

GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
CUSTOM HOUSE, KARACHI

No.Reg.Misc/07/2009-1

Dated 25-06-2011

RULING U/S 25A NO. 347

Note:

- i) The customs value determined under this Valuation Ruling shall be applicable customs value for assessment of the relevant goods until and unless revised or rescinded by the competent authority.
- ii) Review application against this valuation ruling may be filed before the Director-General of Valuation under Section 25D of the Customs Act, 1969, within thirty(30) days from the date of determination of customs value under this ruling.

The Collectors of Customs, Model Customs Collectorates (Appraisement/ PaCCS/ Port Qasim/ Preventive), Karachi/ Lahore/ Sambrial (Sialkot) / Faisalabad/ Multan/ Islamabad/ Hyderabad/ Quetta/ Peshawar.

SUBJECT: DETERMINATION OF CUSTOMS VALUE OF CHEESE, CHEWING GUM, CHOCOLATES, BISCUITS & CEREAL FOODS UNDER SECTION 25A OF THE CUSTOMS ACT, 1969



Valuation of Cheese, Chewing Gums, Chocolates, Biscuits and Cereal Foods was determined vide Valuation Ruling No. 251, dated 29-04-2010, and vide Corrigendum dated 17-08-2010. Since the said ruling was considerably old and needed up-dation as per current international prices, the same was taken up for fresh determination of values.

2. Accordingly, meetings were held on 02-04-2011, 03-05-2011 and 21-05-2011 which were attended by the representatives of importers and other stakeholders. The participants have shown reservation on the previous ruling being on higher side. M/s International Brands Ltd (IBL) have given submission to revise the prices downwards, keeping in view the prevailing international price trend and over all economic situation.

3. The import data of the instant goods from various sources was analyzed within the meaning of section 25(5) & (6) of the Customs Act, 1969, and observed that the declared/assessed values of Cheese, Chewing Gum, Chocolates, Biscuits and Cereal Foods were in matching with the previously determined values. Therefore, import data could not be relied upon for the determination of fresh values. As such, reliance was made on Deductive Method of Valuation, as envisaged under section 25(7) *ibid*, which has indicated a general upward price variation in the range of 10% of all commodities under consideration. Price verification from the market has also supported the above position and based upon these findings, prices of various brands were taken into account and

Incorporated in the subject valuation ruling by working out their values through Deductive Method as prescribed under section 25(7) *ibid*. As regards the application of valuation method under section 25(8) *ibid*, since the details of conversion cost of goods produced in the countries of export were not available; this provision was also found to be in-applicable. Based upon these findings, customs values have been determined under Fall Back Method of valuation as envisaged under section 25(9) of the Customs Act, 1969, as under:-

S.N a	Description of goods	H. S Code	Origin	Determined value	
1	2	3	4	5	
1	Cheese				
	i) Kraft Cheese Original / White 240gm		All origins	US\$ 5.91/Kg	
	ii) Kraft Cheese Original / White 500gm			US\$ 4.87/Kg	
	iii) Kraft Cheddar Cheese Cans 200gm			US\$ 6.50/Kg	
	iv) Happy Cow, President, Puck, Arla, LaBella, Rosenburg, LaBonne, Vache, Three Cow, Kiri, Bridal, Castelo, Almarai, Seriously, Cheese (Teama), Forjana, Milkana, Babybel/Minibel	0406.1010 0406.1090 0406.2000 0406.3000 0406.4000 0406.9000		US\$ 1.75/Kg	
	Cheese Other Brand	0406.1010			
	i) Cream Cheese Slice	0406.1090			
	ii) Cottage Cheese Slice	0406.2000			
	iii) Cheddar Cheese Slice	0406.3000 0406.4000 0406.9000		US\$ 3.24/Kg	
2	Chewing Gum				
	i) Extra Pellet (different flavors)	1704.1000		All origins	US\$ 11.77/Kg
	ii) Wrigleys (different flavors)		US\$ 11.77/Kg		
	iii) Wrigleys (Sticks)		US\$ 7.71/Kg		
	iv) Lottee Gum		US\$ 1.95/Kg		
	v) Batook Special Mint		US\$ 1.43/Kg		



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	Chewing Gum (Other Brands)	1704.1000	All origins	US\$ 3.32/Kg
3	Chocolates	1806.3100 1806.3200 1806.9000	All origins	
	i) Toblerone (Milk) 35gm			US\$ 8.42/Kg
	ii) Toblerone (Milk) 50gm			US\$ 6.45/Kg
	iii) Toblerone (Milk) 100gm			US\$ 6.03/Kg
	iv) Toblerone (White) 35gm			US\$ 8.01/Kg
	v) Mars Mini Bulk 18 gm			US\$ 4.63/Kg
	vi) Snickers Funsized Bulk 18gm			US\$ 4.12/Kg
	vii) Bounty Double 57gm			US\$ 4.42/Kg
	viii) Twix Twin 58gm			US\$ 4.12/Kg
	ix) Snickers Single 57gm			US\$ 4.68/Kg
	x) Twix 5's Pack 290gm.			US\$ 4.74/Kg
	xi) Snickers 6's Pack 300gm			US\$ 4.74/Kg
	xii) Mars 6's Pack 270gm			US\$ 4.91/Kg
	xiii) Bounty 5s Pack 285gm			US\$ 5.09/Kg
	xiv) Snickers Size 35gm			US\$ 5.09/Kg
	xv) Bounty Minis Bag 270gm			US\$ 5.20/Kg
	xvi) Mars Single 51gm			US\$ 5.24/Kg
	xvii) Snickers Snack Size 32gm			US\$ 5.73/Kg
	xviii) Mars Minis Bag 270gm			US\$ 5.94/Kg
	xix) Snickers Minis Bag 270gm			US\$ 5.94/Kg
	xx) Snickers Cruncher 40gm			US\$ 6.01/Kg
	xxi) Twix Single 29gm			US\$ 6.16/Kg
	xxii) Twix Mini Bag 270gm			US\$ 6.44/Kg
	xxiii) Twix Miniatures Bag 150g			US\$ 7.63/Kg
	xxiv) Bounty Miniatures 150 gm			US\$ 7.63/Kg
	xxv) Mars Miniatures Bag 150g			US\$ 8.25/Kg
	xxvi) Snickers Miniatures Bag 150 gm			US\$ 8.25/Kg
	xxvii) Cavalier Chocolate (no added sugar)			US\$ 3.00/Kg
	Chocolate other brands			US\$ 5.00/Kg



4	Biscuits			
	a)-(i) Oreo Biscuits Milk Chocolate 32 gm and 66 gm	1905.3100 1905.9000	All origins	US \$ 2.62/Kg
	ii) Oreo Biscuits Classic Milk Chocolate 176 gm			US \$ 2.47/Kg
	b)-Plain Biscuits	1905.9000		
	i) Nutro, Britannia, Julies, Zuka, Jack & Jill, Hollanda, Eterna, Bissin, Kelsen As Bisca, Tiffany, Cavalier (no added sugar), Danisa			US \$1.20/Kg
	c) Plain Biscuits other brands			US \$ 2.16/Kg
	d) Cream Biscuits	1905.3100		
	i) Nutro, Britannia, Julies, Zuka, Jack & Jill, Hollanda, Eterna, Bissin, Kelsen As, Bisca, Tiffany, Danisa			US\$ 1.38/Kg
	e) Cream Biscuits other brands			US\$ 2.27/Kg
	f) Wafer Biscuits			
	i) Nutro, Britannia, Julies, Zuka, Jack & Jill, Hollanda, Eterna, Bissin, Kelsen / As, Bisca, Tiffany, Cavalier (no added sugar), Danisa, VIP-GoFresh	1905.3200		US\$ 1.38/Kg
	g) Wafer Biscuits other brands			US\$ 2.27/Kg



5.	a) Cereal Foods (Kellogg's brand)	1904.1010 1904.1090 1904.2000 1904.3000 1904.9000	All origin	
	i) Frosties			US\$ 2.93/kg
	ii) All Bran			
	iii) Cocoa Frosties			
	iv) Corn Flakes			US\$ 2.97/kg
	b) Cereal Foods (Other brands)			
	i) Cereals			
	ii) Corn Flakes			US\$ 2.20/kg

4. Accordingly, these values are hereby determined under Section 25A of the Customs Act, 1969 (Which is inclusive of essential retail packing material). All the Customs Clearance Collectorate are advised to finalize assessment of above subject goods on the values mentioned above. However, if the invoice value is higher, then such higher value shall be adopted for assessment purpose, in terms of Section 25 of the Customs Act, 1969.

Muhammad Tahir
(MUSHAMMAD TAHIR)
DIRECTOR

Copy for information to:-

1. S.A. to Chairman, Federal Board of Revenue, Islamabad.
2. Member (Customs), Federal Board of Revenue, Islamabad.
3. Chief Collectors of Customs (North/South), Lahore/Karachi.
4. The Director General of Intelligence Investigation, Islamabad.
5. The Director General of Customs Valuation, Karachi.
6. The Director General of Post Clearance Audit, Islamabad.
7. The Directors of Intelligence Investigation, Karachi/ Lahore/ Islamabad.
8. The Deputy Director (Hqs.), Directorate General of Customs Valuation, Karachi, for uploading in One Customs & PaCCS database on the date of issue of this ruling.
9. Federation of Pakistan, Chambers of Commerce & Industry (FPCC&I), Karachi.
10. Karachi Chamber of Commerce & Industry (KCC&I), Karachi.
11. Karachi Customs Agents Group (KCAG), Bohri Road, Karachi.
12. Guard File.