



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL CUSTOMS VALUATION
CUSTOM HOUSE KARACHI

Reference
Values/
VDB
164

No. Misc/75/2016-I

1106

Dated: January 13th, 2017

The Collectors of Customs,

Model Customs Collectors, Appraisement (East/West)/Port Qasim/Preventive, Karachi/
(Appraisement / Preventive), Lahore/ Sambrial (Sialkot)/Faisalabad/Multan/Islamabad
/Hyderabad/Quetta / Peshawar/ Gwadar/ Gilgit-Baltistan.

Subject: **Development of Valuation Database; Reference Values for Betty Crocker Cake.**

This Directorate General has initiated an exercise to develop database values for different items wherein it has been observed that declarations are of wide range and do not correctly reflect values of the items as traded in the international market. During the scrutiny of previous clearance data, it has been observed that Betty Crocker Cake falling under PCT headings 1905.9000, 2106.9090 are being assessed at different values and certain transactions are on very low side.

2. This Directorate General, after carefully examining the clearance data, also conducted market inquiries to verify the authenticity of declarations. Online prices were also obtained to corroborate the findings of the market surveys. This office, therefore, has found that the customs values of Betty Crocker Cake are as follows:

S. No.	Description	Origin	Customs Value C&F US\$/ Kg
1.	Betty Crocker Butter Chocolate Super Moist	All origin	1.60
2.	Betty Crocker Super Moist Cake Mix Dark Chocolate	All origin	1.60
3.	Betty Crocker Super Moist Cake Mix French Vanilla	All origin	1.60
4.	Betty Crocker Super Moist Cake Mix Red Velvet	All origin	1.60
5.	Betty Crocker Devil's Food Super Moist	All origin	1.60
6.	Betty Crocker Rich & Creamy Triple Chocolate Fudge Chip Frosting	All origin	1.85
7.	Betty Crocker Whipped Milk Chocolate Frosting	All origin	1.45
8.	Betty Crocker Super Moist Cake Mix Milk Chocolate	All origin	1.60
9.	Betty Crocker Peanut Butter Cookie Mix	All origin	2.90
10.	Betty Crocker Super Moist Brownie Cookie Mix	All origin	2.35
11.	Betty Crocker Wild Blueberry Muffin Mix	All origin	2.35
12.	Betty Crocker Creamy Lemon Frosting	All origin	1.60
13.	Betty Crocker Whipped Butter Cream Frosting	All origin	2.40
14.	Betty Crocker Super Moist Cake Mix Butter Chocolate	All origin	1.80

15.	Betty Crocker Rich & Creamy Chocolate Frosting	All origin	1.80
16.	Other Brand	All origin	2.00

3. These values are, however, for reference/guidance only and final assessment may please be made after considering other factors which have bearing on the customs value.

4. The clearance collectorates may like to consider the values given above before finalizing the assessment of the subject items. If further fine-tuning in specifications and ensuing values are required, Collectorate may forward a reference along with detailed justifications and worksheets so that requisite adjustments are accordingly issued.

5. In case of any grievance, the importer can file a request to the Directorate General along with substantiating evidences/record for reconsideration/review.

(Ch. Rizwan Bashir Kalair)
Deputy Director (HQ)

Copy to

1. Director General, Customs Valuation, Custom House, Karachi
2. Chief Collector Customs North, Central & South (Appraisal/Enforcement)
3. Director, Customs Valuation, Custom House, Karachi
4. Additional/Deputy Directors Valuation, Custom House, Karachi
5. FPCCI Karachi & Chambers of Commerce & Industry Karachi, Lahore, Peshawar, Rawalpindi, Islamabad, Gujranwala, Quetta, Sialkot, Gujrat, Hyderabad, Multan, Faisalabad & Gilgit (through E-mail) with the request to forward this information to all stakeholders including relevant Associations.
6. Database Master File, Directorate General of Customs Valuation, Custom House, Karachi
7. VR Section for uploading in the WeBOC System
8. Notice Board