

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

**Determination of Customs Values of DVD Player/Recorder Under Section
25-A of the Customs Act, 1969**

(VALUATION RULING NO. ⁹⁵⁴ / 2016)

No. Misc/13/2009-VII

Dated: October 14 , 2016

In exercise of the powers conferred under Section 25-A of the Customs Act, 1969,
Customs values of DVD Player/Recorder are determined as follows: -

2. **Background of the valuation issue:** Customs values of DVD Player/Recorder were determined under Section 25A of the Customs Act, 1969, vide Valuation Ruling No.363/2011, dated 06-08-2011. 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 DVD Player/Recorder.

3 **Stakeholders' participation in determination of Customs values:** Meetings with stakeholders were scheduled on 28-07-2016 and 12-08-2016. 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.

No documents were submitted in this Directorate General on or even after the said scheduled meeting and no one appeared for the meeting.

4. During the local market enquiry, it has been observed that the DVD Players/Recorders of different brands are being sold in the local market are generally of two different categories, viz low end brands of Chinese origin and higher end brands like Philips, Sony, Samsung, Panasonic, LG, Pioneer etc.

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 DVD Player/Recorder. 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. Thereafter, market enquiry as envisaged under section 25(7) of the Customs Act, 1969, was conducted which gave most of the DVD Player/Recorder bought and sold in the local market, therefore, 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 DVD Player/Recorder have been determined under Section 25(9) of the Customs Act, 1969.

6. **Customs values for DVD Player/Recorder:** DVD Player/Recorder *hereinafter* specified *shall* be assessed to duty/taxes at the following Customs Values: -

S. No.	Description	PCT	Proposed PCT for WeBOC	Origin	Customs value US\$/ ^{PC}	
1	2	3	4	5	6	7
					Category-A	Category-B
1	DVD Player/ Recorder	8521.9090	8521.9090.1000	China	18.00	10.00
2			8521.9090.1010	Indonesia Malaysia Korea Thailand	27.00	15.00
3			8521.9090.1020	Japan	32.00	24.00
4			8521.9090.1030	Other Origins	30.00	18.00
5	DVD Player BLU-RAY	8521.9090	8521.9090.1040	China	54.00	42.00
6			8521.9090.1050	Indonesia Malaysia Korea Thailand	66.00	54.00
7			8521.9090.1060	Japan	85.00	75.00
8			8521.9090.1070	Other Origins	72.00	60.00
Category-A: Sony, LG, Samsung, Panasonic, Philips, Pioneer, Toshiba						
Category-B: Low end brands						

7. 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 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.

10. *This ruling supersedes Valuation Ruling No.363/2011 dated 06-08-2011.*


(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 (Appraisalment), 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.363/2011, dated 06-08-2011.
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, Appraisalment (East/West), Custom House, Karachi.
21. Webmaster, Federal Board of Revenue, Constitution Avenue, Islamabad, for uploading FBR website and deleting Valuation Ruling No.363/2011, dated 06-08-2011
22. Guard File.