

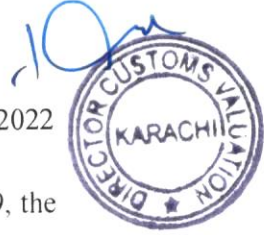
**The Collectors of Customs**, Collectorate of Customs, (Appraisement - East / West/ Port Muhammad Bin Qasim / Enforcement/ JIAP), Karachi/ Hyderabad (Appraisement/ Enforcement), Quetta/ Gawadar/ (Appraisement/ Enforcement/ AIIA) /Lahore/ Appraisement, Faisalabad/ Appraisement, Smbrial (Sialkot)/ Enforcement, Multan/ Islamabad/ Gilgit-Baltistan / Export ((Appraisement/ Enforcement), Peshawar/ Enforcement, Dera Ismail Khan

**DETERMINATION OF CUSTOMS VALUE OF PLAYING CARDS UNDER SECTION 25A OF THE CUSTOMS ACT, 1969**

**(VALUATION RULING NO 16/31/2022)**

C. No. Misc/02/2021/IX/378.

Dated: -04-2022



In exercise of the powers conferred under Section 25A of the Customs Act, 1969, the custom value of Playing Cards is determined as follows:

**2. Background of the valuation issue:** Earlier the customs values of Playing Cards were determined under Section 25A of the Customs Act, 1969, vide Valuation Ruling No.1573 / 2021 dated 29-11-2021. Meanwhile, some importers filed revision applications before the Honourable Director General of Customs Valuation, Karachi under Section 25D of the Customs Act, 1969, for revision of customs values of Playing Cards. The Director General, Customs Valuation, Karachi vide Order-In-Revision No.16/2022 dated 18-02-2022 set aside the impugned Valuation Ruling No.1573/2021 dated 29-11-2021, with the directions to the Director Customs (Valuation) to determine afresh the customs values of playing cards, keeping in view the prices in the international market of the actual raw material used in manufacturing of the impugned goods. Therefore, an exercise was undertaken by the Directorate General of Customs Valuation to determine the Customs Values of subject goods in terms of Section 25-A of Customs Act, 1969.

**3. Stakeholders' participation in determination of Customs values:** Meetings with all stakeholders, trade bodies including representatives of clearance Collectorates were held in this Directorate General on 30-03-2022. The importers/stakeholders were requested to submit their proposals/suggestions as well as following documents before or during the course of stakeholders' meeting so that Customs value could be determined:

- i. Invoices of import during last three months showing factual values
- ii. Websites, names and E-mail addresses of known foreign manufacturers of the item in question through which the actual current value can be ascertained.
- iii. Copies of Contracts made / LCs opened during the last three months showing the value of item in question.
- iv. 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. The meeting was attended by stakeholders and their points of view were heard in detail to arrive at custom values of subject goods. None of the importers submitted any documents in support of their contention. Keeping in view the element of freight, import prices of raw materials and the values prevailing in the local and international market.

5. **Methods 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 value of subject goods. The Transaction value method as provided in sub-section (1) of Section 25 of the Customs Act, 1969, was found inapplicable because no substantial documents were provided by the stakeholders to prove that their declared values were true transactional values. Moreover, different values were declared by different importers for same product according to different origins. Identical/similar goods value methods provided in Sections 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 qualities and quantities of commercial level etc. Information available was, hence, found inappropriate. In line with statutory sequential order of section 25, this office conducted market inquiries using deductive value methods under sub-section (7) of Section 25 of the Customs Act, 1969, item was not readily available in the market, therefore, this method of valuation could not be relied upon due to aforesaid reasons. Valuation method *vide* Section 25(8) of the Customs Act, 1969, was examined for valuation but the same also could not be applied due to non availability of conversion and processing cost of exporting country. Finally, clearance data, raw material prices, international prices through internet were examined thoroughly and the information so gathered were utilized and analyzed for determination of Custom Values of Playing Cards under Section 25(9) of the Customs Act, 1969.

6. **Customs values for Playing Card - *hereinafter specified*** shall be assessed to duty/taxes on the Customs values mentioned against them in the Table below:

S.No.	Description of Goods	PCT Code	Proposed PCT for WeBOC	Origin	Customs Value (C&F) US \$ /deck of 54 cards
(1)	(2)	(3)	(4)	(5)	(6)
1	Playing Card (Made of Paper)	9504.4000	9504.4000.1000	China	0.12
			9504.4000.1100	Taiwan	0.15
			9504.4000.1200	USA	0.20
2	Playing Card (Made of Paper with Plastic Coating )		9504.4000.1300	China	0.16
			9504.4000.1400	Taiwan	0.20
			9504.4000.1500	USA	0.25
3	Playing Card (Made of Plastic)		9504.4000.1600	China	0.20
			9504.4000.1700	Taiwan	0.32
			9504.4000.1800	USA	0.60





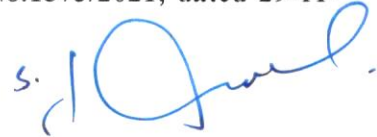
7. In cases where declared/transaction values are higher than the customs values determined in this Ruling or higher evidential data is available of stipulated period 90 days, the assessing officers shall apply those values in terms of sub-Section (1) of Section 25 of the Customs Act, 1969, and the same may be communicated to this Directorate General forthwith. In case of consignment imported by air, the assessing officer shall take into account the difference between air freight and sea freight while applying the customs values determined in this Ruling.

8. **Validity of Valuation Ruling:** The values determined vide this Ruling shall be the applicable Customs values for assessment of subject imported goods until and unless it is rescinded or revised by the competent authority in terms of Sub-Sections (4) 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, before the Director General, Directorate General of Customs Valuation, 7<sup>th</sup> 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 Directorate General immediately. Customs values determined in the ruling are for the description and specification as mentioned in the above table of this Ruling. HS Codes are mentioned for illustrative purpose 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 Valuation Ruling supersedes Valuation Ruling No.1573/2021, dated 29-11-2021.**



(Syed Fawad Ali Shah)  
Director

**Copy for information to: -**

- 1) The Member Customs (Policy/Operations), F.B.R., Islamabad.
- 2) The Director General, Customs Valuation, Custom House, Karachi.
- 3) The Chief Collector of Customs, Appraisalment (South) Custom House, Karachi.
- 4) The Chief Collector of Customs, Enforcement (South), Custom House, Karachi.
- 5) The Chief Collector of Customs, Appraisalment (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 Balochistan, Custom House, Quetta.
- 9) The Chief Collector of Customs Khyber Pakhtunkhwa, Custom House, Peshawar.
- 10) The Director General, Intelligence and Investigation-FBR, Islamabad.
- 11) The Director General, PCA& Internal Audit, Karachi.

- 12) The Director General, IOCO, Karachi
- 13) The Director General, Transit Trade, Custom House Karachi
- 14) The Directors, Intelligence & Investigation, Karachi / Lahore / Islamabad/ Quetta/ Peshawar/  
Faisalabad.
- 15) The Director, Transit Trade, Custom House Karachi
- 16) The Director, Directorate of Customs Valuation, Lahore.
- 17) The Deputy Director (HQ), Directorate General of Customs Valuation, Karachi, for  
uploading in One Customs & WEBOC database system.
- 18) The Chairman (Valuation Committee), FPCC&I, Federation House, Clifton, Karachi.
- 19) The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta  
& Peshawar.
- 20) The Karachi Customs Agents Group, Bohri Road, Karachi.
- 21) The Webmaster, Federal Board of Revenue, Islamabad.
- 22) Guard File.