GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
7TH FLOOR, CUSTOM HOUSE, KARACHI
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The Collectors of Customs, Collectorates of Customs (Appraisement – West)/ Appraisement – East / SAPT / Appraisement – Port Muhammad Bin Qasim / Enforcement / JIAP), Karachi / Hyderabad/ (Appraisement/Enforcement), Quetta/Gawadar/ Khuzdar (Appraisement / Enforcement/ AIIA), (Appraisement – East / Appraisement –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.

DETERMINATION OF CUSTOMS VALUES OF SELF ADHESIVE STICKER PAPER IN SHEETS UNDER SECTION 25A OF THE CUSTOMS ACT, 1969

(VALUATION RULING NO . 1756 /2023)

C.No.Misc/06/2012-III/324 Dated: 24 -03-2023

In exercise of the powers conferred under Section 25A of the Customs Act, 1969, the Customs values of Self Adhesive Sticker Paper in Sheets are determined as follows:

2. Background of the valuation issue: Earlier, the Customs values of Self Adhesive Sticker Paper in Sheets were determined under Section 25A of the Customs Act, 1969 vide Valuation Ruling No.1715/2022 dated 20-12-2022. However, being aggrieved, different stakeholders approached Director General, Directorate General of Customs Valuation, Karachi u/s 25-D of the Customs Act, 1969. Accordingly, Valuation Ruling No.1715/2022 dated 20-12-2022 was set aside vide Order in Revision No.07/2023 dated 28-02-2023 by the DG, Customs Valuation with the observations that "As the impugned valuation Ruling No.1715/2022 dated 20-12-2022 is not consistent with the relevant provisions of law and also suffers from procedural deficiencies; hence the same is set aside and the Director (Customs Valuation) is directed to undertake fresh exercise to determine the values of impugned goods through issuance of new Valuation Ruling, within 30 days, under Section 25A of the Customs Act, 1969 on merits and in accordance with law after giving a fair opportunity of hearing to the petitioner(s)/stakeholders". Further, the Honorable High Court of Sindh, in Constitution Petition No.D-151/2023 filed by M/s. Parri Traders & in Constitution Petition No.D-298/2023 filed by M/s. Star Convertors (Pvt) Ltd, has passed orders dated 10.01.2023 and 13.01.2023 respectively for release of goods u/s 81 of the Customs Act,1969. Therefore, an exercise has been undertaken by this Directorate to determine the same.

3. Stakeholders' participation in determination of Customs values: Meetings were convened on 13.03.2023 and 15-3-2023 which were attended by all the relevant stakeholders. The issues pertaining to the valuation of subject goods were deliberated upon in detail in the afore-referred meetings. Stakeholders of M/s Star Convertors and M/s Parri Traders informed that they are importers of "Livasta brand" of Indonesian Origin which falls under "Other" category of Indonesia. They further contended that in the previous VR No.1715/2022 dated 20-12-2022, the value of "other Brands" category has been arbitrarily determined at USD $ 3/- without taking into account the actual price from market thus increasing the value by

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massive 72% without any direct or indirect evidence. They said that their transactional values are the actual values and the same may kindly be accepted. While on other hand, representative of M/s. International Business Management (IBM) informed that "Lintec" and "Livasta" are the same brand and there is no difference between them. Stakeholders of M/s Star Convertors and M/s Parri Traders contended that raw material of their brand "Livasta" and the brand "Veritec" is purchased from the same supplier namely Pt. Pindo Deli, Indonesia. However, the representative of M/s. IBM contended that quality of "Livasta" and "Veritec" brand is not the same as Livasta brand is somewhat superior to Veritee brand and; hence, the customs values of both the items should be different.They submitted their proposals for consideration and the same were considered pertaining to the valuation of subject goods.

4. **Analysis / Exercise done to determine Customs Values:** Ninety (90) days' clearance data has been retrieved and the same has been scrutinized. Subsequently, market inquiry has been conducted and examined in the light of this Directorate's Office Order No.17/2014 dated 19-03-2014 and in terms of Section 25 (7) read with Section 25(9) of the Customs Act, 1969.

5. **Method (s) adopted to determine Customs values:** Valuation methods specified in Section 25 of the Customs Act, 1969, were duly applied in sequential order to arrive at the Customs values of subject goods. The transaction value method as provided in sub-section (1) of Section 25 of the Customs Act, 1969, was found inapplicable due to wide variation of values in import data. Moreover, the requisite information under law was not available to arrive at correct/transaction value. Therefore, identical/similar goods value methods provided in Section 25(5) (6) ibid were examined for applicability to determine Customs values of subject goods. The data provided some references; however, it was found that the same could not be solely relied upon due to absence of absolute demonstrable evidence of quantities and qualities and variation in declaration. Information available was, hence, found incomplete. In line with statutory sequential order of Section 25 of the Customs Act, 1969, this Directorate conducted market survey under sub-section (7), read with Section 25 (9), of Section 25 of the Customs Act, 1969. Various Wholesale and Retail Markets were visited to observe the actual prices of Self Adhesive Sticker Paper in Sheets. On the basis of available data / information collected and exercise conducted the values of Self Adhesive Sticker Paper in Sheets have been determined under sub-section (7), read with Section 25(9), of Section 25 of the Customs Act, 1969.

6. **Customs values of Self Adhesive Sticker Paper in Sheets** - Self Adhesive Sticker Paper in Sheets, hereinafter specified, shall be assessed to duty / taxes at the Customs values as per the following table:

S#	Description of Goods	PCT	Proposed PCT for WeBOC	Origin	Brands	Customs Values (C&F) in US$ /kg
1	2	3	4	5	6	7
1	Self Adhesive Sticker Paper in Sheets	4811.4100 4811.4990	4811.4100.1000 4811.4990.1000	Indonesia	Veritec	2.0
2			4811.4100.1100 4811.4990.1100		Lintec	2.10
3			4811.4100.1200 4811.4990.1200		Aqna/Polka	1.60

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4			4811.4100.1300 4811.4990.1300		Other Brands	2.10
5			4811.4100.1400 4811.4990.1400	Thailand	OJI	2.10
6			4811.4100.1500 4811.4990.1500		Other Brands	2.10
7			4811.4100.1600 4811.4990.1600	Europe	Adestor	2.30
8			4811.4100.1700 4811.4990.1700		Other Brands	2.30
9			4811.4100.1800 4811.4990.1800	China	All Brands	1.45

7. In cases, where declared values are higher than the Customs values determined in this Ruling, the assessing officers shall apply those values in terms of sub-section (1) of Section 25 of the Customs Act, 1969. In case of consignments imported by air, the assessing officers shall take into account the difference between air freight and sea freight while applying the Customs values in this Ruling.

8. **Validity of this Valuation Ruling:** This Ruling, containing the Customs values for assessment of subject imported goods, shall be applicable until and unless the same are rescinded or revised by the competent authority in terms of sub-section (4) of Section 25A of the Customs Act, 1969.

9. **Revision of the values determined vide this Valuation Ruling:** If aggrieved, a revision petition may be filed against this ruling as provided under Section 25D of the Customs Act, 1969, within 30 days from the date of its issuance, before the Director General, Directorate General of Customs Valuation, 7th Floor, Custom House, Karachi.

10. The Collectors of Customs may kindly ensure that the values given in this Valuation Ruling are applied by the concerned staff without fail. Any anomaly observed may kindly be brought to the notice of this Directorate immediately. Customs values determined in the Ruling are for the description and specification as mentioned in the table above of this Ruling. PCT Codes are mentioned for illustrative purposes so that Valuation Ruling values are made accessible to the assessing officers. The assessment shall be finalized on the basis of correct classification after fulfilling requisite formalities related to importability or any other certifications required thereon. In addition to this, it is further necessary to verify that there is no mis-declaration of any sort or violation of Import Policy Order or Section 15 of the Customs Act, 1969 or any other law in vogue therein.

11. ***This Valuation Ruling supersedes the Valuation Ruling No.1715/2022 dated 20-12-2022.***

(Fayaz Rasool Maken)
Director

Copy for information to: -

1) The Member Customs (Operations), Federal Board of Revenue, Islamabad.
2) The Director General, Customs Valuation, Custom House, Karachi.
3) The Chief Collector of Customs, Appraisement (South), Custom House, Karachi.
4) The Chief Collector of Customs, Enforcement (South), Custom House, Karachi.

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5) The Chief Collector of Customs, Appraisement (Central), Custom House, Lahore.
6) The Chief Collector of Customs, Enforcement (Central), Custom House, Lahore.
7) The Chief Collector of Customs (North), Custom House, Islamabad.
8) The Chief Collector of Customs, Baluchistan, Custom House, Quetta.
9) The Chief Collector of Customs, Khyber Pakhtunkhwa, Custom House, Peshawar.
10) The Director General, Intelligence and Investigation (Customs), FBR, Islamabad.
11) The Director General, PCA & Internal Audit, Karachi.
12) The Director General, IOCO, Karachi
13) The Director, Intelligence & Investigation, Karachi / Lahore / Islamabad/ Quetta/ Peshawar/ Faisalabad.
14) The Director, Transit Trade, Custom House Karachi
15) The Director, Directorate of Customs Valuation, Lahore/Quetta/Peshawar.
16) The Deputy Director (HQ), Directorate General of Customs Valuation, Karachi, for uploading in One Customs &WeBOC database system.
17) The Chairman (Valuation Committee), FPCC&I, Federation House, Clifton, Karachi.
18) The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta & Peshawar.
19) The Karachi Customs Agents Group, Bohri Road, Karachi.
20) The Webmaster, Federal Board of Revenue, Islamabad.
21) Guard File.

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