



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
CUSTOM HOUSE KARACHI

The Collectors of Customs, Model Customs Collectorate, Appraisement (East / West) / Port Qasim / Preventive, Karachi / Lahore (Appraisement / Preventive) / Sambrial (Sialkot) / Faisalabad / Multan / Islamabad /Hyderabad/ Quetta / Peshawar/ Gawadar/ Gilgit-Baltistan/Exports (Karachi/PQ).

Determination of Customs Values of LED Television Sets Under Section 25-A of the Customs Act, 1969 1089

(VALUATION RULING NO. / 2017)

No. Misc/07/2009-VIIIA/VII

Dated: March 17, 2017

In exercise of the powers conferred under Section 25-A of the Customs Act, 1969, Customs values of LED Television Sets are determined as follows: -

2. **Background of the valuation issue:** Customs values of LED Television Sets were determined under Section 25A of the Customs Act, 1969, vide Valuation Ruling No.675/2014, dated 02-05-2014. As new technology like 3D, Smart TVs, 4K, UHD T.Vs, Curved T.Vs are gradually replacing the old technology. Resultantly old technology Television sets have become cheaper. The Valuation Ruling required revision in line with the prevailing prices in the international market. Therefore, this Directorate General initiated an exercise for determination of customs values of LED Television Sets.

3 **Stakeholders' participation in determination of Customs values:** Different meetings with stakeholders were held and a final meeting was held on 01-11-2016. Importers had been requested to furnish the following documents before or during the course of meeting:

- A. Invoices of imports during last three months showing factual value.
- B. Websites, names and E-mail addresses of known foreign manufacturers of the item in question through which the actual current value can be ascertained.
- C. Copies of Contracts made / LCs opened during the last three months showing the value of item in question.
- D. Copies of Sales Tax Invoices issued during last four months showing the difference in price (excluding duty and taxes) to substantiate that the benefit of difference in price is passed on to the local buyers.

4. During the course of meeting, the importers were of the view that the values of LED Television Sets have actually gone down and currently are much lesser than the values determined vide Valuation Ruling No.675/2014, dated 02-05-2014. The importers further stated that in the interest of justice a level playing field shall be provided between manufacturer and commercial importers. They claimed that the government had already issued exemption notifications for local manufacturers, whereas the importers were paying customs duty and taxes on higher slabs and were facing huge problem in clearances owing to higher values in the Valuation Ruling No.675/2014, dated 02-05-2014, which with passage of time has become irrelevant to the market realities. Resultantly the difference between the present international prices and the values determined vide Valuation Ruling No.675/2014 dated 02-05-2014 is increasing every day and the VR values of LED Television Sets have no relevance with actual prevailing international prices. They claimed that, owing to this situation, the legal import was shifting towards smuggling. They were directed to submit



supporting documents. No documents were submitted in this Directorate General on or even after the meeting. However, belatedly they started sending written correspondence, supported with some invoices. Meanwhile a number of market surveys were conducted for determination of the customs values.

5. Method adopted to determine Customs values: Valuation methods given in Section 25 of the Customs Act, 1969 were followed to arrive at customs values of different brands/capacity and models of LED Television Sets. Transaction value method provided in Section 25 (1) was found inapplicable owing to wide variation in the values being declared to the customs. Identical / similar goods value methods provided in Section 25 (5) & (6) were examined for applicability to the valuation issue in the instant case which provided some reference values of the subject goods but the same could not be exclusively relied on due to wide variation in declared values of subject goods. Stakeholder's meetings were also scheduled but during the meetings very divergent point of regarding international market prices was presented. Thereafter, market enquiry as envisaged under section 25(7) of the Customs Act, 1969, was conducted. For the purpose different markets were surveyed repeatedly. The computed value method as provided in Section 25(8) of the Customs Act, 1969, could not be applied as the conversion costs from constituent material at the country of export were not available. Online values of subject goods were also obtained. All the information so gathered was evaluated and analyzed for the purpose of determination of customs values. Consequently, the Customs values of LED Television Sets according to the specifications/models have been determined under Section 25(9) of the Customs Act, 1969.

6. Customs values for LED Television Sets: LED Television Sets specified in Annex-A to this Valuation Ruling *shall* be assessed to duty/taxes at the Customs Values mentioned therein.

7. In cases where declared/transaction values are higher than the Customs values determined in this Valuation 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 officer shall take into account the element of air freight while assessing the goods.

8. Validity of this Valuation Ruling: The values determined vide this Ruling shall be the applicable Customs value for assessment of subject imported goods until and unless it is rescinded or revised by the competent authority in terms of Sub-Sections (1) or (3) of Section 25-A of the Customs Act, 1969.

9. Revision of the value determined vide this Valuation Ruling: A revision petition may be filed against this Ruling, as provided under Section 25-D of the Customs Act, 1969, within 30 days from the date of issue of this ruling, 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 for the given description of goods are applied by the concerned staff without fail. Any anomaly observed may kindly be brought to the notice of this Directorate General immediately. Customs values determined in the ruling are for the description and specification as mentioned in this Valuation Ruling. HS 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 certification 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 ruling supersedes Valuation Ruling No.675/2014, dated 02-05-2014.*

(Dr. Wasif Ali Memon)
Director

Copy for information to: -

1. Member (Customs), F.B.R., Islamabad.
2. Director General, Customs Valuation, Custom House, Karachi.
3. Chief Collector of Customs, South (Appraisement), Custom House, Karachi.
4. Chief Collector of Customs, South (Enforcement), Custom House, Karachi.
5. Chief Collector of Customs (Central), Lahore.
6. Chief Collector of Customs (North), Islamabad.
7. Director General, Intelligence and Investigation-FBR, Islamabad.
8. Director General, Audit (Customs & Petroleum), 1st Floor, PT&T Audit Building, Mauj-e-Darya Road, Lahore.
09. Director General, Post Clearance Audit (PCA), Islamabad.
10. Director General, Internal Audit (Customs), Karachi.
11. Directors, Intelligence & Investigation, Karachi / Lahore / Islamabad/ Quetta Peshawar/ Faisalabad.
12. Director, Directorate of Customs Valuation (Camp Office), Lahore.
13. Deputy Director (HQ), Directorate General of Customs Valuation, Karachi, for uploading in WeBOC database system and deleting Valuation Ruling No.675/2014 dated 02-05-2014.
14. Chairman (Valuation Committee), FPCC&I, Federation House, Clifton, Karachi.
15. Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta, Gujranwala, Faisalabad, Sialkot, Rawalpindi & Peshawar.
16. Law Section, Customs Valuation, 7th Floor, Custom House, Karachi.
17. Review Section, Customs Valuation, 7th Floor, Custom House, Karachi.
18. Karachi Customs Agents Group, Bohri Road, Karachi.
19. CHO, Customs Valuation, Custom House, Karachi.
20. Notice Board, Customs Valuation 7th Floor, Custom House, Karachi / MCC, Appraisement (East/West), Custom House, Karachi.
21. Webmaster, Federal Board of Revenue, Constitution Avenue, Islamabad, for uploading FBR website and deleting Valuation Ruling No. 675/2014 dated 02-05-2014.
22. Guard File.



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Annex-A

No. Mise/07/2009-VII

Dated: March 17, 2017

S.No.	Description	Inches	Origin	H.S. Code	PCT Proposed for WeBOC	Customs Value US\$/PC				
(1)	(2)	(3)	(4)	(5)	(6)	Sony	LG	Samsung	Panasonic	Low end brands
1	LED TV	32	All origins	8528.7212	8528.7212.1010	100	95	90	88	75
2	LEDTV HD Smart			8528.7212	8528.7212.1020	110	105	100	98	82
3	LED TV UHD/3D			8529.7212	8528.7212.1030	145	140	130	128	108
4	LED TV	40		8528.7212	8528.7212.1040	152	145	140	138	116
5	LEDTV HD Smart			8528.7212	8528.7212.1050	170	162	155	150	128
6	LED TV UHD/3D			8528.7212	8528.7212.1060	181	172	165	160	138
7	LED TV	42		8528.7212	8528.7212.1070	160	152	145	140	120
8	LEDTV HD Smart			8528.7212	8528.7212.1080	175	166	160	156	135
9	LED TV UHD/3D			8528.7212	8528.7212.1090	188	180	170	166	140
10	LED TV	43		8528.7212	8528.7212.1100	177	170	160	156	132
11	LEDTV HD Smart			8528.7212	8528.7212.1110	205	195	185	180	155
12	LED TV			8528.7212	8528.7212.1120	250	240	225	220	185
13	LEDTV HD Smart	48		8528.7212	8528.7212.1130	265	252	240	235	200
14	LED TV UHD/3D			8528.7212	8528.7212.1140	279	265	251	245	210
15	LED TV			8528.7212	8528.7212.1150	253	240	228	222	190
16	LEDTV HD	49		8528.7212	8528.7212.1160	261	250	235	230	195
17	LED TV UHD			8528.7212	8528.7212.1170	275	260	248	240	205
18	LED TV SUHD/3D/4K			8528.7212	8528.7212.1180	290	275	260	255	215
19	LED TV UHD Curved	50		8528.7212	8528.7212.1190	304	290	275	270	230
20	LED TV SUHD Curved			8528.7212	8528.7212.1200	311	296	280	275	235
21	LED TV			8528.7212	8528.7212.1210	297	282	265	260	220
22	LEDTV HD	50		8528.7212	8528.7212.1220	310	295	280	275	230
23	LED TV UHD			8528.7212	8528.7212.1230	335	320	300	295	250
24	LED TV SUHD/3D/4K			8528.7212	8528.7212.1240	350	333	315	310	260
25	LED TV UHD Curved			8528.7212	8528.7212.1250	355	340	320	312	265
26	LED TV SUHD Curved			8528.7212	8528.7212.1260	362	344	325	320	270

27	LED TV	55	All origins	8528.7212	8528.7212.1270	325	310	290	285	245		
28	LED TV HD			8528.7212	8528.7212.1280	344	330	310	305	255		
29	LED TV HD CURVE			8528.7212	8528.7212.1290	400	380	360	350	300		
30	LED TV UHD			60		8528.7212	8528.7212.1300	416	395	375	365	310
31	LED TV UHD Curved					8528.7212	8528.7212.1310	472	450	425	415	355
32	LED TV SUHD Curved	8528.7212				8528.7212.1320	510	485	460	450	380	
33	LED TV	65		8528.7212	8528.7212.1330	475	450	430	418	355		
34	LED TV HD			8528.7212	8528.7212.1340	525	500	472	460	390		
35	LED TV UHD			8528.7212	8528.7212.1350	600	570	540	530	450		
36	LED TV UHD Curved	75		8528.7212	8528.7212.1360	670	636	605	590	500		
37	LED TV SUHD Curved			8528.7212	8528.7212.1370	688	655	620	605	515		
38	LED TV			8528.7212	8528.7212.1380	560	532	505	490	420		
39	LED TV HD	75		8528.7212	8528.7212.1390	670	636	605	590	500		
40	LED TV UHD			8528.7212	8528.7212.1400	725	690	655	635	540		
41	LED TV SUHD			8528.7212	8528.7212.1410	760	722	685	670	570		
42	LED TV UHD Curved	78		8528.7212	8528.7212.1420	905	860	815	795	675		
43	LED TV SUHD Curved			8528.7212	8528.7212.1430	1086	1032	980	955	810		
44	LED TV			8528.7212	8528.7212.1440	905	860	815	795	675		
45	LED TV HD	78		8528.7212	8528.7212.1450	1086	1032	980	955	810		
46	LED TV UHD			8528.7212	8528.7212.1460	1270	1210	1145	1115	950		
47	LED TV SUHD/3D/4K			8528.7212	8528.7212.1470	1630	1550	1470	1430	1215		
48	LED TV UHD Curved	79		8528.7212	8528.7212.1480	1740	1660	1570	1530	1300		
49	LED TV SUHD Curved			8528.7212	8528.7212.1490	1850	1760	1670	1625	1380		
50	LED TV			8528.7212	8528.7212.1500	1015	965	915	890	760		
51	LED TV HD	78		8528.7212	8528.7212.1510	1270	1210	1145	1115	950		
52	LED TV UHD			8528.7212	8528.7212.1520	1450	1380	1305	1275	1085		
53	LED TV SUHD/3D/4K			8528.7212	8528.7212.1530	1810	1720	1630	1590	1350		
54	LED TV UHD Curved	79		8528.7212	8528.7212.1540	2600	2470	2340	2280	1940		
55	LED TV SUHD Curved			8528.7212	8528.7212.1550	2890	2750	2600	2535	2155		
56	LED TV			8528.7212	8528.7212.1560	1450	1380	1305	1275	1080		
57	LED TV HD	79		8528.7212	8528.7212.1570	1630	1560	1470	1430	1215		
58	LED TV UHD			8528.7212	8528.7212.1580	1990	1890	1790	1745	1485		
59	LED TV SUHD/3D/4K			8528.7212	8528.7212.1590	2170	2062	1955	1905	1620		
60	LED TV UHD Curved	79		8528.7212	8528.7212.1600	2350	2235	2115	2065	1755		
61	LED TV SUHD Curved			8528.7212	8528.7212.1610	2825	2684	2545	2480	2105		

62	LED TV	85	8528.7212	8528.7212.1620	1810	1720	1630	1590	1350
63	LED TV HD		8528.7212	8528.7212.1630	1990	1890	1790	1745	1485
64	LED TV UHD		8528.7212	8528.7212.1640	2720	2585	2450	2388	2030
65	LED TV SUHD/3D/4K		8528.7212	8528.7212.1650	2900	2755	2610	2545	2165
66	LED TV UHD Curved		8528.7212	8528.7212.1660	3080	2930	2772	2705	2300
67	LED TV SUHD Curved		8528.7212	8528.7212.1670	3620	3450	3260	3175	2700

(Altaf Hussain Mangi)
Valuation Officer

(Ch. Rizwan Hashim Kalair)
Deputy Director

(Dr. Wasif Ali Memon)
Director



(Iqbal Ali)
Principal Appraiser

(Muhammad Iqbal Muneeb)
Additional Director