GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
7TH FLOOR, CUSTOM HOUSE, KARACHI
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C. No. Misc/03/2025-II/ 716 Dated: 20 -06-2025

VALUATION RULING NO. 2003 / 2025

1. This Ruling shall be applicable until the same is rescinded or revised in terms of sub-section (4) of Section 25A of the Customs Act, 1969.
2. The revision petition against this Valuation Ruling can be filed under Section 25D of the Customs Act, 1969, within 30 days before the Director General, Customs Valuation.
3. The values in valuation ruling shall be treated as minimum benchmark values and shall be applicable to the given description and specification of goods.

Subject: **DETERMINATION OF CUSTOMS VALUE OF SUPER LIGHT CLAY / ULTRA-LIGHT CLAY / SUPER LIGHT MODELLING PASTE / MODELLING PASTE / MUD CLAY / BOUNCING CLAY / CHILDREN PLAY CLAY / PLAY DOUGH / CHINA CLAY / AMUSEMENT CLAY UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

1.	Valuation Ruling	No previous Valuation Ruling.
2.	Date of meeting with stakeholders	The meeting with the relevant stakeholders were called on 20.05.2025 and 04.06.2025.

Background of the Issue: Representations from a stakeholder regarding determination of customs values of Super Light Clay / Ultra-Light Clay / Super Light Modelling Paste / Modelling Paste / Mud Clay / Bouncing Clay / Children Play Clay / Play Dough / China Clay / Amusement Clay were received in this Directorate with a complaint of under-invoicing and mis-declaration of transaction values of these goods. Therefore, a preliminary analysis of import data, market prices and declared values /assessed customs values was undertaken for determination of customs values of subject goods under section 25A of the Customs Act, 1969. The products being imported under the category are described as follows:

i. **Super / Ultra-Light / Air Dry Clay:** It is lightweight, dries on exposure to air and has foamy consistency.
ii. **Modelling / Plasticine / Oil based Clay:** Its does not dry on exposure to air, has waxy/oily consistency.
iii. **Polymer / Oven Bake Clay:** Slightly harder, firm in consistency and takes permanent shape once over-baked.

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2. Analysis/Exercise done to determine Customs Values: Meetings for the determination of customs values were called on 20.05.2025 and 04.06.2025. The meeting dated 04.06.2025 was attended by relevant stakeholders i.e. the local manufacturer and the importers. The importers were requested to submit relevant documents and evidence to substantiate their contentions in regard that their declared values represented true transactional values. Viewpoints of the participants were heard in detail during the meeting for the determination of customs values under section 25A of the Customs Act, 1969.

For determination of customs values of subject goods, ninety (90) days' data was retrieved and the same was thoroughly scrutinized in the light of the information received. Subsequently, market enquiries, as envisaged under sub-section (7) of Section 25 of the Customs Act, 1969, were conducted and examined in the light of this Directorate's Office Order No.17/2014 dated 19-03-2014.

3. **Method(s) adopted to determine Customs values:** The valuation methods specified in Section 25 of the Customs Act, 1969, were duly considered in sequential order to arrive at the customs values of the subject goods. The declared/transaction values, as laid down under sub-section (1) of Section 25 ibid, were found inapplicable, as the importers did not furnish any documentary evidence to establish that the declared values represented true transactional values. Further, as mentioned products with varying composition and, hence, with varying international and domestic prices are being cleared at more or less same values. The methods based on the values of identical or similar goods, as outlined in sub-sections (5) and (6) ibid, were also examined for applicability. However, the import/clearance data reviewed could not be relied upon due to variations in declared values and the presence of multiple types, qualities and quantities being imported and sold at a commercial level compounded by concerns of group under-invoicing. Consequently, the available information was deemed inappropriate for determining customs values. Market enquiries, as envisaged under sub-section (7) of Section 25 of the Customs Act, 1969, were therefore conducted, along with some references to international prices of the goods in question available online. Accordingly, the customs values of the subject goods have been determined under Section 25(7) of the Customs Act, 1969.

4. **Customs Values for Super Light Clay / Ultra-Light Clay / Super Light Modelling Paste / Modelling Paste / Mud Clay / Bouncing Clay / Children Play Clay / Play Dough / China Clay / Amusement Clay** - *hereinafter specified* shall be assessed to duty / taxes at following Customs Values:

Sr. No.	Item Description	PCT Code	Proposed PCT for WeBOC	Origin	Customs Values C&F (USD/Kg)
1	Super / Ultra-Light / Air Dry Clay	3407.0090	3407.0090.1000	China	2.00
2				Thailand & Other Origins	2.81
3	Modelling / Plasticine / Oil based Clay		3407.0090.1100	China	3.10
4				Thailand & Other Origins	4.35
5	Polymer / Oven Bake Clay		3407.0090.1200	China	3.90
6				Thailand & Other Origins	5.55
Note: *The Customs values as specified in the above table have been determined after accounting for the aspect of weight of essential packing including plastic accessories. Accordingly, the assessment officer(s) shall include the weight of essential packing and plastic accessories, in the assessable weight.*					

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5. The values determined in this Valuation Ruling shall be treated as minimum benchmark values. In cases, where declared values or values in invoice retrieved from the consignment, as the case may be, are higher than the customs values determined in this valuation ruling, the assessment shall be made on higher values in terms of sub-section (1) of Section 25 of the Customs Act, 1969.

6. In case of consignments imported by air, the difference between air freight and sea freight shall be added for the assessment of value.

7. The Valuation Ruling shall be applicable for the descriptions and specifications of goods as mentioned in the aforementioned table. HS Codes are mentioned for illustrative purposes.

8. The Collectorates of Customs shall ensure the implementation of Valuation Ruling and in case of any anomaly may be brought to the notice of this Directorate immediately.

(Azhar Hussain Merchant)
Director

Copy for necessary action and implementation:
The Collectors / Directors of Customs, Collectorates / Directorates of Customs (Headquarters-South)/ Appraisement-West / East / SAPT / PMBQ / JIAP / Enforcement/), Karachi / Hyderabad / (Appraisement / Enforcement / Ports), Quetta / Gwadar / Khuzdar (Appraisement / Enforcement / AIIA), (Appraisement–East / West, Lahore / Faisalabad Appraisement / Enforcement, Sargodha / Enforcement & Appraisement, Sambrial (Sialkot) / Enforcement, Multan / Islamabad / Gilgit-Baltistan / (Appraisement/ Enforcement), Peshawar / Enforcement, Dera Ismail Khan / Exports (Port Qasim/Custom House, Karachi) / Transit Trade, Karachi.

Copy for information:
1) The Member Customs (Operations), F.B.R., Islamabad.
2) The Director General, Customs Valuation, Custom House, Karachi.
3) All Chief Collectors / Director Generals of Customs, Karachi / Lahore / Islamabad / Quetta / Peshawar.
4) All Collectors / Directors of Customs, Karachi / Lahore / Islamabad/ Quetta/ Peshawar/ Faisalabad.
5) The Director, Directorate of Customs Valuation, Lahore / Quetta / Peshawar.
6) The Deputy Director (MIS), Directorate General of Customs Valuation, Karachi, for uploading in One Customs &WEBOC database system.
7) The Chairman (Valuation Committee), FPCC&I, Federation House, Clifton, Karachi.
8) The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta & Peshawar.
9) The Karachi Customs Agents Group, Bohri Road, Karachi.
10) The Webmaster, Federal Board of Revenue, Islamabad.
11) Guard File.