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Government of India, Department of Commerce
Ministry of Commerce & Industry
(Directorate General of Trade Remedies)
4th Floor, Jeevan Tara Building,
5, Parliament Street, New Delhi- 110001

Dated: 27th September, 2025

Case No. AD (OI)-42/2024

INITIATION NOTIFICATION

Subject: Initiation of an anti-dumping investigation concerning imports of “Wallpapers” originating in or exported from China PR.

1. Having regards to the Customs Tariff Act, 1975, as amended from time to time (hereinafter also referred to as the “Act”) and the Customs Tariff (Identification, Assessment and Collection of Anti-dumping Duty on Dumped Articles and for Determination of Injury) Rules, 1995, as amended from time to time (hereinafter also referred to as the “Rules” or the “Anti-Dumping Rules”), Eximus Wallpapers Private Limited (hereinafter also referred to as the “applicant” or “domestic industry”) has filed a petition before the Designated Authority (hereinafter also referred to as the “Authority”) seeking imposition of anti-dumping duty on the imports of “Wallpapers” (hereinafter referred to as the “product under consideration” or the “PUC” or the “subject goods”) originating in or exported from China PR (hereinafter referred to as the “subject country”).
2. The applicant has alleged that the subject goods are being imported into India from the subject country at dumped prices and causing material injury and has materially retarded the establishment of the domestic industry. Accordingly, the applicant has requested imposition of anti-dumping duty on the import of the subject goods originating in or exported from the subject country.

A. PRODUCT UNDER CONSIDERATION

3. The product under consideration for the present investigation is Wallpapers, limited to Polyvinyl Chloride (“PVC”) Wallpapers and Non-Woven Wallpapers.
4. PVC Wallpaper is a type of wall covering made by printing designs on PVC coated paper. The PVC Coating makes the paper easy to clean, making it suitable for areas like kitchens, bathrooms, and hallways. It is usually embossed after being heated up, which gives it depth and a tactile and decorative quality.

5. Non-woven wallpaper is a type of wall covering made by printing designs on non-woven paper. Non-woven wallpaper is breathable, tear-resistant, and more durable. Non-woven wallpaper is known for being easy to install and remove, as it doesn't expand when wet and doesn't tear when dry, allowing it to be peeled off in strips without damaging the wall beneath. It is also more environmentally friendly than traditional wallpaper.
6. The scope of the PUC covers Polyvinyl Chloride Wallpapers and Non-Woven Wallpapers only, and it excludes the following:
 - i. **Digital Customized Wallpapers:** Digital Customized Wallpaper is a type of wall covering that is personalized with high-resolution digital images or designs, tailored to fit specific spaces. It is usually made for unique, made-to-order prints, including photos, artwork, or patterns, offering limitless design possibilities. There are numerous dealers in India, who either import the raw material i.e., the base paper or source it through an importer of base paper and print the designs on the base paper using a digital printer. The digital printer used has a much slower and lower ink deposition rate compared to rotogravure technology used by the applicant.
 - ii. **Natural Wallpapers:** Natural Wallpaper is made by pasting naturally occurring substances on top of non-woven paper. The most commonly found materials are cork, mica, veneer etc. They are a luxurious product and enjoy a niche market. Since naturally occurring substances are unique, they make every space they are applied to look unique.
 - iii. **Fabric-backed Wallpapers:** Fabric-backed wallpapers are durable wall coverings that consist of a surface layer bonded to a fabric backing, usually made of polyester or cotton. This construction makes it highly resilient, tear-resistant, and ideal for high-traffic or commercial spaces. The surface is easy to clean, moisture-resistant, and washable, while the fabric backing adds strength and flexibility, allowing it to withstand wear and tear. Fabric-backed wallpaper is often used in areas like offices, hotels, or hallways, where durability and easy maintenance are important.
7. The applicant has submitted that the Polyvinyl Chloride Wallpapers and Non-Woven Wallpapers are used for decorative purposes in houses and commercial buildings.
8. The subject goods are generally imported into India under tariff item 4814 20 00 and 4814 90 00 of Schedule I of the Act. The customs classification of the product is only indicative and is not binding on the scope of the product.

Product Control Numbers ("PCN")

9. The applicant has proposed the following product control numbers (PCN) for fair comparison:

S. No.	Parameter	Type	PCN Code
1	Type of Wallpaper	PVC wallpaper	PVC
2		Non-woven wallpaper	NW

10. The parties to the present investigation may provide their comments on the product under consideration and propose PCNs, if any, within 15 days of circulation of the receipt of intimation of initiation of the investigation.

B. LIKE ARTICLE

11. The applicant has claimed that the goods produced by the domestic industry are like articles to the subject goods originating in or exported from the subject country. It has been stated that there are no known differences in the subject goods produced by the applicant and those exported from the subject country. The subject goods produced by the domestic industry are comparable to the goods imported from the subject country in terms of technical specifications, manufacturing process & technology, functions & uses, and tariff classification. The applicant has claimed that the two are technically and commercially substitutable. For the purpose of the present investigation, the subject goods produced by the domestic industry are treated as "like article" to the subject goods imported from the subject country.

C. SUBJECT COUNTRY

12. The subject country in the present petition is **China PR**.

D. PERIOD OF INVESTIGATION (POI)

13. The Authority has considered 1st April 2024 to 31st March 2025 (period of 12 months) as the period of investigation ("POI"). The period of injury covers the periods from 1st April 2021 to 31st March 2022, 1st April 2022 to 31st March 2023, 1st April 2023 to 31st March 2024 and the POI.

E. DOMESTIC INDUSTRY AND STANDING

14. The application has been filed by Eximus Wallpapers Private Limited. It has been submitted in the petition that the applicant is the sole producer of the subject goods in India. Thus, as per the evidence available on record, the production of the applicant constitutes 100% of the Indian domestic production. The applicant has also stated in the application that it has neither imported the subject goods from subject country nor related to any producer/exporter of subject goods in the subject country or importers of the subject goods in India.
15. On the basis of the information available on record, the Authority is *prima facie* satisfied that the applicant i.e. Eximus Wallpapers Private Limited constitutes 100% of the total Indian production of PUC and therefore, constitutes 'domestic industry' within the meaning of Rule 2(b) of the AD

Rules. Further, the application also satisfies the requirements of standing in terms of Rule 5(3) of the Rules.

F. BASIS OF ALLEGED DUMPING

a. Normal Value

16. The applicant has claimed that that China PR should be treated as a non-market economy and the producers from China PR should be directed to demonstrate that market economy conditions prevail in the industry with regard to the production and sales of the PUC. Unless the producers from China PR show that such market economy conditions prevail, their normal value should be determined in accordance with Para 7 of Annexure I to AD Rules.
17. The applicant has submitted that data relating to cost and price in market economy third country is not available in the public domain and therefore, it has claimed normal value based on best estimates of the cost of production in India duly adjusted with selling, general and administrative expenses, along with a reasonable profit margin. The normal value methodology claimed by the applicant has been considered for the purpose of initiation.

b. Export price

18. The Authority has considered import price based on DG System data and the price adjustments have been made on account of ocean freight, marine insurance, commission, bank charges, port expenses, inland freight, loading and unloading charges as claimed by the applicant.

c. Dumping margin

19. The normal value and the export price have been compared at the ex-factory level, which *prima facie* establishes that the dumping margin is above the *minimis level* with respect to the product under consideration imported from the subject country. Thus, there is sufficient *prima facie* evidence that the product under consideration from the subject country is being dumped in India by the exporters from the subject country.

G. INJURY AND CAUSAL LINK

20. Information furnished by the applicant has been considered for assessment of injury to the domestic industry. The applicant has claimed that dumping of the PUC has caused both material injury and material retardation of its establishment. The applicant has claimed that the volume of dumped imports from the subject country has increased in absolute terms over the injury period, with only a marginal decline during the POI, and has remained significant in relative terms throughout the injury period primarily in the POI. The subject imports are significantly undercutting the prices of the domestic industry. The domestic industry has not been able to utilize its capacity to an optimum level and is operating at very low-capacity utilization. The profits of

the domestic industry have been significantly low due to dumped imports and losses incurred in the POI.

21. For the purpose of initiation, the Authority has considered the actual performance of the applicant for the purpose of examining material injury to the domestic industry from the alleged dumped imports. The Authority notes that there is sufficient *prima facie* evidence of material injury to the domestic industry in India on account of dumped imports from the subject country thereby justifying initiation of the present anti-dumping investigation.

H. INITIATION OF THE ANTI-DUMPING INVESTIGATION

22. On the basis of the duly substantiated written application by or on behalf of the domestic industry, and having satisfied itself, on the basis of the *prima facie* evidence submitted, about the dumping of the subject goods originating in or exported from the subject country, injury to the domestic industry and causal link between such alleged dumping and injury, and in accordance with Section 9A of the Act read with Rule 5 of the Rules, the Authority, hereby, initiates an investigation to determine the existence, degree and effect of any alleged dumping in respect of the subject goods originating in or exported from the subject country and to recommend the amount of anti-dumping duty, which if levied, would be adequate to remove the injury to the domestic industry.

I. PROCEDURE

23. The provisions stipulated in Rule 6 of the Anti-Dumping Rules shall be followed in this investigation.

J. SUBMISSION OF INFORMATION

24. All communication should be sent to the Designated Authority via email at email addresses- adv13-dgtr@gov.in, dd16-dgtr@gov.in, dd12-dgtr@gov.in and consulatant-dgtr@govcontractor.in. It must be ensured that the narrative part of the submission is in searchable PDF/MS-Word format and data files are in MS-Excel format.
25. The known producers/exporters in the subject country, the governments of the subject country through its embassy in India, the importers and users in India who are known to be associated with the subject goods are being informed separately to enable them to file all the relevant information within the time limits mentioned in this initiation notification. All such information must be filed in the form and manner as prescribed by this initiation notification, the AD Rules, 1995 and the applicable trade notices issued by the Authority.
26. Any other interested party may also make submission relevant to the present investigation in the form and manner as prescribed by this initiation notification, the AD Rules, 1995 and the applicable trade notices issued by the Authority within the time limits mentioned in this initiation notification.

27. Any other interested party may also make its submissions relevant to the investigation in the form and manner prescribed within the time-limit set out below on the email addresses mentioned above.
28. Any party making any confidential submission before the Authority is required to make a non-confidential version of the same available to the other parties.
29. The interested parties are further advised to keep a regular watch on the official website of the Directorate General of Trade Remedies (<https://www.dgtr.gov.in/>) for any updated information with respect to this investigation. Interested parties are directed to regularly visit the website of DGTR (<https://www.dgtr.gov.in/>) to stay apprised with the further developments in the subject investigation and remain informed regarding notices that may be issued from time to time regarding questionnaire formats, PCN methodology, PCN discussion/meeting schedule, notice of oral hearing, corrigendum, amendment notifications, and other such information.

K. TIME-LIMIT

30. Any information relating to the present investigation should be sent to the Designated Authority via email at the email addresses adv13-dgtr@gov.in, dd16-dgtr@gov.in, dd12-dgtr@gov.in, and consulatant-dgtr@govcontractor.in, within 30 days from the date of receipt of the notice as per Rule 6(4) of the Anti-Dumping Rules. It may, however, be noted that in terms of explanation of the said Rule, the notice calling for information and other documents shall be deemed to have been received within one week from the date on which it was sent by the Designated Authority or transmitted to the appropriate diplomatic representative of the exporting country. If no information is received within the prescribed time-limit or the information received is incomplete, the Authority may record its findings on the basis of the facts available on record in accordance with the Rules.
31. All the interested parties are hereby advised to intimate their interest (including the nature of interest) in the instant matter and file their questionnaire responses within the above time limit.

L. SUBMISSION OF INFORMATION ON A CONFIDENTIAL BASIS

32. Any party making any confidential submission or providing information on a confidential basis before the Authority, is required to simultaneously submit a non- confidential version of the same in terms of Rule 7(2) of the Rules and the Trade Notices issued in this regard. Failure to adhere to the above may lead to rejection of the response/submissions.
33. The parties making any submission (including Appendices/Annexes attached thereto), before the Authority including questionnaire response, are required to file confidential and nonconfidential versions separately.
34. The "confidential" or "non-confidential" submissions must be clearly marked as "confidential" or "non-confidential" at the top of each page. Any submission made without such marking shall be

treated as nonconfidential by the Authority, and the Authority shall be at liberty to allow the other interested parties to inspect such submissions.

35. The confidential version shall contain all information that is by nature confidential and/or other information which the supplier of such information claims as confidential. For information that is claimed to be confidential by nature or the information on which confidentiality is claimed because of other reasons, the supplier of the information is required to provide a good cause statement along with the supplied information as to why such information cannot be disclosed.
36. The non-confidential version is required to be a replica of the confidential version with the confidential information preferably indexed or blanked out (in case indexation is not feasible) and summarized depending upon the information on which confidentiality is claimed. The non-confidential summary must be in sufficient detail to permit a reasonable understanding of the substance of the information furnished on confidential basis. However, in exceptional circumstances, the party submitting the confidential information may indicate that such information is not susceptible to summary, and a statement of reasons why summarization is not possible must be provided to the satisfaction of the Authority.
37. The interested parties can offer their comments on the issues of confidentiality claimed by the other interested parties within 7 days from the date of circulation of the non-confidential version of the documents.
38. The Authority may accept or reject the request for confidentiality on examination of the nature of the information submitted. If the Authority is satisfied that the request for confidentiality is not warranted or if the supplier of the information is either unwilling to make the information public or to authorize its disclosure in generalized or summary form, it may disregard such information.
39. Any submission made without a meaningful non-confidential version thereof or without a good cause statement on the confidentiality claim shall not be taken on record by the Authority.

M. INSPECTION OF PUBLIC FILE

40. A list of registered interested parties will be uploaded on the DGTR's website along with the request therein to all of them to email the non-confidential version of their submissions/response/information to all other interested parties. Failure to circulate non-confidential version of submissions/response/information might lead to consideration of an interested party as non-cooperative.

N. NON-COOPERATION

41. In case where an interested party refuses access to, or otherwise does not provide necessary information within time stipulated by the Authority in this initiation notification or significantly impedes the investigation, the Authority may declare such interested party as non-cooperative and

record its findings on the basis of the facts available to it and make such recommendations to the Central Government as it deems fit.



(Siddharth Mahajan)
Designated Authority