



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
CUSTOM HOUSE
KARACHI



C. No. Misc/72/2016-I/ 254

Date: - 03.04.2026

MEETING NOTICE

Subject: RE-DETERMINATION OF CUSTOMS VALUE FOR "POTATO CHIPS" 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. 1870/2024 dated 03.04.2024**. 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 **04.05.2026 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.

TO:

1	The Chairman, FPCC&I Federation House , Main Clifton, Block-5, Abdullah Shah Ghazi Road, Clifton, Karachi. -75600	2	The President of Karachi Chamber of Commerce and Industry, Aiwan-E-Tijarat Road, Karachi
3	The President of Islamabad Chamber of Commerce & Industries, Islamabad.	4	The President of 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 Chairman , All Pakistan Customs Agents Association (APCAA), Room No. 7 & 8, Bombay Plaza, Mazzanine Floor, Bohri Road, Opp. New Custom House, Kharadar, Karachi-74000.	8	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.
9	M/S. Kiryana Merchants Association, Office No.16, First Floor, Hussain Centre, Darylal Street, Jodia Bazaar, Karachi.	10	M/S. Kiryana Merchants Association, Office No. 6, 2nd Floor, NR-05/92, Virjee Street. Jodia Bazar, Karachi.
11	M/S. International Brands Distributions. G.F 249, Shadman-I, Data Gunj Bux Town, Lahore.	12	M/S Perfect Traders, House # 2/839, Karachi Dak Khana, Liaquatabad, Karachi, Karachi Central, Karachi Central.
13	M/S. Ayub Trading Company. Headoffice Plot No 57. Block E. Alad Trade Center, BMCHS, Sharfabad, Alamgir Road, Karachi	14	M/S. Raheem & Sons, Shop No 4, Arbab Ghulam Ali Road, Coner Arbab Barkat Ali Road, Chiltan Town, Quetta
15	M/S. F.K Trader, Plot No 15/118, Office No 506, 5 th Floor, Block 3, Alad Trade Center, BMCHS, Sharfabad, Alamgir Road, Karachi	16	M/S I.M.Traders, Flat No.202, Second Floor, Dulara Avenue, Plot No.928., Jamshed Quarters, Karachi East Jamshed Town
17	M/S. Intra Traders, B-26, 1 st Floor, Block 10-A, Gulshan-E-Iqbal, Karachi	18	M/S Malkani Traders, Suit # 401, Qutbi Market, Karachi
19	M/S Samrah Enterprises, Shop#01-A, Plot#228 Bismillah Blessing, Block-3 Dehli Mercantile C.H.S,Dehli M Bahadur Abad. Karachi	20	M/S Samrah Enterprises (Karachi - Head Office), Plot No., 560/A, Sunder Industrial Area, Lahore Iqbal Town
21	M/S. Trading World, Show No 28, Musawir Plaza, Khudadad Road, Zhob	22	M/S Siza Foods Pvt Ltd, Lakson Square Buildi Sarwar Shaheed Road Sarwar Shaheed Road, Karachi
23	M/S Gray Mackenzie Restaurants International Limited, 20th Floor, Ocean Mall, G-3, Block-09, Scheme # 09, Khayaban-E-Iqbal Karachi Sindh 75600, Karachi, Karachi South Saddar Town	24	M/S Hi - Tech International, Office # 9/A, MAKIK SAGHEER Center, OLD SHELL Pump, Pakistan Chowk, Karachi South Saddar Town
25	M/S Global Traders, Office No 906, 9th Floor, Kavish Crown Plaza, Shahrah-E-Faisal, Karachi, Karachi South	26	M/S M.D.S Foods Pvt. Ltd, 25-Z, 1st Floor, Commercial Phase-3, Lahore Cantonment
27	M/S Amir Enterprises, Office No 05, Chowk Baba Kamal Chishti Main Feroz Pur Road, Near Nadeem Park Kasur, Kasur	28	M/S Mubarak Enterprises, Suite No 913, New Saheedabad, Baldia Town Sector 9-C, Karachi West
29	M/S Imtiaz Provision Store, Z-459, Chotti Market Commercial Area, Bahadurabad, Karachi East Gulshan Town	30	M/S Global Traders, Office No 906, 9th Floor, Kavish Crown Plaza, Shahrah-E-Faisal, Karachi, Karachi South
31	M/S Quick Food Industries (Private) Limited, 45 C, P.E.C.H.S., Block-6, Shakra-E-Faisal, Karachi East Jamshed Town	32	M/S Hi - Tech International, Office # 9/A, Makik Sagheer Center, Old Shell Pump, Pakistan Chowk, Karachi South Saddar Town
33	M/S Kk Enterprises, Plot # N/1506, Sector 7/D, Surjani Town, Karachi Central	34	All Relevant Associations, Trade Bodies, Stakeholders