



GOVERNMENT OF PAKISTAN  
DIRECTORATE GENERAL OF CUSTOMS VALUATION  
CUSTOM HOUSE KARACHI

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

**Determination of Customs Values of Room Air Fresheners and Car Air Fresheners under Section 25-A of the Customs Act, 1969.**

No.Misc/18/2018-II

1588  
1349  
(VALUATION RULING NO. / 2018)

Dated: December 21, 2018

In exercise of powers conferred under Section 25-A of the Customs Act, 1969, Customs values of Room Air Fresheners and Car Air Fresheners are determined as follows:

2. **Background of the Valuation Issue:** Earlier the customs values of Room Air Fresheners and Car Air Fresheners were determined vide Valuation Ruling No. 611/2013 dated 22-11-2013. There were several representations from importers, wherein they contended that customs values determined in the existing Valuation Ruling are not reflective of prices in international markets, therefore required to be revised in line with the prevailing prices in the international market. Keeping in view the prevailing prices in the international markets, this Directorate General initiated an exercise for re-determination of the Customs Values of the Room Air Fresheners and Car Air Fresheners in terms of Section 25-A of the Customs Act, 1969.

3. **Stakeholders participation in determination of Customs values:** Meetings with stakeholders including importers and representatives from field formations were held on 02-10-2018 and 07-11-2018 to discuss the prices of the subject goods. The importers / stakeholders were requested to submit the following documents before or during the course of stakeholders meeting so that customs values could be determined:

1. Invoices of imports during last three months showing customs value.
2. Websites, names and E-mail addresses of known foreign manufacturers of the item in question through which the actual current value can be ascertained.
3. Copies of Contracts made / LCs opened during the last three months showing the value of item in question.
4. Copies of Sales Tax Invoices issued during last four months showing the difference in price (excluding duty and taxes) to substantiate their contentions.
4. During the meetings the stakeholders agreed that some importers are declaring the unit value below the actual value of the items in the international market and contended that the customs values may be re-determined in the light of price trend prevailing in the international markets according to the brands. The view point of all participants was heard in detail and considered to arrive at Customs Value of the subject goods.

5. **Method adopted to determine Customs values:** Valuation methods provided in Section 25 of the Customs Act, 1969 were duly applied in their regular sequential order to arrive at 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 variations of values displayed in the import data. Thereafter, identical / similar goods value method as provided in Sub-Sections (5) & (6) of Section 25 ibid were examined for applicability to the valuation issue in the instant case. The wide variations in declarations were observed. Information available was hence, found inappropriate. In line with the statutory sequential order of Section 25, this office conducted market inquiries under Sub-Section (7) of Section 25 of the Customs Act, 1969. Resultantly, Customs values of Room Air Fresheners and Car Air Fresheners have been determined under section 25 (7) of the Customs Act, 1969 accordingly.

6. **Customs values for Room Air Fresheners and Car Air Fresheners:** The Room Air Fresheners and Car Air Fresheners *hereinafter specified* shall be assessed to duty / taxes at the following Customs Values:

S. No.	Description of goods	Origin	PCT	Proposed PCT for WeBOC	Customs Values (C&F) (Net content weight) USS/Kg
(1)	(2)	(3)	(4)	(5)	(6)
1.	Room Air Freshener <b>Brands:</b> Air Wick, Glade, Febreeze	All Origin	3307.4900	3307.4900.1000	<b>2.00</b>
2.	Room Air Freshener, all other Brands			3307.4900.1100	<b>1.20</b>
3.	Car Air Freshener/Gel , all brands			3307.4900.1200	<b>6.00</b>

6. In cases where declared/ transaction 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 officer shall take into account the differential between air freight and sea freight while applying the Customs values in this Ruling.

7. **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.

8. **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, 7<sup>th</sup> Floor, Custom House, Karachi.

9. 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

