



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



No. Misc/01/2007-IX/296

Date:16-04-2026

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 Pakistan toys Traders Asso., 2nd floor, japan Centre, shah alam maket Lahore
8. All relevant Associations, Trade Bodies and Stakeholders.
9. A To Z Hosiery, Property No.I-283, I-284, Shop No. 4, Azam Baig Center, Kocha Qazi Khana, Inside Motchi Gate, Lahore
10. Siza Foods Pvt Ltd, Lakson Square Buildi Sarwar Shaheed Road Sarwar Shaheed Road
11. Abdullah Trading Co, Shop No:2, Auto Center, Phase 2,Badami Bagh, Lahore
12. T And A Enterprises, E-381, Malik Manzil, Hawali Pathra Wali,, Inside Mochi Gate, Lahore Data Gunj Bukhsh Town
13. M/S Dewan Enterprises, 785-E, Koocha Teegran, Inside Mochi Gate, Lahore Ravi Town
14. A.A. Traders, A-85, 1St Floor, A-Block Satellite Town, Rawalpindi
15. Zaki Traders, Office # 1, 2Nd Floor,230-Gujar Street Andron Mochi Gate, Near Haji Amjad Powder Wala,Lahore, Lahore Data Gunj Bukhsh Town
16. Husnain Enterprises, Shop No. 12, Melad Market Bazar Sada Karan, Inside Mochi Gate, Lahore
17. Haa Meem Traders, H 1 34, Main Bazar, Mochi Gate, Lahore, Lahore Data Gunj Bukhsh Town
18. Sunlink International Enterprises, 1, Toy Center Main Bazar Androon Mochi Gate, Lahore, Inside Delhi Gate, Ravi Town, Lahore, Lahore, Punjab, Pakistan
19. Itfaq Trading Co., Suit # 69/I-FI, Alamgir Market, Hassan Center, Ward E-Ii, Shah Alam Market, Lahore Data Gunj 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 Al Qamar Trade International, L-130, Kucha Kazi Khana, Inside Mochi Gate, Lahore Data Gunj Bukhsh Town
21. 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
22. Zoha Trading, Property No.S-54-R-19, 2Nd Floor, Rattan Chand Road, Lahore
23. Danial International, E-172-173 2Nd Floor Dubi Center Shahalam Mkt
24. Rehan Enterprises, Shop # C-391, Basement, Rafique Plaza, Bazar Talwaran, Rawalpindi
25. I.B Traders, Shop No 9, Milad Market Bazar Sadaqaran, Mochi Gate, Lahore
26. Punjtan Pak Trading Company, 26-A Rehman, Scheme Dry Port, Mughal Pura Lahore, Lahore Cantonement
27. M.Azeem Toys, Shop No 18, Ground Floor, Hafiz Center, Sadakaran Bazar Inside Mochi Gate, Lahore Data Gunj Bukhsh Town
28. M/S Shifa International, Shop No.151, 2Nd Floor, Gul Plaza, M.A Jinnah Road, Karachi South
29. Royal Traders, Office No.215, Khawaja Abid Trade Centre, Plot No.W/O.7/34, Opp: City Court, Karachi, Karachi South Saddar Town
30. A Y Traders, Shop No 82, 5Th Floor Central Plaza Preedy ,, Qtr Marston Road, Karachi, Karachi Ahsan Traders, H.No 26, Rasool Park, Khark Multan Road, Lahore
31. M/S Toys Town, Flat # 204, 2Nd Floor,, Sabah Arcade, Smchs, Karachi East
32. Rose Enterprises, Zeenat Centre, 2Nd Floor, Noor Gali, Shahalam Market, Lahore Data Gunj Bukhsh Town
33. S.A.International, A-319, Block-19, Gulshan-E-Iqbal, Scheme No.24, Karachi,
34. Rj Enterprises, P-No C-88,, Sector-6/F, Mehran Town Karach., Karachi South
35. Dua Traders, Office.M.A Brother Building, Out Gate, Mughal Pura Dry Port, Lhr, Lahore
36. Muntaha Enterprises, 4Th Floor Zeenat Centre, 953- Noor Street, Mochi Gate, Lahore Data Gunj Msa Traders, Shop # 157 2Nd Floor, Gul Plaza, M.A. Jinnah Road, Karachi, Karachi South Saddar
37. Rz Traders, Room # 203, 2Nd Floor, Sufi Chamber Patiala Ground, Lahore
38. Al Tawaqqal Enterprises, Shop No 82, Aurang Zab Block, Garden Town, Lahore
39. Bin - Saeed Corporation, Mr-2/12, Marriot Road, Karachi, Karachi South Saddar Town
40. Hs Traders, Fourth Floor, E-892+893/IV+V/FI, Mohalla Berian, Shah Alam Market, Lahore
41. King'S Toys, 1St Floor,, Babar Centre, Opp. Savour Foods, China Market, Near Liaqat Bagh, Rawalpindi Hasan Trading Company, H No, 149, C Marghazar Colony Multan Road, Lahore Iqbal Town
42. Bilal Mansoor Traders, Shop No: 6101 6Th Floor, Central Plaza, M.A Jinnah Road, Karachi
43. Amir Shahzad International, 1St Floor 8-B, Main Shah Alam Market, Lahore Data Gunj Bukhsh Miniso Trading Co (Sme-Private) Limited, Office # 1013, 10Th Floor, Haly Tower, Dha Phase 2, Sector R, Lahore

44. Achieve Trade, Shop No 1, 2Nd Floor, E-2697, Bazar Sada Karan, Mochi Gate, Lahore, Lahore Ravi Town
45. Bilal Traders, Shop No. 4, 1St Floor, Bismillah Center, Tarannum Chowk, Inside Texali Gate, Lahore Data Gunj Bukhsh Town
46. Omega Enterprise, Plot 6, Rb 9, Shop 6, Dr Ziauddin Ahmed Road, Karachi South
47. Dream Toys International Company., E-927 Second Floor Shabir Centre
48. N.H.Traders, Shop No.103 First Floor, Gul Plaza, M.A.Jinnah Road, Karachi South Saddar Town
49. Aamir Traders, 447, Umer Block, Allama Iqbal Town, Lhr,
50. Ali Hajvery Toys, Hassan Shah Wali Plaza, Basement, Sada Karan, Mochi Gate, Lahore Ravi
51. Toy Mart, Al Babar Centre, 2 Nd Floor, Collage Road, Rawalpindi, Rawalpindi.
52. Rha Traders, Room # 203, 2Nd Floor, Sufi Chamber, Patiala Ground, 5-Link Mecleod Road, Lahore Data Gunj Bukhsh Town
53. Marium Corporation, Shop No.67,Mezzanine Floor, Gul Plaza, M.A. Jinnah Road,Karachi, Globe Traders, Shop No.169 2Nd Floor, Gul Plaza, M.A.Jinnah Road, Karachi South Saddar Town
54. H.H Traders, Shop No. 97., 2Nd Floor, Gul Plaza, M.A Jinnah Road,, Karachi South
55. M/S Poundworld, 1674-D, Kucha Mehta Singh Androon Shah Alami Gate, Shah Alam Gate, Lahore
56. Shafan Impex, Office 203. 2Nd Floor, Jilani Building Khori Garden, Marriot Road, Karachi South Lyari Town
57. Crown Enterprises, Shop 9B Ground Floor, Shah Jamal Centre, Shahalam Market Main Road, Lahore Data Gunj Bukhsh Town
58. Kinza Enterprises, 69-3, Hassan Center, 2Nd Floor, Inside Shahalam Market, Rang Mahal, Lahore Data Gunj Bukhsh Town
59. Rehman Impex, 06, 2Nd Floor, Imtiaz Chamber 85 Tempal Road, Lahore Data Gunj Bukhsh Town
60. M/S. Ikhlq Sons, Office No. 89/12, Amin Jan Khan Lane, Saddar Road, Near Naim Printing Press, Peshawar Peshawar
61. Bright Star Traders, Shop No. 8, Basheer Market, Commercial Area, Nazimabad No.2, Karachi Central Liaquatabad Town
62. Live Long Traders, Office No G-10, Plot No 7 Sr 6, Hussain Trade Centre, Alltaf Hussain Road, New Challi, Karachi South Saddar Town
63. A K Traders, 2Nd Floor Aslam Toy Centre, Shah Alam, Lahore, Lahore
64. M/S Qadri Enterprises, Shop No 1 Near Ghosia Masjid New Alamgir Market Shahalam, New Alamgir Market, Shahalam, Lahore
65. 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
66. Choudhry Brothers & Co., 36 Street No 159 Chamman Park Baghbanpura,Lahore
67. Speedaf Logistics Pakistan (Private) Limited, G/Floor 115-P, M.M. Alam Road, Gulberg-Ii Mini Market, Pakistan
68. Ahram Recycling & Clothing, 134-135 Hoor Center North Napier Road
69. 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
70. M/S Farsha Traders, H No. E-160, Al-Fatah Market, Shahalam Market, Lahore Data Gunj Bukhsh Town
71. Scan International, Shop # 4, 2Nd Floor, Muhammad Centre, B-17, Shah Alam Market, Lahore
72. "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"
73. Hb & Co, Shop No.4-6, New Alamger Market, Muhammadi Market,Shahalam, Lahore Ravi Town
74. Sunshine Traders, 772-A, Sabzazar Scheme, Multan Road, Lahore Iqbal Town
75. U.S Traders, Shop No. 01, Ground Floor, H E 60 Havli Pathranwali, Inside Mochi Gate, Lahore Shalamar Town
76. Toy Centre, 1St Floor Madni Centre, Near Madni Mosque, Shahalam Market, Lahore Ravi Town
77. Taimoor Enterprises, Shop No.102, First Floor, Gul Plaza, M.A.Jinnah Road, Karachi South Saddar Town
78. Onza Retail (Smc-Private) Limited, Shop # 10-18, The Mall Sb # 2 & 3, Shanti Nagar Main Rashid Minhas Road, Karachi, Karachi East Gulshan Town
79. M/S Gondal Associates, Plot 54., Commercial Area ,, Gulberg Iii, Lahore Gulberg Town
80. Sg Traders, 2-Toy Center, Main Bazar, Androon Mochi Gate, Lahore
81. Sk & Sons, Office No.12, Melad Market Bazar Sada Karan, Inside Mochi Gate Lahore, Pakistan, Lahore
82. Aab Traders, House No.A/166 Choudhry Park Gali No.5, Mohallah Rashid Road Bilal Gunj, Lahore, Lahore Data Gunj Bukhsh Town
83. Hashim Khalil Brothers, 3Rd Floor, Ubl Bank, Al Jannat Building Bank Square, Nila Gumbad, Lahore
84. New Collection Toys, Shop No.116,2Nd Floor, Gul Palaza,Ma Jinnah Road, Karachi, Karachi South Saddar Town
85. Aamir International, G-10 Rehman Square 13-D Gulshan-E-Iqbal
86. M/S T.Z Corporation, Room No 13 2Nd Floor, Imtiaz Chamber, 85-Temple Road, Lahore, Lahore Data Gunj Bukhsh
87. Akhter And Sons, Office No 7-A Bohri Road Opp New, Custom House Karachi, Karachi, Karachi South
88. 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
89. Rahmat Traders, Shop No 710, City Shopping Mall, Marston Road, Karachi South Saddar Town
90. Okasha Traders, Plot No. 370. Easy Yousuf Haroon Road, Bagh Dadi, Lyari, Karachi South Lyari Town
91. New Maryam Toys, Shop No. 82/A, Gul Plaza, M.A Jinnah Road, Karachi South Saddar Town
92. M/S Star Enterprises, Shop No. 44, 9Th Floor, Central Plaza, Plot No. 3 Pr/1, Preedy Qtr., Marston Road, Karachi
93. Z. Q Traders, Office No.301,3Rd Floor, Plot No.M.R.-7/64, Dada Bhai Building,Karachi, Karachi West Kemari Town
94. Ah Traders, House # 9, Street # 60, Haji Park Rajgarh, Lahore, Lahore.
95. T & A Enterprises, 88-D Street # 7, Islam Colony Cooper Store G.T.Road Baghbanpura Lahore
96. Sauleh Corporation, Shop # Lg 1, Liberty Square Mall, Main Double Road, F-11 Markaz, Islamabad

97. Karachi Traders, Shop No 172, 2Nd Floor, Gul Plaza, M.A Jinnah Road, Karachi South Saddar Town
98. Shatif International, Shop No 2, Khalid Market Near Pani Wala Talab, Taxali Gate, Lahore
99. Pak Pacific, Shop No. 6, Aa/1486, Street No. 1, Gulshanabad, Rawalpindi
100. Zaheer Toys, Shop No.857 New Mohallah In Side Mochi Gate, Mochi Gate, Lagore, Lahore Data Gunj Bukhsh
101. A S Trading Co., Main Ring Road Stop, Near Pso Petrol Pump Shahbaz Road, Bhagat Pura, Lahore
102. Magnum Trading House, Unit No. 154 Ahmad, Yar Block Mustafa Town, Wahdat Road, Lahore, Lahore Iqbal
103. Star Light Trading, House No.495A, Naya Mohallah #2, Near Chat Palace, Collage Road, Rawalpindi
104. J.H International, S-2 Accha Market, Shah Alam Gate, Lahore, Lahore Data Gunj Bukhsh Town
105. Tabani Trading Co, A-10. 4Th Floor, Bashir Center, Shah Alam Market. Lahore, Lahore Ravi Town
106. Muhammad Assam Traders (Private) Limited, House # 11, Street # 01, Bismillah Colony Chah Shahdat Wala Sewraa Chowk, Multan Cantt.
107. A Traders, 5, 1100 Sqft, 1St Floor Sheraz Plaza, Lahore.
108. Toys Manufacturers Asso., 157, Industrial Estate, kot Lakh Pat, Township Lahore
109. Pakistan Business Forum, 4th Floor, 11CA,C Block DHA Pahse-6, Lahore
110. Bilal Brothers suit No.497Raheel Khand C.H Society Millat Road Karachi
111. Universal Logistics Services Bahaduraad main shaheed millat road Karachi
112. Designers Guild Pvt Ltd.,108, B-3, Gulberg-III Lahore.
113. Tooba Impex, 14 ground Floor Hoor centre, North Naiper road Karachi
114. Hameed & Co., 1st floor, Z.A Cente, 67-68, Shah alam Market Lahore.
115. Sunshine Traders, Shah Jamal Centre, 2nd floor, Shah alam market Lahore
116. Malik Traders Havelly pathra near bukan khan Mosque Shah alalm Market Lahore
117. Adaptive Int.shop No.12-F, 1st Floor, Ismail Centre, Rehman Gali, No.4, Lahore
118. Danial International E-172-173, 2nd Floor, Dubai Centre Shah alam Lahore.
119. Malik Traders Sho[No.152, Gul Plaza, Karachi
120. GAM Corp., PVt Ltd., opp. Khyber block fortress Stadium Lahore.
121. Muzamil Ent., 120 Hoor Centre, Naiper Road Karachi
122. Hamza Traders, off ice, No2, Mehboob Plaza, near bear II Islamabad airport Rawalpindi
123. China Toys NW-712, Ground Floor, said pur road Rawalpindi
124. Farsha Traders 160/E, 4th Floor, Fatech Market Shahalam market Lahore
125. Arsalan Traders, 19-A, Abbot Raod 3rd floor, tabank chamber Lahore.
126. Bilal baby toys No-404-406, babar Plaza, China market, Rawalpindi

Subject: **DETERMINATION OF CUSTOMS VALUE OF "TOYS AND RIDE ON 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 **re-determination of customs values of subject goods. Notified vide VRs No.1669/2022 dated 27-06-2022 and 1892/2024 dated 12-06-2024** 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 **07-05-2026 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.