



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS (VALUATION)
7TH FLOOR, CUSTOM HOUSE, KARACHI



No. Misc/01/2007-IX/228

Date: 25-03-2026

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. A To Z Hosiery, Property No.I-283, I-284, Shop No. 4, Azam Baig Center, Kocho Qazi Khana, Inside Motchi Gate, Lahore
9. Siza Foods Pvt Ltd, Lakson Square Buildi Sarwar Shaheed Road Sarwar Shaheed Road
10. Abdullah Trading Co, Shop No:2, Auto Center, Phase 2,Badami Bagh, Lahore
11. T And A Enterprises, E-381, Malik Manzil, Hawali Pathra Wali,, Inside Mochi Gate, Lahore Data Gunj Bukhsh Town
12. M/S Dewan Enterprises, 785-E, Koocha Teegran, Inside Mochi Gate, Lahore Ravi Town
13. A.A. Traders, A-85, 1St Floor, A-Block Satellite Town, Rawalpindi
14. Zaki Traders, Office # 1, 2Nd Floor,230-Gujar Street Andron Mochi Gate, Near Haji Amjad Powder Wala,Lahore, Lahore Data Gunj Bukhsh Town
15. Husnain Enterprises, Shop No. 12, Melad Market Bazar Sada Karan, Inside Mochi Gate, Lahore
16. Haa Meem Traders, H 1 34, Main Bazar, Mochi Gate, Lahore, Lahore Data Gunj Bukhsh Town
17. Sunlink International Enterprises, 1, Toy Center Main Bazar Androon Mochi Gate, Lahore, Inside Delhi Gate, Ravi Town, Lahore, Lahore, Punjab, Pakistan
18. Itfaq Trading Co., Suit # 69/I-F1, Alamgir Market, Hassan Center, Ward E-Ii, Shah Alam Market, Lahore Data Gunj Bukhsh Town
19. Ikram Enterprises, House No.10, Raza Block, Rizwan Gardens, Main Canal Road Near Medical & Dental College, Lahore
20. Toys & Toys, Shop No 155, Basement Street No 4, Mirchanwali Gali Jhang Bazar Faisalabad, Faisalabad Lyallpur Town
21. Al Qamar Trade International, L-130, Kucha Kazi Khana, Inside Mochi Gate, Lahore Data Gunj Bukhsh Town
22. H.M Traders, Plot No. Pr 1/32, Jenica Centre, Shop No. 154, 2Nd Floor, Gul Plaza, M. A. Jinnah Road, Karachi, Karachi South Saddar Town
23. Zoha Trading, Property No.S-54-R-19, 2Nd Floor, Rattan Chand Road, Lahore
24. Danial International, E-172-173 2Nd Floor Dubi Center Shahalam Mkt
25. Rehan Enterprises, Shop # C-391, Basement, Rafique Plaza, Bazar Talwaran, Rawalpindi
26. I.B Traders, Shop No 9, Milad Market Bazar Sadaqaran, Mochi Gate, Lahore
27. Punjtan Pak Trading Company, 26-A Rehman, Scheme Dry Port, Mughal Pura Lahore, Lahore Cantonement
28. M.Azeem Toys, Shop No 18, Ground Floor, Hafiz Center, Sadakaran Bazar Inside Mochi Gate, Lahore Data Gunj Bukhsh Town
29. M/S Shifa International, Shop No.151, 2Nd Floor, Gul Plaza, M.A Jinnah Road, Karachi South
30. Royal Traders, Office No.215, Khawaja Abid Trade Centre, Plot No.W/O.7/34, Opp: City Court, Karachi, Karachi South Saddar Town
31. A Y Traders, Shop No 82, 5Th Floor Central Plaza Preedy ,, Qtr Marston Road, Karachi, Karachi South Saddar Town
32. Ahsan Traders, H.No 26, Rasool Park, Khark Multan Road, Lahore

33. M/S Toys Town, Flat # 204, 2Nd Floor,, Sabah Arcade, Smchs, Karachi East
34. Rose Enterprises, Zeenat Centre, 2Nd Floor, Noor Gali, Shahalam Market, Lahore Data Gunj Bukhsh Town
35. S.A.International, A-319, Block-19, Gulshan-E-Iqbal, Scheme No.24, Karachi,
36. Rj Enterprises, P-No C-88,, Sector-6/F, Mehran Town Karach., Karachi South
37. Dua Traders, Office.M.A Brother Building, Out Gate, Mughal Pura Dry Port, Lhr, Lahore
38. Muntaha Enterprises, 4Th Floor Zeenat Centre, 953- Noor Street, Mochi Gate, Lahore Data Gunj Bukhsh Town
39. Msa Traders, Shop # 157 2Nd Floor, Gul Plaza, M.A. Jinah Road, Karachi, Karachi South Saddar Town
40. Rz Traders, Room # 203, 2Nd Floor, Sufi Chamber Patiala Ground, Lahore
41. Al Tawaqqal Enterprises, Shop No 82, Aurang Zab Block, Garden Town, Lahore
42. Bin - Saeed Corporation, Mr-2/12, Marriot Road, Karachi, Karachi South Saddar Town
43. Hs Traders, Fourth Floor, E-892+893/Iv+V/Fl, Mohalla Berian, Shah Alam Market, Lahore
44. King'S Toys, 1St Floor,, Babar Centre, Opp. Savour Foods, China Market, Near Liaquat Bagh, Rawalpindi Cantonement
45. Hasan Trading Company, H No, 149, C Marghazar Colony Multan Road, Lahore Iqbal Town
46. Bilal Mansoor Traders, Shop No: 6101 6Th Floor, Central Plaza, M.A Jinnah Road, Karachi South Saddar Town
47. Amir Shahzad International, 1St Floor 8-B, Main Shah Alam Market, Lahore, Lahore Data Gunj Bukhsh Town
48. Miniso Trading Co (Smc-Private) Limited, Office # 1013, 10Th Floor, Haly Tower, Dha Phase 2, Sector R, Lahore
49. Achieve Trade, Shop No 1, 2Nd Floor, E-2697, Bazar Sada Karan, Mochi Gate, Lahore, Lahore Ravi Town
50. Bilal Traders, Shop No. 4, 1St Floor, Bismillah Center, Tarannum Chowk, Inside Texali Gate, Lahore Data Gunj Bukhsh Town
51. Omega Enterprise, Plot 6, Rb 9, Shop 6, Dr Ziauddin Ahmed Road, Karachi South
52. Dream Toys International Company., E-927 Second Floor Shabir Centre
53. N.H.Traders, Shop No.103 First Floor, Gul Plaza, M.A.Jinnah Road, Karachi South Saddar Town
54. Aamir Traders, 447, Umer Block, Allama Iqbal Town, Lhr,
55. Ali Hajvery Toys, Hassan Shah Wali Plaza, Basement, Sada Karan, Mochi Gate, Lahore Ravi Town
56. Toy Mart, Al Babar Centre, 2 Nd Floor, Collage Road, Rawalpindi, Rawalpindi.
57. Rha Traders, Room # 203, 2Nd Floor, Sufi Chamber, Patiala Ground, 5-Link Mecleod Road, Lahore Data Gunj Bukhsh Town
58. Marium Corporation, Shop No.67,Mezzanine Floor, Gul Plaza, M.A. Jinnah Road,Karachi, Karachi South
59. Globe Traders, Shop No.169 2Nd Floor, Gul Plaza, M.A.Jinnah Road, Karachi South Saddar Town
60. H.H Traders, Shop No. 97,, 2Nd Floor, Gul Plaza, M.A Jinnah Road,, Karachi South
61. M/S Poundworld, 1674-D, Kucha Mehta Singh Androon Shah Alami Gate, Shah Alam Gate, Lahore Ravi Town
62. Shafan Impex, Office 203. 2Nd Floor, Jilani Building Khori Garden, Marriot Road, Karachi South Lyari Town
63. Crown Enterprises, Shop 9B Ground Floor, Shah Jamal Centre, Shahalam Market Main Road, Lahore Data Gunj Bukhsh Town
64. Kinza Enterprises, 69-3, Hassan Center, 2Nd Floor, Inside Shahalam Market, Rang Mahal, Lahore Data Gunj Bukhsh Town
65. Rehman Impex, 06, 2Nd Floor, Imtiaz Chamber 85 Tempal Road, Lahore Data Gunj Bukhsh Town
66. M/S. Ikhlq Sons, Office No. 89/12, Amin Jan Khan Lane, Saddar Road, Near Naim Printing Press, Peshawar Peshawar
67. Bright Star Traders, Shop No. 8, Basheer Market, Commercial Area, Nazimabad No.2, Karachi Central Liaquatabad Town
68. Live Long Traders, Office No G-10, Plot No 7 Sr 6, Hussain Trade Centre, Alltaf Hussain Road, New Challi, Karachi South Saddar Town
69. A K Traders, 2Nd Floor Aslam Toy Centre, Shah Alam, Lahore, Lahore
70. M/S Qadri Enterprises, Shop No 1 Near Ghosia Masjid New Alamgir Market Shahalam, New Alamgir Market, Shahalam, Lahore

71. Khm Traders, Shop No. 1, Plot No. Rb 6/9, Naila Square Ground Floor, Dr Zia Uddin Ahmed Road Cycle Market, Karachi, Karachi South Saddar Town
72. Choudhry Brothers & Co., 36 Street No 159 Chamman Park Baghbanpura, Lahore
73. Speedaf Logistics Pakistan (Private) Limited, G/Floor 115-P, M.M. Alam Road, Gulberg-Ii Mini Market, Pakistan
74. Ahram Recycling & Clothing, 134-135 Hoor Center North Napier Road
75. S.F & Sons, Shop No. 23 & 24, Memon Plaza, Lr-4/8, Cary Road, Ghanchi Para, Lakra Street, Abigal Road, Karachi, Karachi South Saddar Town
76. M/S Farsha Traders, H No. E-160, Al-Fatah Market, Shahalam Market, Lahore Data Gunj Bukhsh Town
77. Scan International, Shop # 4, 2Nd Floor, Muhammad Centre, B-17, Shah Alam Market, Lahore
78. "Abby'S Enterprises , Plot # 5 Flat No 207, Remco Tower Block 7/8, Modern Co Op Housing Society Tipu Sultan Road, Karachi East Gulshan Town"
79. Hb & Co, Shop No.4-6, New Alamger Market, Muhammadi Market,Shahalam, Lahore Ravi Town
80. Sunshine Traders, 772-A, Sabzazar Scheme, Multan Road, Lahore Iqbal Town
81. U.S Traders, Shop No. 01, Ground Floor, H E 60 Havli Pathranwali, Inside Mochi Gate, Lahore Shalamar Town
82. Toy Centre, 1St Floor Madni Centre, Near Madni Mosque, Shahalam Market, Lahore Ravi Town
83. Taimoor Enterprises, Shop No.102, First Floor, Gul Plaza, M.A.Jinnah Road, Karachi South Saddar Town
84. Onza Retail (Smc-Private) Limited, Shop # 10-18, The Mall Sb # 2 & 3, Shanti Nagar Main Rashid Minhas Road, Karachi, Karachi East Gulshan Town
85. M/S Gondal Associates, Plot 54,, Commercial Area ,, Gulberg Iii, Lahore Gulberg Town
86. Sg Traders, 2-Toy Center, Main Bazar, Androon Mochi Gate, Lahore
87. Sk & Sons, Office No.12, Melad Market Bazar Sada Karan, Inside Mochi Gate Lahore, Pakistan, Lahore
88. Aab Traders, House No.A/166 Choudhry Park Gali No.5, Mohallah Rashid Road Bilal Gunj, Lahore, Lahore Data Gunj Bukhsh Town
89. Hashim Khalil Brothers, 3Rd Floor, Ubl Bank, Al Jannat Building Bank Square, Nila Gumbad, Lahore
90. New Collection Toys, Shop No.116,2Nd Floor, Gul Palaza,Ma Jinnah Road, Karachi, Karachi South Saddar Town
91. Aamir International, G-10 Rehman Square 13-D Gulshan-E-Iqbal
92. M/S T.Z Corporation, Room No 13 2Nd Floor, Imtiaz Chamber, 85-Temple Road, Lahore, Lahore Data Gunj Bukhsh Town
93. Akhter And Sons, Office No 7-A Bohri Road Opp New, Custom House Karachi, Karachi, Karachi South
94. Farooq Corporation, Plot No. E-149/A, Ground Plus Two Storyed, Super High Way, Phase No. 02, S.I.T.E, Karachi Central North Karachi Town
95. Rahmat Traders, Shop No 710, City Shopping Mall, Marston Road, Karachi South Saddar Town
96. Okasha Traders, Plot No. 370. Easy Yousuf Haroon Road, Bagh Dadi, Lyari, Karachi South Lyari Town
97. New Maryam Toys, Shop No. 82/A, Gul Plaza, M.A Jinnah Road, Karachi South Saddar Town
98. M/S Star Enterprises, Shop No. 44, 9Th Floor, Central Plaza, Plot No. 3 Pr/1, Preedy Qtr., Marston Road, Karachi South
99. Z. Q Traders, Office No.301,3Rd Floor, Plot No.M.R.-7/64, Dada Bhai Building,Karachi, Karachi West Kemari Town
100. Ah Traders, House # 9, Street # 60, Haji Park Rajgarh, Lahore, Lahore.
101. T & A Enterprises, 88-D Street # 7, Islam Colony Cooper Store G.T.Road Baghbanpura Lahore
102. Sauleh Corporation, Shop # Lg 1, Liberty Square Mall, Main Double Road, F-11 Markaz, Islamabad
103. Karachi Traders, Shop No 172, 2Nd Floor, Gul Plaza, M.A Jinnah Road, Karachi South Saddar Town
104. Shatif International, Shop No 2, Khalid Market Near Pani Wala Talab, Taxali Gate, Lahore
105. Pak Pacific, Shop No. 6, Aa/1486, Street No. 1, Gulshanabad, Rawalpindi
106. Zaheer Toys, Shop No.857 New Mohallah In Side Mochi Gate, Mochi Gate, Lagore, Lahore Data Gunj Bukhsh Town

107. A S Trading Co., Main Ring Road Stop, Near Pso Petrol Pump Shahbaz Road, Bhagat Pura, Lahore
108. Magnum Trading House, Unit No. 154 Ahmad, Yar Block Mustafa Town, Wahdat Road, Lahore, Lahore Iqbal Town
109. Star Light Trading, House No.495A, Naya Mohallah #2, Near Chat Palace, Collage Road, Rawalpindi
110. J.H International, S-2 Accha Market, Shah Alam Gate, Lahore, Lahore Data Gunj Bukhsh Town
111. Tabani Trading Co, A-10. 4Th Floor, Bashir Center, Shah Alam Market. Lahore, Lahore Ravi Town
112. Muhammad Assam Traders (Private) Limited, House # 11, Street # 01, Bismillah Colony Chah Shahdat Wala Sewraa Chowk, Multan Cantt.
113. A Traders, 5, 1100 Sqft, 1St Floor Sheraz Plaza, Lahore.

Subject: **DETERMINATION OF CUSTOMS VALUE OF "TOYS" 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 **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 **13-04-2026 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.


(Sadaf Rehman Khan)
Deputy Director

Copy to: -

1. The Director, Directorate of Customs Valuation, Custom House, Karachi.
2. The Collector of Customs Appraisalment (East/West/SAPT/PMBQ) Karachi, with the request to nominate an officer not below the rank of Assistant Collector, to attend the said meeting.
3. The Additional Director-I, Directorate of Customs Valuation, Custom House, Karachi.