

C. No. Misc/07/2010-II/261

Dated: 07-04-2026

VALUATION RULING NO. 2063 / 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 This Ruling shall be applicable until the same is rescinded or revised in terms of sub-section (4) of Section 25A of the Customs Act, 1969.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 VALUE OF PVC TRANSPARENT / CLEAR, PRINTED, DECORATIVE / EMBOSSED FLEXIBLE SHEETS / FILM AND PVC CLING FILM UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.

1.	Valuation Ruling	This Ruling supersedes earlier Valuation Ruling No. 1984/2025 dated 19.03.2025.
2.	Date of meeting with stakeholders	The meeting with relevant stakeholders was held on 15.01.2026.

Background of the Issue: The customs values of PVC Transparent / Clear, Printed, Decorative / Embossed Flexible Sheets / Film and PVC Cling Film were earlier determined vide Valuation Ruling No. 1984/2025 dated 19.03.2025. Subsequently, analysis of import data and prevailing international market trends indicated variation in prices of the subject goods. It was also observed that international prices of key raw materials used in the manufacture of the subject goods have shown an increasing trend, which has a direct bearing on the pricing of the finished goods. Further analysis of import data revealed variations in declared values across different origins and specifications. In view of the above and evolving market conditions, a fresh determination under Section 25A of the Customs Act, 1969 was undertaken to ensure alignment with prevailing international prices and uniformity in assessment.

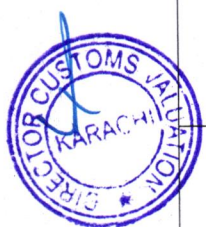
2. Analysis/Exercise done to determine Customs Values: A meeting for determination of customs values of subject goods was held on the aforesaid date and was attended by representatives of importers and local manufacturers. For the purpose of valuation, ninety (90) days' import data was retrieved and examined. The data reflected variations in declared values depending upon origin, and finishing. The Directorate has considered all available data and determined that the revised values appropriately reflect prevailing international prices of the subject goods. Market inquiry under Section 25(7) of the Customs Act, 1969 was also conducted.

3. Method(s) adopted to determine Customs values: Valuation methods specified in Section 25 of the Customs Act, 1969 were applied in sequential order. The transaction value method under Section 25(1) was examined first; however, the same was found inapplicable due to absence of complete and verifiable information as required under Section 25(2) of the Customs Act, 1969 and variations observed in declared values. Thereafter, the values of identical goods under Section 25(5) were examined; however, due to variations in specifications, thickness, finishing (printed/embossed), and nature of the subject goods,

identical comparison could not be established in all cases. Subsequently, the values of similar goods under Section 25(6) were examined on the basis of available import data. The import data provided a reasonable basis for determination of customs values for certain categories of goods; however, the same could not be uniformly applied across all categories without appropriate adjustments due to differences in product characteristics and specifications. Thereafter, the deductive value method under Section 25(7) of the Customs Act, 1969 was examined. Market inquiry was conducted to ascertain prevailing market trends; however, as some of the items are intermediary industrial inputs, direct comparison at the import stage was not fully available in all cases. Nevertheless, in respect of PVC Cling Film, customs values have been determined by applying the deductive value method under Section 25(7), whereby values have been derived on the basis of available data, international price references, and comparable market information, with appropriate adjustments to arrive at customs values at the import stage. The computed value method under Section 25(8) was also examined. Although complete and verifiable cost data from the country of export was not fully available, indicative international price trends of key raw materials, were analysed as cost components of the subject goods, which indicated an upward movement. These indicative inputs have been taken into account to assess the reasonableness of the determined customs values in light of prevailing global price trends. Accordingly, the customs values of the subject goods have been determined under Section 25(9), read with Sections 25(6), 25(7) and 25(8) of the Customs Act, 1969, on the basis of analysed import data, market inquiry, and indicative cost factors.

4. Customs Values for PVC Transparent/Clear, Printed, Decorative/Embossed Flexible Sheets/Film & PVC Cling Film - hereinafter specified shall be assessed to duty / taxes at following Customs Values:

Sr. No.	Description of Goods	Origin	PCT	PCT for WeBOC	Customs Values (C&F) US\$/Kg (Net Content weight)
1	PVC Transparent / Clear Flexible Sheets /Film	China, Taiwan, Indonesia, Thailand, Korea	3920.4300 3920.4990	3920.4300.1000 3920.4990.1000	1.71
		All Other Origins		3920.4300.1100 3920.4990.1100	2.00
2	PVC Printed Flexible Sheets /Film	China, Taiwan, Indonesia, Thailand, Korea	3920.4300 3920.4990	3920.4300.1200 3920.4990.1200	2.17
		All Other Origins		3920.4300.1300 3920.4990.1300	2.36
3	PVC Decorative / Embossed Printed Flexible Sheets/ Film	China, Taiwan, Indonesia, Thailand, Korea	3920.4300 3920.4990	3920.4300.1400 3920.4990.1400	2.51
		All Other Origins		3920.4300.1500 3920.4990.1500	2.77
4	PVC Cling Film	China, Taiwan, Indonesia, Thailand	3920.4300	3920.4300.1600	1.90
		Malaysia, Singapore, Korea		3920.4300.1700	2.62
		Europe / USA		3920.4300.1800	3.56
		All Other Origins		3920.4300.1900	2.98

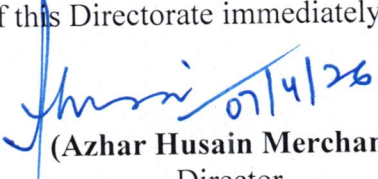


5. The values determined in this Valuation Ruling shall be treated as minimum benchmark values. In cases, where declared values or values in invoice retrieved from the consignment, as the case may be, are higher than the customs values determined in this valuation ruling, the assessment shall be made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

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

7. 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.

8. 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 (Headquarters-South)/ Appraisement-West / East / SAPT / PMBQ / JIAP / Enforcement/, Karachi / Hyderabad / (Appraisement / Enforcement / Ports), Quetta / Gwadar / Khuzdar (Appraisement / Enforcement / AIIA), (Appraisement-East / West, Lahore / Faisalabad Appraisement / Enforcement, Sargodha / Enforcement & Appraisement, Sambrial (Sialkot) / Enforcement, Multan / Islamabad / Gilgit-Baltistan / (Appraisement/ 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.