GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
7TH FLOOR CUSTOM HOUSE
KARACHI
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No.Misc/03/2026-II/Dir-66 Dated: 02-11-2026

VALUATION RULING NO. 2125 / 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 This Ruling shall be applicable until the same is rescinded or revised in terms of sub-section (4) of Section 25A of the Customs Act, 1969.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, Directorate General of Customs Valuation Karachi.

Subject: **DETERMINATION OF CUSTOMS VALUE FOR TITANIUM DIOXIDE UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

Background: A representation was received alleging that consignments of Titanium Dioxide are being clearing at values lower than the prevailing international market prices, resulting in disparities in customs assessments and a lack of uniformity in the valuation of the subject goods. In order to address these concerns, ensure uniformity in assessment, and safeguard government revenue, the Directorate decided to undertake a fresh valuation exercise. Accordingly, an exercise for determination of customs values of Titanium Dioxide was initiated under Section 25A of the Customs Act, 1969. In this regard, a stakeholders' meeting was held on 28.10.2026, wherein the relevant stakeholders were invited to present their views, proposals, and supporting documentary evidence regarding the prevailing international prices of the subject goods, with a view to ensuring fair, transparent, and realistic determination of customs values in accordance with the provisions of the Customs Act, 1969.

2. **Stakeholders' participation in determination of Customs Values**: During the meeting, the stakeholders submitted that certain consignments of the subject goods had been cleared at comparatively lower declared values, which did not reflect the prevailing international market prices. They contended that such discrepancies during assessment had created distortions in the local market and resulted in a lack of uniformity in customs valuation. The stakeholders emphasized the need for a fair, transparent and uniform determination of customs values in accordance with prevailing international market trends, supported by import data, verifiable international price publications and relevant documentary evidence. They further stressed that such determination shall eliminate valuation disparities, ensure consistency in assessment, discourage under-invoicing and misdeclaration, and safeguard government revenue.

3. **Analysis for the Determination of Customs Values:** Keeping in view points by the stakeholders, the import data of the preceding ninety (90) days, along with information obtained from available international price sources, was thoroughly scrutinized. The technical specifications, types, grades and applications of the subject goods were also examined. Scrutiny of the available record revealed that the subject goods were being imported into Pakistan in different grades, with corresponding variations in their prices. These distinctions were duly taken into consideration to ensure a fair and appropriate

comparison of values, taking into account the nature, quality, specifications and intended use of the goods. Furthermore, during the stakeholders' meeting, the participants emphasized the need for determination of fair and reasonable customs values in accordance with prevailing international market trends and verifiable import data. They proposed that the Directorate determine customs values on a type-wise, specification-wise and grade-wise basis, wherever applicable, to eliminate assessment disparities, ensure uniformity and transparency, provide a level playing field to all relevant stakeholders and safeguard government revenue. Accordingly, the available information and stakeholders' submissions were taken into consideration for determination of customs values of the subject goods under Section 25A of the Customs Act, 1969.

4. **Method(s) adopted to determine Customs values**: The valuation methods prescribed under Section 25 of the Customs Act, 1969, were examined and applied in a sequential manner in accordance with the prescribed legal framework. Initially, the transaction value method under Section 25(1) was examined; however, the same could not be adopted due to the non-availability of requisite information and supporting documentary evidence as envisaged under Section 25(2) of the Customs Act, 1969. Subsequently, the customs values of identical goods value method provided in Sub-Sections (5) ibid was examined and considered for applicability to determine Customs value of subject goods. The data provided some reference, however, it was found that the same cannot be solely relied upon due to the absence of absolute demonstrable evidence of qualities and quantities of commercial level etc. In line with sequential methods, next method of similar goods under Section 25(6) of the Act was examined in the light of available import data, technical specifications, grades, country of origin and relevant international market information. The analysis revealed that the import data of similar goods provided a reasonable and reliable basis for determination of customs values of the subject goods. Accordingly, after a comprehensive examination of the available evidence, relevant import data and prevailing international price trends, the customs values of the subject goods have been determined under Section 25(6) of the Customs Act, 1969, on the basis of comparable import values of similar goods, with due consideration to differences in specifications, grades and other relevant factors. The adopted methodology is intended to ensure fair, reasonable and transparent determination of customs values, uniformity in assessment, a level playing field for all stakeholders and protection of government revenue, in accordance with the applicable provisions of law.



5. **Customs values for Titanium Dioxide** *hereinafter specified* shall be assessed to duty/taxes at the following Customs values:-

S. No.	Description of Goods	PCT	Proposed PCT for WeBOC	Origin	Customs Values (C&F) US$ per Kg
1	Titanium Dioxide (Anatase)	2823.0010	2823.0010.1000	China	1.96
			2823.0010.1100	Other Origins	2.80
2	Titanium Dioxide (Rutile)	3206.1100	3206.1100.1000	China	2.40
			3206.1100.1100	Other Origins	3.20

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.

(Tahir Abbas)
Director

Copy for necessary action and implementation:

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