad Road, Zhob Zhob