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F. No. 6/14/2026-DGTR
Government of India
Department of Commerce
Ministry of Commerce & Industry
(Directorate General of Trade Remedies)
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Dated: 19th March, 2026

INITIATION NOTIFICATION

Case No. AD (OI)-13/2026
SETU case ID-AD/OI/014/2026

Subject: Anti-dumping investigation concerning imports of “1-(3,5,5,6,8,8-hexamethyl-6,7-dihydronaphthalen-2-yl) ethenone” originating in or exported from China PR.

F. No. 6/14/2026-DGTR - Keva Fragrances Private Limited (hereinafter also referred to as the ‘applicant’) has filed an application before the Designated Authority (hereinafter referred to as the ‘Authority’), in accordance with the Customs Tariff Act, 1975 as amended from time to time (hereinafter 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 referred to as the ‘Rules’), for initiation of an anti-dumping investigation concerning imports of “1-(3,5,5,6,8,8-hexamethyl-6,7-dihydronaphthalen-2-yl) ethenone” (hereinafter referred to as “subject goods” or “product under consideration” or “PUC”), originating in or exported from China PR (hereinafter referred to as “subject country”).

2. The applicant has alleged that material injury is being caused to the domestic industry due to the dumped imports of the product under consideration from the subject country. Accordingly, the applicant has requested for imposition of anti-dumping duty into imports of the subject goods from the subject country.

A. PRODUCT UNDER CONSIDERATION

3. The product under consideration in the present investigation is “1-(3,5,5,6,8,8-hexamethyl-6,7-dihydronaphthalen-2-yl) ethenone”, having CAS numbers of 21145-77-7 and 1506-02-, and sold under various brand names including, but not limited to, Tonalide, Tonalid, Muscofix, Ganolid, Fixolide, AHTN, Musk AHMT, Ultramusk, Lanolid, Musk Tetralin, Dernalide, Methyl Nonyl Acetophenone, Kevolid, Tentarome, Tetralide. The chemical formula for the product is C₁₈H₂₆O. The molecular weight of the product is 258.40 g/mol. It is a synthetic polycyclic musk compound, chemically classified as a tetralin ketone.

4. The product under consideration is primarily used as a base note fixative and volume enhancer. It is used in masculine fragrances, powdery-musked base blends, layering with other PCM's or nitromusks and functional perfumery like fabric softeners, deodorants and soaps.
5. The production under consideration is classified under Chapter 29 of the Customs Tariff Act, 1975 under heading 2914 3990. The customs classification is only indicative and is not binding on the scope of the product under consideration.
6. The applicant has not proposed any PCN methodology at the present stage. The parties to the present investigation may provide their comments on the scope of the product under consideration and propose PCNs (with justification), if any, within thirty (30) days from the date of initiation of this investigation.

B. LIKE ARTICLE

7. The applicant has claimed that the subject goods exported from the subject country are identical to the goods produced by the applicant. The subject goods produced by the applicant has comparable characteristics to the subject goods imported from the subject country in terms of technical specifications, physical and chemical characteristics, manufacturing process and technology, functions and uses, pricing, distribution & marketing and tariff classification. The two are technically and commercially substitutable. Therefore, for the purpose of initiation of the present investigation, the subject goods produced by the applicant are being treated as 'like article' to the subject goods originating in or exported from the subject country.

C. DOMESTIC INDUSTRY AND STANDING

8. The application has been filed by Keva Fragrances Private Limited. The applicant has claimed that there is no other domestic producer of subject goods in India and the applicant accounts for 100% of the production of like article in India.
9. The applicant has submitted that it was not related to any exporter of subject goods from the subject country or importer of subject goods during the period of investigation. While the applicant has a related producer in the subject country, the producer has ceased manufacturing and sales operations prior to the period of investigation.
10. Further, the applicant has submitted that it has not imported the subject goods during the period of investigation. The applicant has clarified that it imported very small quantities of subject goods prior to the period of investigation. However, such imports were made from non-subject countries and were either re-imports of self-produced material due to rejection by customer, or imports from related parties for stock clearance.

11. In view of the above, it is noted that the applicant accounts for 100% of the total Indian production in India. Thus, the Authority notes that the applicant account for a major proportion of the total domestic production and constitute domestic industry in terms of Rule 2(b) and the application satisfies the criteria of standing in terms of Rule 5(3) of the Rules.

D. SUBJECT COUNTRY

12. The subject country in the present investigation is China PR.

E. PERIOD OF INVESTIGATION (POI)

13. The period of investigation considered for the period of present investigation is 1st October 2024 to 30th September 2025 (12 months). The injury analysis period shall cover the period of investigation and the three preceding financial years, that is, 1st April 2022 – 31st March 2023, 1st April 2023 – 31st March 2024 and 1st April 2024 – 31st March 2025 and the period of investigation.

F. BASIS OF ALLEGED DUMPING

Normal Value

14. The applicant has claimed 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 production and sales of the subject goods. Unless the Chinese producers show that market economy conditions prevail, their normal value should be determined in terms of Paragraph 7 of Annexure-I to the Rules.
15. For the purpose of the present initiation, the Authority has considered China PR to be a non-market economy and determined normal value for China PR based on price payable in India, in absence of information on record for determining normal value on any other basis. The normal value has been constructed based on cost of production of the applicant, duly adjusted for selling, general and administrative expenses, with reasonable profit.

Export Price

16. The export price of the subject goods has been determined by considering the CIF price of the subject goods, as reported in the DGCI&S transaction-wise data. Price adjustments have been made on account of ocean freight, marine insurance, bank charges, port expenses, credit cost, and commission to arrive at ex-factory export price

Dumping Margin

17. The normal value and the export price of the subject goods have been compared at the ex-factory level, which *prima facie* shows that the dumping margin is above the de-minimis

level and is significant with respect to the product under consideration exported from the subject country. Thus, there is *prima facie* evidence that the product under consideration from the subject country is being dumped in the Indian market by the exporters from the subject country.

G. INJURY AND CAUSAL LINK

18. Information furnished by the applicant has been considered for assessment of injury to the domestic industry. The applicant has furnished *prima facie* evidence establishing that the subject imports have caused injury to the domestic industry. There is significant dumping of the subject goods from the subject country. It has been claimed that the volume of imports increased over the period, in both absolute and relative terms, despite significant capacities with the domestic industry. The market share of the domestic industry reduced while that of the imports increased. The subject imports are significantly undercutting the prices of the domestic industry and had depressed the domestic prices. As a result, the domestic industry was forced to sell its goods below its costs, resulting in significant financial losses and cash losses to the domestic industry. The domestic industry recorded negative returns on its capital employed. Despite increased production and sales, the capacities of the domestic industry were underutilized, while it has faced accumulation of inventories.
19. There is sufficient *prima facie* evidence that injury is being caused to the domestic industry by the dumped imports from the subject country.

H. INITIATION OF ANTI-DUMPING INVESTIGATION

20. On the basis of the duly substantiated written application submitted by and on behalf of the domestic industry, and having satisfied itself, on the basis of the *prima facie* evidence submitted by the applicant, substantiating dumping of product under consideration originating in or exported from the subject country, injury to the domestic industry and a causal link between such 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 the dumping with respect to the product under consideration originating in or exported from the subject country and to recommend the appropriate amount of anti-dumping duty, which if levied, would be adequate to remove the injury to the domestic industry.

I. PROCEDURE

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

J. SUBMISSION OF INFORMATION

22. All the interested parties are required to register themselves on SETU Portal (<https://setu.dgtr.gov.in>). All communications and submissions from the interested parties shall be uploaded on the SETU portal under their registered name and corresponding case SETU case ID-AD/OI/014/2026. It should be ensured that the narrative part of the submission is in searchable PDF/MS-Word format and data files are in MS-Excel format.
23. The known producers/exporters in the subject country, the government of subject country through its Embassy in India, and the importers and users in India who are known to be associated with the product under consideration 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 Rules, and the applicable trade notices issued by the Authority.
24. Any other interested party may also make a submission relevant to the present investigation in the form and manner as prescribed by this initiation notification, the Rules, and the applicable trade notices issued by the Authority within the time limits mentioned in this initiation notification.
25. Any party making any confidential submission before the Authority is required to make a non-confidential version of the same available to the other interested parties.
26. The interested parties are further advised to keep a regular watch on the official website of the Directorate General of Trade Remedies at www.dgtr.gov.in and SETU portal (<https://setu.dgtr.gov.in>) for any updated information with respect to this investigation and 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

27. Any information relating to the present investigation should be uploaded on the SETU portal (<https://setu.dgtr.gov.in>) under their registered name and SETU case ID-AD/OI/014/2026. Both versions of each submission, the confidential version (CV) and the non-confidential version (NCV) must be uploaded in the respective designated columns within 37 days from the date on which the nonconfidential version of the application filed by the domestic industry would be circulated by the Authority or transmitted to the appropriate diplomatic representative of the exporting country as per Rule 6(4) of the Rules. If no information is received within the stipulated time limit or the information received is incomplete, the Authority may record its findings based on the facts available on record and in accordance with the Rules.

28. 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 as stipulated in this notification through SETU portal only.
29. The 15-day period to file comments on the scope of the PUC/ PCN Methodology shall run concurrently with the time limit mentioned in this Initiation Notification.
30. Extension due to Modification of PUC/PCN: An extension of time by 15 days shall be granted if the Authority, through a subsequent notice, modifies the PUC and PCN that was not previously proposed or is different from the initiation notification. This extension of 15 days shall be granted from date of such notification of modified PUC and PCN. Extension of time by 15 days stated in this paragraph is not applicable in instances where there is no change in the PUC and PCN methodology after initiation of investigation. Requests for a further extension of time, beyond the 15-day extension (if granted), will ordinarily not be considered except in case of exceptional circumstances, in line with the Rule 6(4) of the Rules.
31. Any request for an extension must be submitted by the concerned parties through the SETU portal at least one day before the original deadline specified above. Requests submitted after this time will not be considered.

L. SUBMISSION OF INFORMATION ON CONFIDENTIAL BASIS

32. Where any party to the present investigation makes confidential submissions or provides information on a confidential basis before the Authority, such party is required to simultaneously submit a non-confidential version of such information in terms of Rule 7(2) of the Rules and in accordance with the relevant trade notices issued by the Authority 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/ Annexures attached thereto), before the Authority including questionnaire responses, are required to file confidential and non-confidential versions separately.
34. Such submissions must be clearly marked as 'confidential' or 'non-confidential' at the top of each page. Any submission that has been made to the Authority without such markings shall be treated as 'non-confidential' information by the Authority, and the Authority shall be at liberty to allow other interested parties to inspect such submissions.
35. The confidential version shall contain all information which is, by nature, confidential, and/or other information, which the supplier of such information claims as confidential. For the information which 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 of the information filed by the interested parties is required to be a replica of the confidential version with the confidential information preferably indexed or blanked out (where indexation is not possible) and such information must be appropriately and adequately summarized depending upon the information on which confidentiality is claimed.
 37. The non-confidential summary must be in sufficient detail to permit a reasonable understanding of the substance of the information furnished on a 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 containing a sufficient and adequate explanation as to why such summarization is not possible, must be provided to the satisfaction of the Authority.
 38. The interested parties can offer their comments on the issues of confidentiality within 7 days from the date of circulation of the non-confidential version of the documents.
 39. 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.
 40. Any submission made without a meaningful non-confidential version thereof or a sufficient and adequate cause statement in terms of Rule 7 of the Rules, and appropriate trade notices issued by the Authority, on the confidentiality claim shall not be taken on record by the Authority.

M. INSPECTION OF PUBLIC FILE

41. All non-confidential versions of submissions made by any interested party will be accessible to other interested parties through their respective login on the SETU portal.

N. NON-COOPERATION

42. In case any interested party refuses access to and otherwise does not provide necessary information within a reasonable period or within the 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 based on the facts available and make such recommendations to the Central Government as it deems fit.


(Amitabh Kumar)
Designated Authority