



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
7TH FLOOR, CUSTOM HOUSE
KARACHI



No. Misc/21/2010-I(Part-III)/116

Dated: 17 -02-2026

VALUATION RULING NO. 2045 / 2026

1. This Ruling shall be applicable until the same is rescinded or revised in terms of sub-section (4) of Section 25A of the Customs Act, 1969.
2. The revision petition against this Valuation Ruling, can be filed under Section 25D of the Customs Act, 1969, within 30 days before the Director General, Customs Valuation.

Subject: **DETERMINATION OF CUSTOMS VALUES FOR OLIVES UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

1.	Valuation Ruling	This Ruling supersedes earlier Valuation Ruling No. 1611/2022 dated 11.03.2022
2.	Date of meeting with stakeholders	The meeting with relevant stakeholders was held on 13.01.2026.

Background of the Issue: The customs values of Olives were determined vide Valuation Ruling No. 1611/2022 dated 11.03.2022. As the existing ruling is now over four years old, the Directorate initiated exercise for redetermination of customs values of the items covered under the said valuation. Meeting notice to the relevant stakeholders was issued and extensive discussion consultation was carried out with the stakeholders.

2. **Stakeholders' participation in determination of Customs values:** During the meeting the stakeholders/importer contended that their declared transaction values are genuine and consistent with recent import trends, and do not indicate any element of under invoicing. They further stated that brand wise values shall be fixe rather than origin wise and values based on international retail/wholesale benchmarks and seasonal crop as olive pricing is strongly linked to harvest season and global yield.

3. **Analysis/Exercise done to determine Customs Values:** The viewpoints of the stakeholders were thoroughly analyzed, and a detailed examination of import data for the last ninety days was conducted in conjunction with a review of the documentary evidence submitted by the stakeholders. The seasonal crop analysis has also been examined, which reveals that no difference compared with last year has been identified. The market survey and online price trends, as suggested by the stakeholders, were also examined. Furthermore, a brand-wise assessment based on quality and standards was undertaken. This comprehensive evaluation facilitated the development of a supplier-wise database incorporating the transaction values of goods imported into Pakistan, thereby ensuring a more objective and transparent basis for valuation.

4. **Method(s) adopted to determine Customs values:** The valuation methods prescribed under Section 25 of the Customs Act, 1969 were examined in sequential order for determination of customs values of the subject goods. The transaction value method under sub-section (1) of Section 25 of the Customs Act, 1969 was found inapplicable due to non-availability of information required under sub-section (2) of Section 25 of the Customs Act, 1969. The identical goods value method under Section 25(5) and the similar goods value

method under Section 25(6) were also examined; however, these methods could not be solely relied upon due to lack of complete and demonstrable comparability and consistent variations in declared values. Meanwhile, a market inquiry as envisaged under sub-section (7) of Section 25 of the Customs Act, 1969 was also conducted as per procedure of Office Order No. 17/2014 dated 19-03-2014 wherein various wholesale and retail markets were visited and the actual prices of subject goods were acquired. Finally, on the basis of a comprehensive evaluation of import data, market enquiry and findings, the customs values of subject items have been determined under sub-section (7) of the Section 25 of the Customs Act, 1969. This methodology ensures that the valuation determination is fair, transparent, and fully compliant with statutory provisions, while accurately reflecting prevailing international market trends and established valuation principles.

5. **Customs Values for Olives, hereinafter specified, shall be assessed to duty / taxes at following Customs Values:**

S. No.	Description of goods	PCT Code	Proposed PCT for WeBOC	Brand	Origin	Customs Value (C&F) US\$/Kg on Drained Weight
1	Olives (Upto 250 Grams)	2005.7000	2005.7000.1000	Borges	All Origins	4.77
			2005.7000.1000	Figaro / American Garden / Mundial / Fragata		4.23
			2005.7000.1000	Delmonte / Italia / Wadi		4.21
			2005.7000.1000	Others		3.48
2	Olives (Upto 251 - 500 Grams)	2005.7000	2005.7000.1000	Borges	All Origins	4.51
			2005.7000.1000	Figaro / American Garden / Mundial / Fragata		4.05
			2005.7000.1000	Delmonte / Italia / Wadi		3.82
			2005.7000.1000	Others		3.31
3	Olives (Upto 501 - 1000 Grams)	2005.7000	2005.7000.1000	Borges	All Origins	4.06
			2005.7000.1000	Figaro / American Garden / Mundial / Fragata		3.56
			2005.7000.1000	Delmonte / Italia / Wadi		3.41
			2005.7000.1000	Others		2.93
4	Olives (Above 1000 Grams)	2005.7000	2005.7000.1000	Borges	All Origins	3.32
			2005.7000.1000	Figaro / American Garden / Mundial / Fragata		2.98
			2005.7000.1000	Delmonte / Italia / Wadi		2.61
			2005.7000.1000	Others		2.19

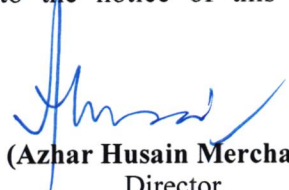


6. In cases, where transactional values or values in invoice retrieved from the consignment, as the case may be, are higher than the customs values determined in this valuation ruling, the assessment shall be made on higher values in terms of sub-section (1) of Section 25 of the Customs Act, 1969.

7. In case of consignments imported by air, the difference between air freight and sea freight shall be added for the assessment of value.

8. The Valuation Ruling shall be applicable for the descriptions and specifications of goods as mentioned in the aforementioned table. HS Codes are mentioned for illustrative purposes.

9. The Collectorates of Customs shall ensure the implementation of Valuation Ruling and in case of any anomaly may be brought to the notice of this Directorate immediately.


(Azhar Husain Merchant)
Director

Copy for necessary action and implementation:

The Collectors / Directors of Customs, Collectorates / Directorates of Customs (Appraisalment-West / East / SAPT / PMBQ / JIAP / Enforcement/), Karachi / Hyderabad / (Appraisalment / Enforcement / Ports), Quetta / Gwadar / Khuzdar (Appraisalment / Enforcement / AIIA), (Appraisalment-East / West, Lahore / Faisalabad Appraisalment / Enforcement, Sargodha / Enforcement & Appraisalment, Sambrial (Sialkot) / Enforcement, Multan / Islamabad / Gilgit-Baltistan / (Appraisalment/ Enforcement), Peshawar / Enforcement, Dera Ismail Khan / Exports (Port Qasim/Custom House, Karachi) / Transit Trade, Karachi.

Copy for information:

- 1) The Member Customs (Operations), F.B.R., Islamabad.
- 2) The Director General, Customs Valuation, Custom House, Karachi.
- 3) All Chief Collectors / Director Generals of Customs, Karachi / Lahore / Islamabad / Quetta / Peshawar.
- 4) All Collectors / Directors of Customs, Karachi / Lahore / Islamabad/ Quetta/ Peshawar/ Faisalabad.
- 5) The Director, Directorate of Customs Valuation, Lahore / Quetta / Peshawar.
- 6) The Deputy Director (MIS), Directorate General of Customs Valuation, Karachi, for uploading in One Customs & WEBOC database system.
- 7) The Chairman (Valuation Committee), FPCC&I, Federation House, Clifton, Karachi.
- 8) The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta & Peshawar.
- 9) The Karachi Customs Agents Group, Bohri Road, Karachi.
- 10) The Webmaster, Federal Board of Revenue, Islamabad.
- 11) Guard File.