

**GOVERNMENT OF PAKISTAN**  
**DIRECTORATE GENERAL OF CUSTOMS VALUATION**  
**7<sup>TH</sup> FLOOR, CUSTOM HOUSE, KARACHI**

\*\*\*\*\*

**The Collectors of Customs**, Collectorates of Customs (Appraisement West) / Appraisement - East / SAPT / Appraisement - Port Muhammad Bin Qasim / Enforcement / JIAP), Karachi / Hyderabad / (Appraisement / Enforcement), Quetta / Gawadar / Khuzdar, (Appraisement / Enforcement / AIIA), (Appraisement - East / West), Lahore, Faisalabad / Appraisement, Sargodha / Enforcement, Sambrial (Sialkot) / Enforcement, Multan / Islamabad / Gilgit-Baltistan / (Appraisement / Enforcement), Peshawar / Enforcement, Dera Ismail Khan / Exports (Port Qasim / Custom House, Karachi) / Transit Trade, Karachi.

**DETERMINATION OF CUSTOMS VALUES OF COFFEE IN RETAIL PACKING (PCT**  
**CODE: 2101.1120) UNDER SECTION 25-A OF THE CUSTOMS ACT, 1969**

**(VALUATION RULING NO. 1854/2024)**

C. No. Misc/18/2013-I/146

Dated: 20<sup>th</sup> February, 2024

In exercise of the powers conferred under Section 25A of the Customs Act, 1969, the Customs values of Coffee in retail packing are determined as follows:-

**2. Background of the valuation issue:** Earlier, the Customs values of Coffee in retail packing were determined under Section 25A of the Customs Act, 1969 vide Valuation Ruling No.1691/2022 dated 24-08-2022. Several representations were received from importers including M/s General Foods Corporation wherein they stated that the Customs values determined in the existing valuation ruling are not reflective of prevailing international market. Therefore, an exercise has been undertaken by this Directorate to determine the same

**3. Stakeholders' participation in determination of Customs values:** Meetings were convened on 16-11-2023 & 07-12-2023 which were attended by the relevant stakeholders. The issues pertaining to the valuation of subject goods were deliberated upon in detail in the afore-referred meetings. They requested to determine the Customs values afresh in accordance with the trend of values in the international market as the values have been declined considerably.

**4. Analysis / Exercise done to determine Customs Values:** Ninety (90) days' clearance data has been retrieved and the same has been scrutinized. Moreover, import data of Coffee in retail packing for past two financial years was compared with data of Afghan Transit Trade for the same period. After analysis, it has transpired that the total import value of Coffee in retail packing imported into Pakistan decreased from Rs.1065 Millions to Rs. 849 Millions (20% decrease) from FY 2021-22 to FY 2022-23 while, for Afghanistan, total import value under Transit trade substantively increased from Rs.66 Millions to Rs.312 Millions (372% increase) during the same period.

**5. Method (s) adopted to determine Customs values:** Valuation methods specified in Section 25 of the Customs Act, 1969, are duly considered in sequential order to arrive at the Customs values of subject goods. The transaction value method as provided in sub-section (1) of Section 25 of the Customs Act, 1969, was found inapplicable due to absence of information as required under sub-section (2) of Section 25 of Customs Act, 1969. Therefore, identical goods value method provided in Section 25(5) was examined for applicability to determine Customs values of subject goods. However, it was found that the same could not be solely relied upon due to absence of absolute demonstrable evidences of quantities and qualities. Information available was, hence, found incomplete. Subsequently, similar goods value method provided in Section 25(6) was also examined for applicability to determine Customs values of subject goods and was not considered (for application) due to afore-stated reasons. Moreover, Declared Values (DV) of similar goods had showed consistent variations. Hence, this method was also found inapplicable. Market enquiry as envisaged under Sub-Section (7) of Section 25 of the Customs Act, 1969 was also conducted but could yield results to some extent because of variation in market prices. In line with statutory sequential order of Section 25, Computed value method, as provided in Section 25(8) of the Customs Act, 1969 was examined, but the same also could not be applied as the conversion cost from the

constituent materials and allied expenses, in the country of export, were not available for manufacturing of Coffee in retail packing. Finally, the Customs values of the subject goods have been determined under Section 25(9) read with Section 25(7) and Customs Rule 121(2) of Customs Rules, 2001 which provides that the methods of valuation, to be employed under sub-section (9) of section 25 of the Act may be inclusive of those laid down in sub-sections (1), (5), (6), (7) and (8) of the said section, but a reasonable flexibility in the application of such methods would be in conformity with the aims and provisions of sub-section (9) of that section.

**6. Customs values for Coffee in retail packing:** Coffee in retail packing, shall be assessed to duty/ taxes at the Customs values as per following Table:

S. No	Description Of Goods	Packing Size	PCT Code	Proposed PCT for WEBOC	Origin	Customs Value C&F (US\$/KG) Net Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.	Nescafe Classic Coffee (In Jar Packing)	Upto 50 Gram	2101.1120	2101.1120.1000	All Origins	11.70
		Above 50 Gram and upto 200 Gram		2101.1120.1100		10.75
		Above 200 gram		2101.1120.1200		9.70
2.	Nescafe Gold/ Gold Blend Decaff Coffee (in Jar Packing)	Upto 50 Gram	2101.1120	2101.1120.1300	All Origins	17.50
		Above 50 Gram and upto 200 Gram		2101.1120.1400		14.50
		Above 200 Gram		2101.1120.1500		13.60
3	Nescafe Coffee Mixes (3 in 1 / Gold / Ice)	Sachet	2101.1120	2101.1120.1600	All Origins	3.90
4.	Nescafe Classic Coffee (In sachet or pouch packing)	Sachet		2101.1120.1700	All Origins	8.75
		50 Gram Pouch		2101.1120.1800		
5.	Nescafe Matinal Coffee	Upto 200 Gram	2101.1120	2101.1120.1900	All Origins	8.50
		Above 200 Gram		2101.1120.2000		7.45
6	Nescafe Red Mug Coffee / Nescafe Mug for Coffee Lovers / Nascafe Classic Jar with Mug	Upto 200 Gram	2101.1120	2101.1120.2100	All Origins	12.80
		Above 200 Gram		2101.1120.2200		10.70
7	Nestle Gold Blend Instant Coffee	Upto 200 Gram	2101.1120	2101.1120.2300	All Origins	24.50
		Above 200 Gram		2101.1120.2400		22.40
8.	Nescafe Coffee Mate Various Flavours	425 Gram	2101.1120	2101.1120.2500	All Origins	4.25
9.	Nescafe Coffee Mate (Various Flavours) Sugur Free	425 Gram	2101.1120	2101.1120.2600	All Origins	5.85
10.	Nestle Nescafe Mocha / Latte / Cappuccino / Espresso (Various Flavours)	50 Gram Sachet Packing	2101.1120	2101.1120.2700	All Origins	10.70
11.	Nestle Nascafe Gold Blend Decaff / Nestle Nescafe Espresso / Nestle Nescafe Blend / Nestle Nescafe Green Blend / Nestle Nescafe Alta Rica / Nestle Nescafe Columbie	100 Gram	2101.1120	2101.1120.2800	All Origins	32.00

12.	Nestle Nescafe Latte Caramel	136 Gram	2101.1120	2101.1120.2900	All Origins	13.85
13.	Davidoff Cafe Coffee/ Davidoff Coffee (All Blends)	Upto 200 Gram	2101.1120	2101.1120.3000	All Origins	21.00
		Above 200 Gram		2101.1120.3100		20.00
14.	Bon Aroma Classic	Upto 200 Gram	2101.1120	2101.1120.3200	All Origins	10.00
		Above 100 Gram		2101.1120.3300		9.00
15.	Bon Aroma Gold Blend	Upto 100 Gram	2101.1120	2101.1120.3400	All Origins	12.50
		Above 100 Gram		2101.1120.3500		11.75
16.	Maxwell House Coffee	Upto 200 Gram	2101.1120	2101.1120.3600	All Origins	11.65
		Above 200 Gram		2101.1120.3700		10.70
17.	Maxwell House Selection Coffee	Upto 200 Gram	2101.1120	2101.1120.3800	All Origins	21.00
		Above 200 Gram		2101.1120.3900		20.00
18.	Coffee Break Instant Coffee	Upto 200 Gram	2101.1120	2101.1120.4000	All Origins	10.70
		Above 200 Gram		2101.1120.4100		9.60
		3 in 1 Sachet		2101.1120.4200		4.30
19.	Kenco Rich Coffee	All Packings	2101.1120	2101.1120.4300	All Origins	19.20
20.	Good Day Coffee Cappuccino	All Packings	2101.1120	2101.1120.4400	All Origins	5.30
21.	StarBucks Coffee (Various Flavours)	All Packings	2101.1120	2101.1120.4500	All Origins	30.00
22.	Indocafe Coffee/ Torabika Coffee / Klassno Coppuccino Coffee Vero Gusto (3 in 1 Sachet)	Sachet	2101.1120	2101.1120.4600	All Origins	3.50
23.	Other Coffee Brands (3 in 1 Sachet)	Sachet	2101.1120	2101.1120.4700	All Origins	4.00
24.	Indocafe Coffee / Private Club Coffee/ (All Blends and Flavourt)	All Packings	2101.1120	2101.1120.4800	All Origins	4.75
25.	Klassno Cofee (All Blends and Flavours)	All Packings	2101.1120	2101.1120.4900	All Origins	5.00
26.	Movenpick Coffee	All Packings	2101.1120	2101.1120.5000	All Origins	8.00
27.	Lavaza Coffee (All Blends and Flavours)	All Packings	2101.1120	2101.1120.5100	All Origins	6.50
28.	Jacob Coffee (All Blends and Flavours)	All Packings	2101.1120	2101.1120.5200	All Origins	8.30
29.	Tchibo Coffee (All Blends and Flavours)	All Packings	2101.1120	2101.1120.5300	All Origins	8.35
30.	Café D'Vita Coffee (All Blends and Flavours)	All Packings	2101.1120	2101.1120.5400	All Origins	7.00

Note: The brands of Coffee other than mentioned above will be assessed by the assessment officers under Section 25 of the Customs Act, keeping in view the appropriate brands, mode of packing, blends and flavours.

7. In cases, where declared 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 officers shall take into account the difference between air freight and sea freight while applying the Customs values in this Ruling.

**8. Validity of this Valuation Ruling:** This Ruling, containing the Customs values for assessment of subject imported goods, shall be applicable until and unless the same are rescinded or revised by the competent authority in terms of sub-section (4) of Section 25A of the Customs Act, 1969.

**9. Revision of the values determined vide this Valuation Ruling:** If aggrieved, a revision petition may be filed against this ruling as provided under Section 25D of the Customs Act, 1969, within 30 days from the date of its issuance, before the Director General, Directorate General of Customs Valuation, 7<sup>th</sup> Floor, Custom House, Karachi.

10. The Collectors of Customs may kindly ensure that the values given in this Valuation Ruling are applied by the concerned staff without fail. Any anomaly observed may kindly be brought to the notice of this Directorate immediately. Customs values determined in the Ruling are for the description and specification as mentioned in the table of this Ruling. PCT 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 certifications 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.

**11. This Valuation Ruling supersedes the Valuation Ruling No. 1691/2022 dated 24-08-2022.**

**(FAYAZ RASOOL MAKEN)**  
Director

Copy for information to:-

- 1) The Member Customs (Operations), Federal Board of Revenue, Islamabad.
- 2) The Director General, Customs Valuation, Custom House, Karachi.
- 3) The Chief Collector of Customs, Appraisalment (South), Custom House, Karachi.
- 4) The Chief Collector of Customs, Enforcement (South), Custom House, Karachi.
- 5) The Chief Collector of Customs, Appraisalment (Central), Custom House, Lahore.
- 6) The Chief Collector of Customs, Enforcement (Central), Custom House, Lahore
- 7) The Chief Collector of Customs (North), Custom House, Islamabad.
- 8) The Chief Collector of Customs, Baluchistan, Custom House, Quetta.
- 9) The Chief Collector of Customs, Khyber Pakhtunkhwa, Custom House, Peshawar.
- 10) The Director General, Intelligence and Investigation (Customs) FBR, Islamabad.
- 11) The Director General, PCA & Internal Audit, Karachi.
- 12) The Director General, IOCO, Karachi.
- 13) The Directors, Intelligence & Investigation, Karachi / Lahore / Islamabad/ Quetta/ Peshawar/ Faisalabad.
- 14) The Director, Transit Trade, Custom House, Karachi.
- 15) The Director, Directorate of Customs Valuation, Lahore/Quetta/Peshawar.
- 16) The Deputy Director (HQ), Directorate General of Customs Valuation, Karachi, for uploading in One Customs & WeBOC database system.
- 17) The Chairman (Valuation Committee), FPCC&I, Federation House, Clifton, Karachi.
- 18) The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta & Peshawar.
- 19) The Karachi Customs Agents Association, Bohri Road, Karachi.
- 20) The Webmaster, Federal Board of Revenue, Islamabad.
- 21) Guard File.