

Brand Creation User Manual



Excise Department Government of Meghalaya



C-TEL INFOSYSTEM PVT.LTD.
Hyderabad , Telangana

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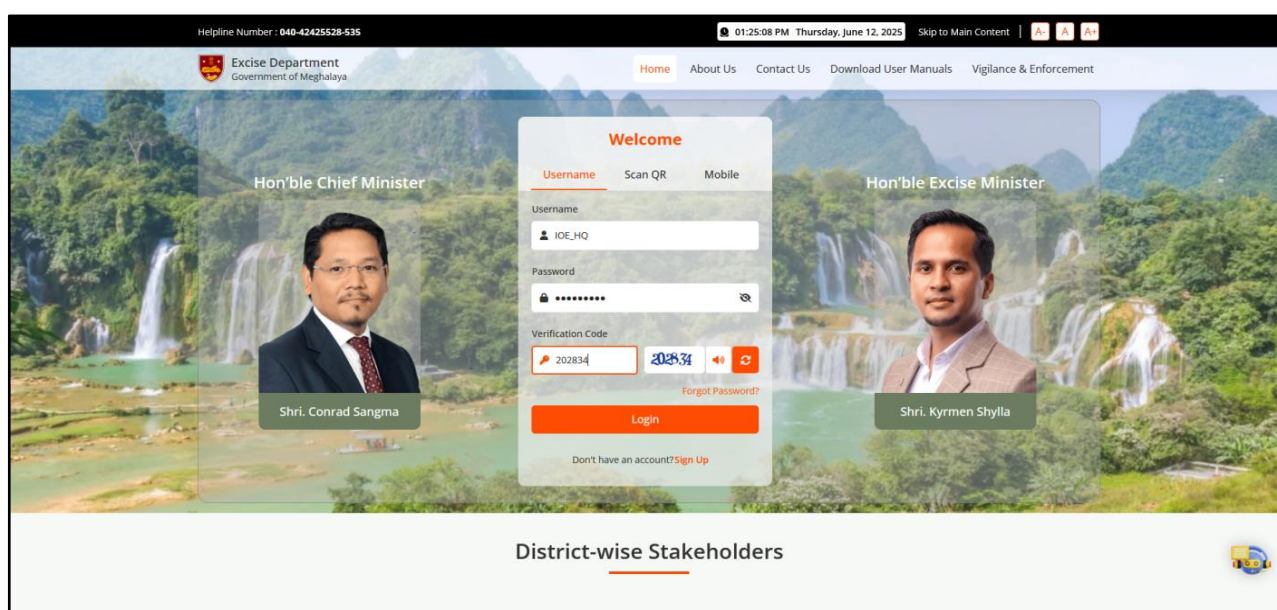
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Over View :

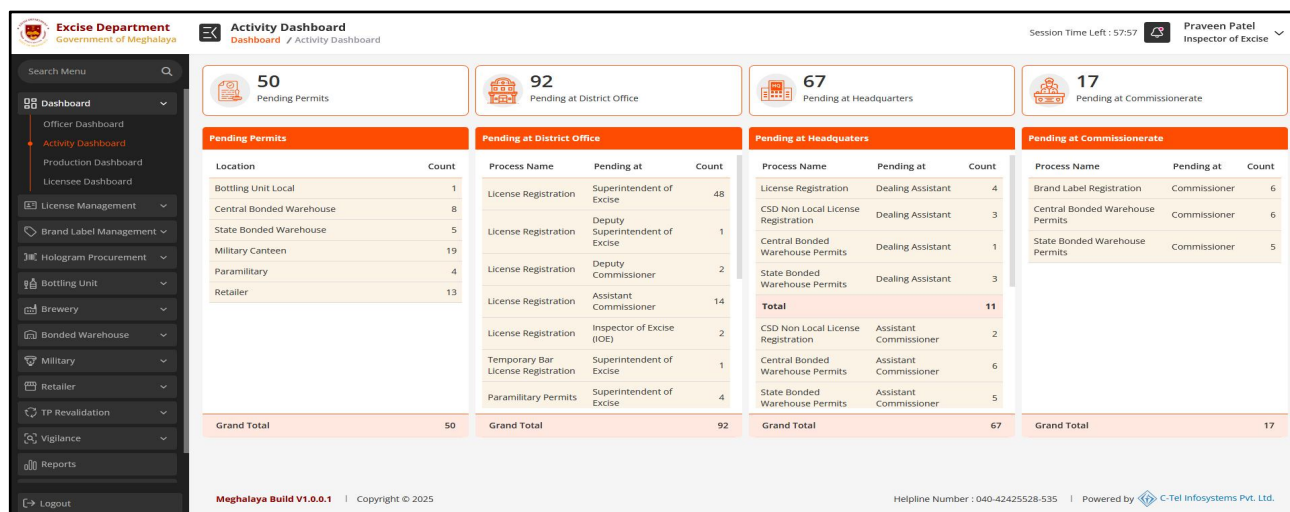
- This document provides a step-by-step guide for user on brand creation.

Brand Creation Process :

- Login to the application by visiting the provided URL and entering valid IOE credentials.

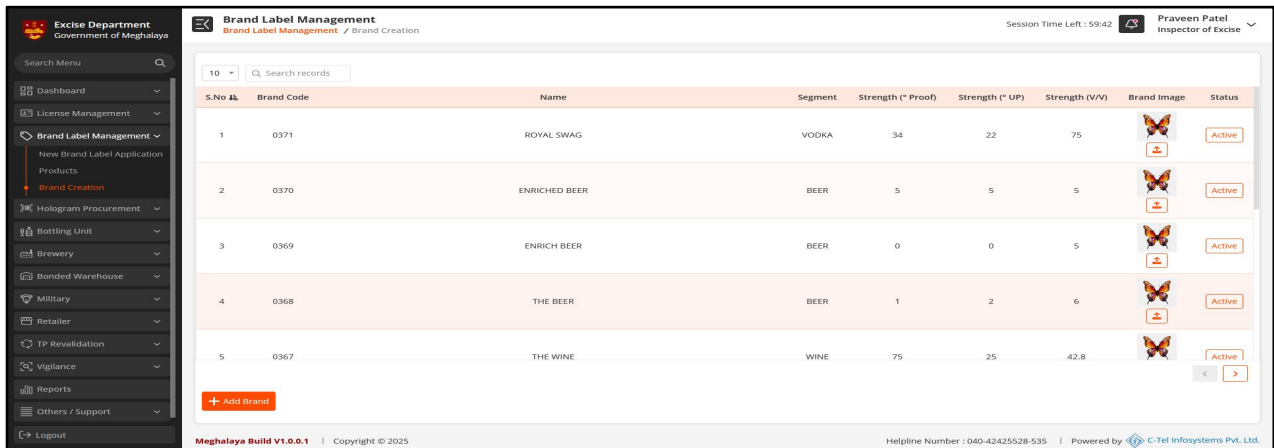


- Once logged in, the user will see the main screen. User need to click on the Brand Label Management tab to continue.

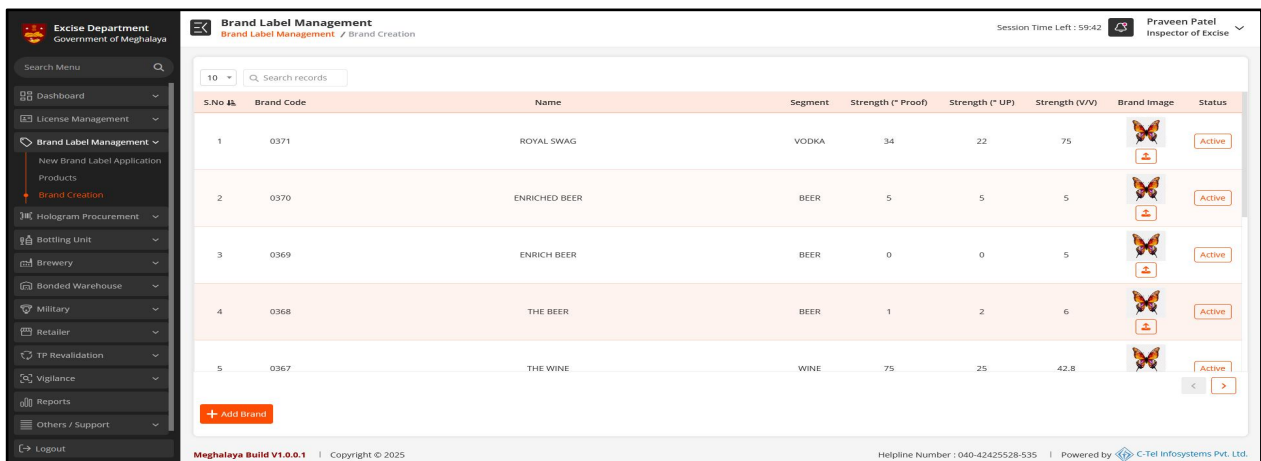


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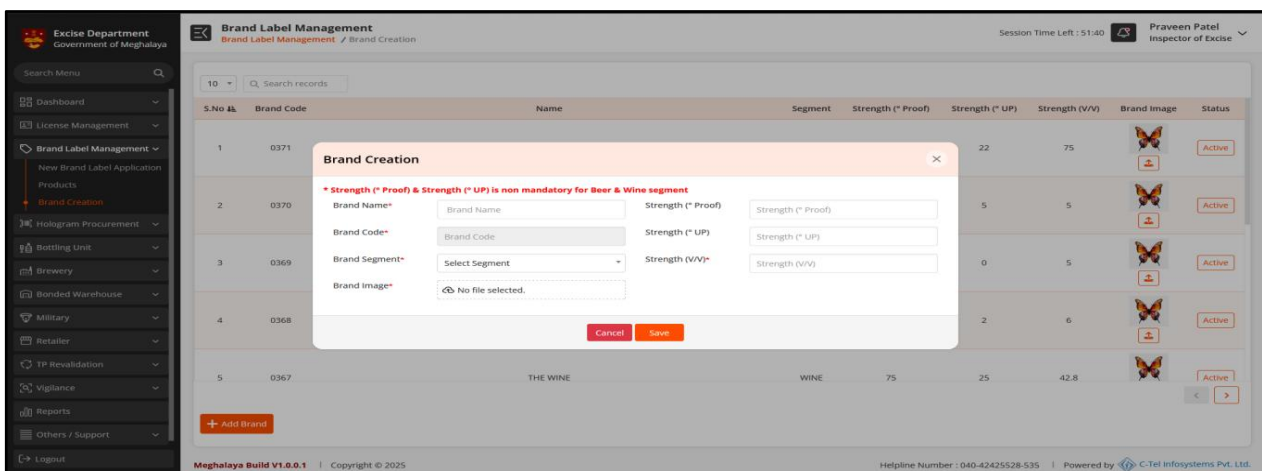
- When the user click on the Brand Label Management tab, it expands. To proceed, user need to click on the Brand Creation tab.



- To add a new brand, the user need to click on the '[+ Add Brand]' button.



- After clicking the [+ Add Brand] button , a Pop-up window will be displayed



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- In the pop-up window, To create a new brand, user need to enter values in the text fields and select the options from the drop-down list.

Brand Creation

* Strength (* Proof) & Strength (* UP) is non mandatory for Beer & Wine segment

Brand Name* Strength (* Proof)

Brand Code* Max 100 Characters Strength (* UP)

Brand Segment* Strength (V/V)*

Brand Image*

S.No	Brand Code	Name	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Brand Image	Status
1	0371			22	75			Active
2	0370			5	5			Active
3	0369			0	5			Active
4	0368			2	6			Active
5	0367	THE WINE	WINE	75	25	42.8		Active

For example :

1. Brand Name : ROYAL STAG WHISKY
2. Brand Code : Auto-generated
3. Brand Segment : Whisky
4. Brand Image : PNG format accepted
5. Strength (proof) : Determined by segment
6. Strength (UP) : Determined by segment
7. Strength (V/V) : Determined by segment

- After entering the brand creation details, review the brand name, segment, and strength. Once verified, User need to click the 'Save' button.

Brand Creation

* Strength (* Proof) & Strength (* UP) is non mandatory for Beer & Wine segment

Brand Name* Strength (* Proof)

Brand Code* Max 100 Characters Strength (* UP)

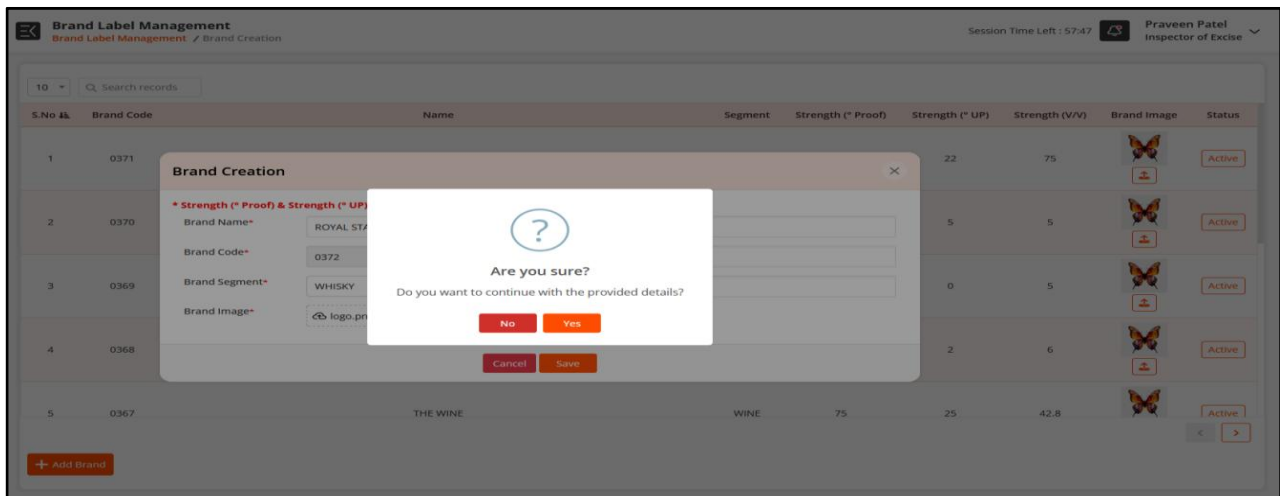
Brand Segment* Strength (V/V)*

Brand Image*

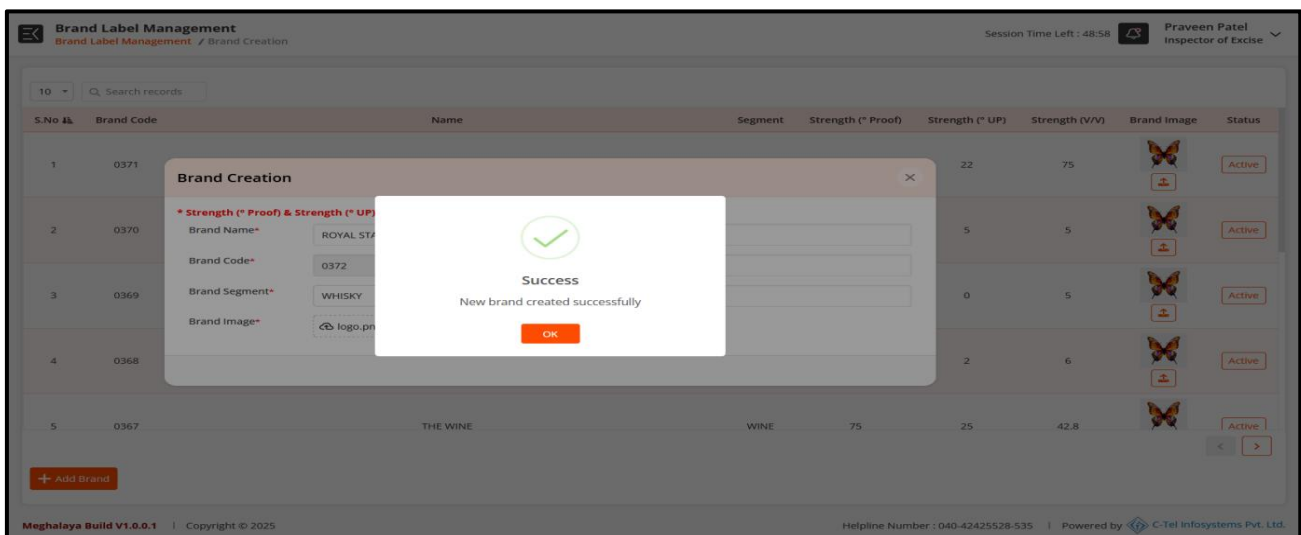
S.No	Brand Code	Name	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Brand Image	Status
1	0371			22	75			Active
2	0370			5	5			Active
3	0369			0	5			Active
4	0368			2	6			Active
5	0367	THE WINE	WINE	75	25	42.8		Active

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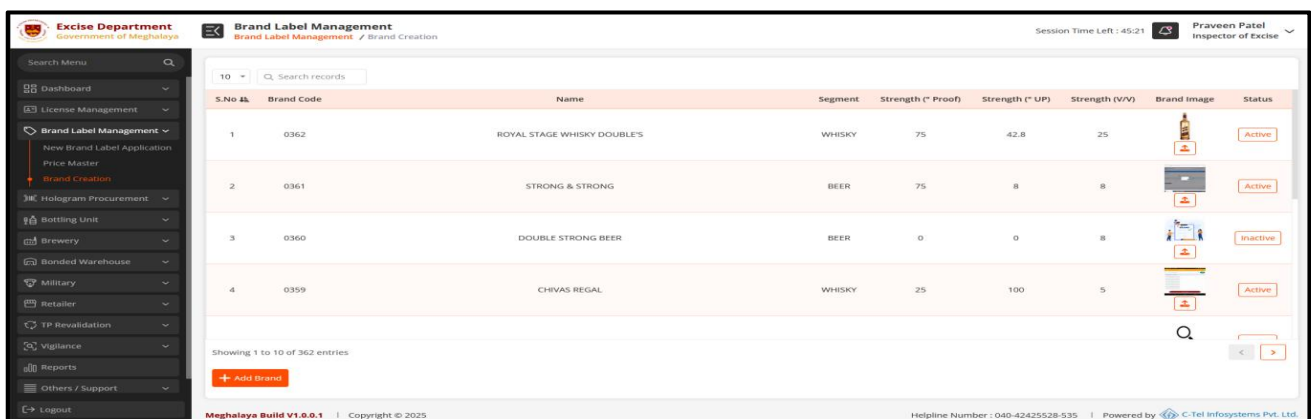
- After click on the 'Save' button, a confirmation pop-up window will appear, where the user need to click 'Yes' button , To save the new brand.



- After click on the 'Yes' button, a success pop-up message will be displayed and user need to click on the 'OK' button.

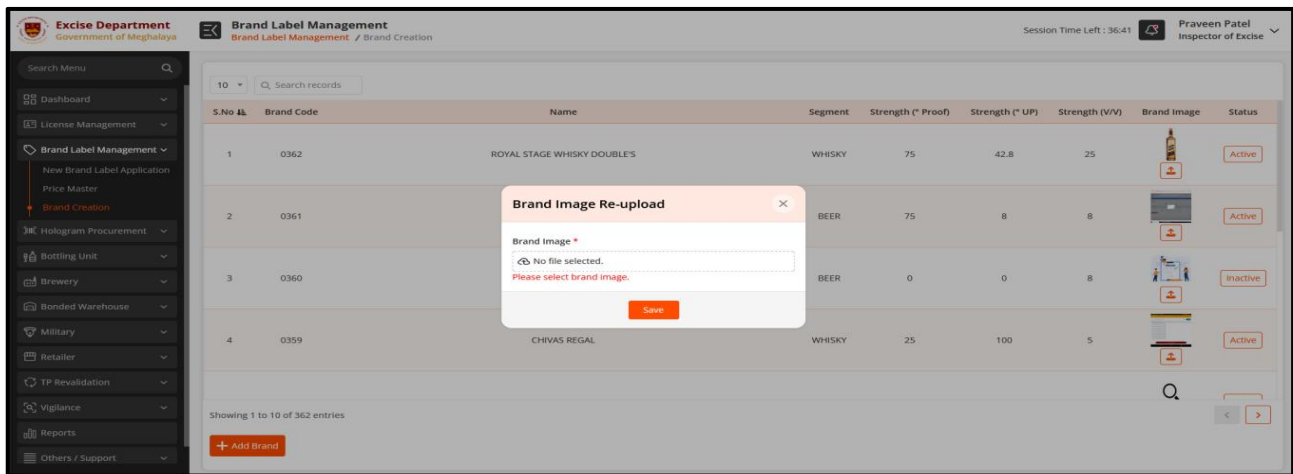


- After clicking the 'OK' button, the new brand details will be shown on the next screen.

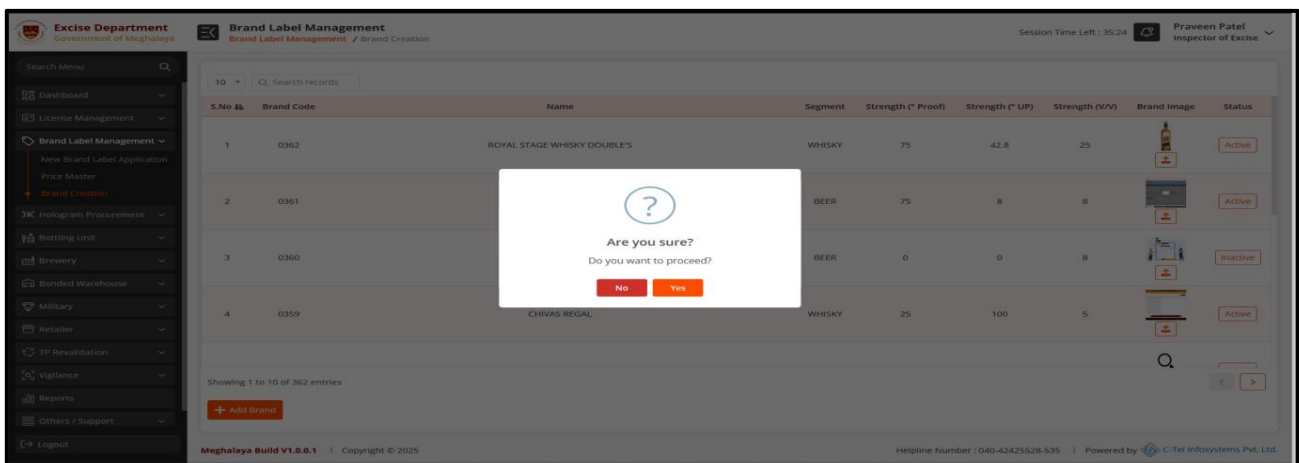


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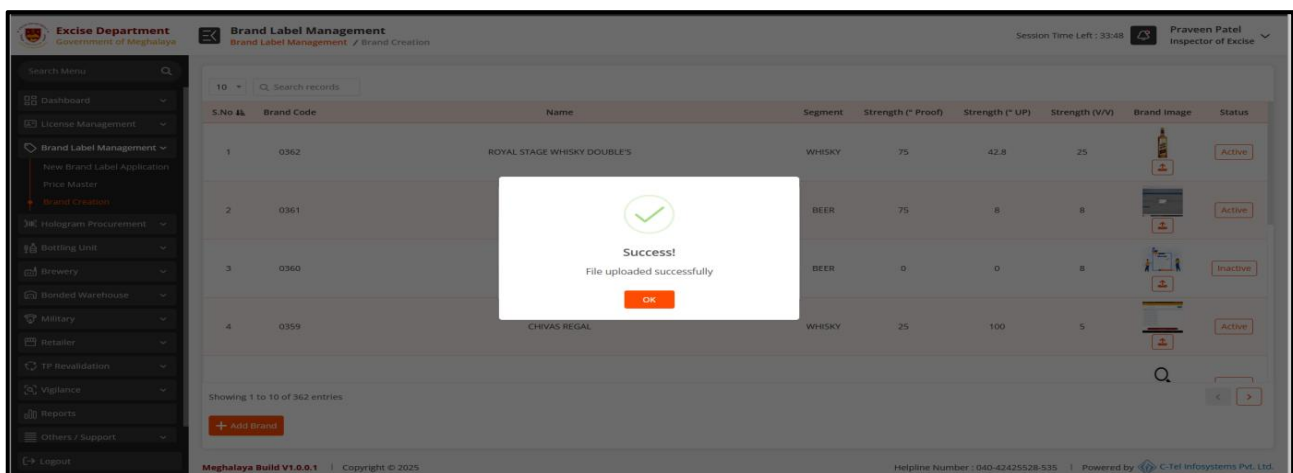
- User can re-upload the brand image by clicking the upload icon. The next screen will then be displayed.



- After uploading the brand image, click the Save button. A confirmation pop-up window will appear.

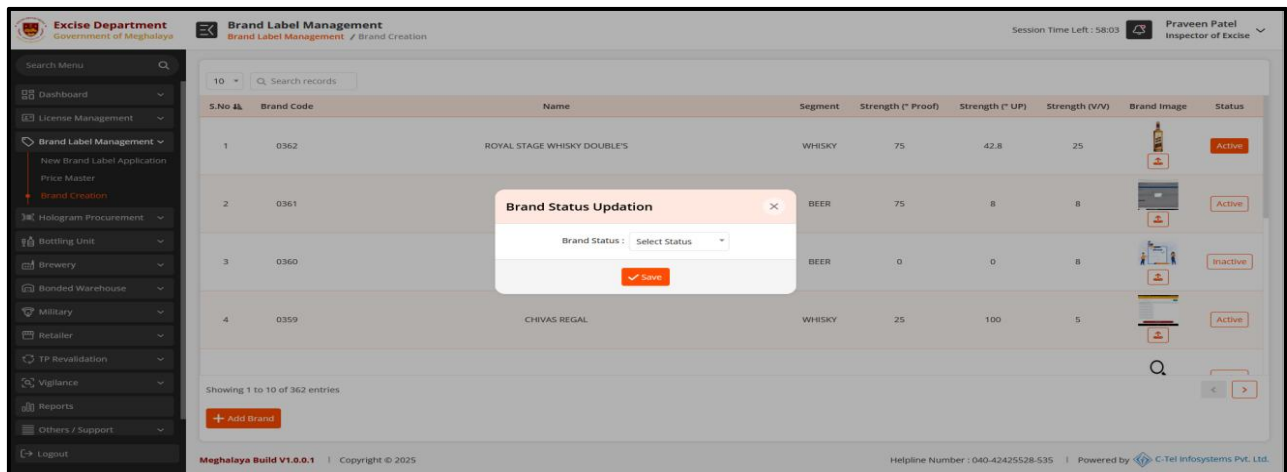


- After clicking the Yes button in the confirmation pop-up window, a success alert message will be displayed.

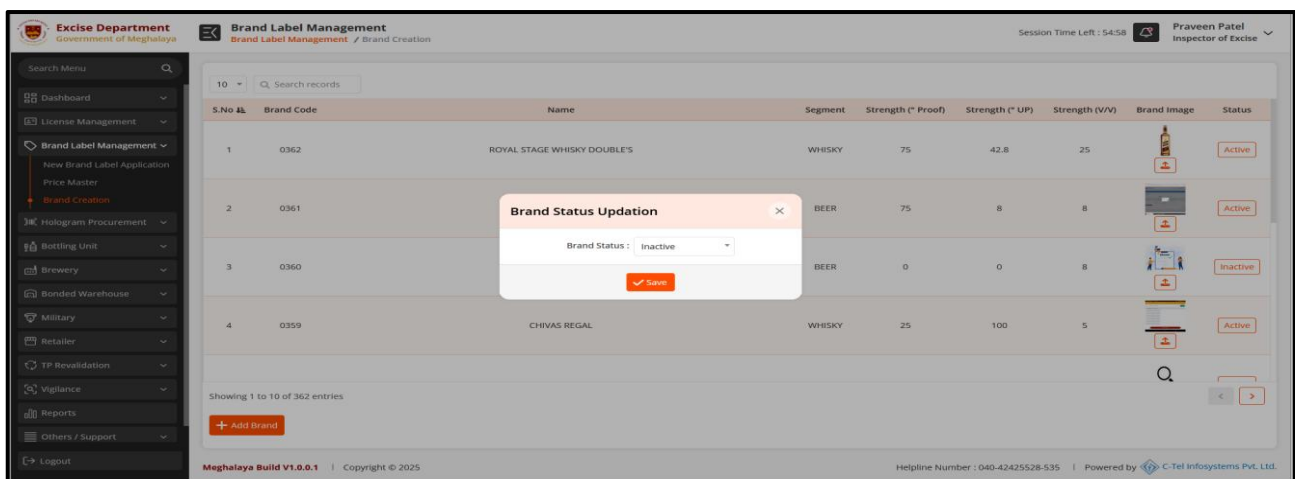


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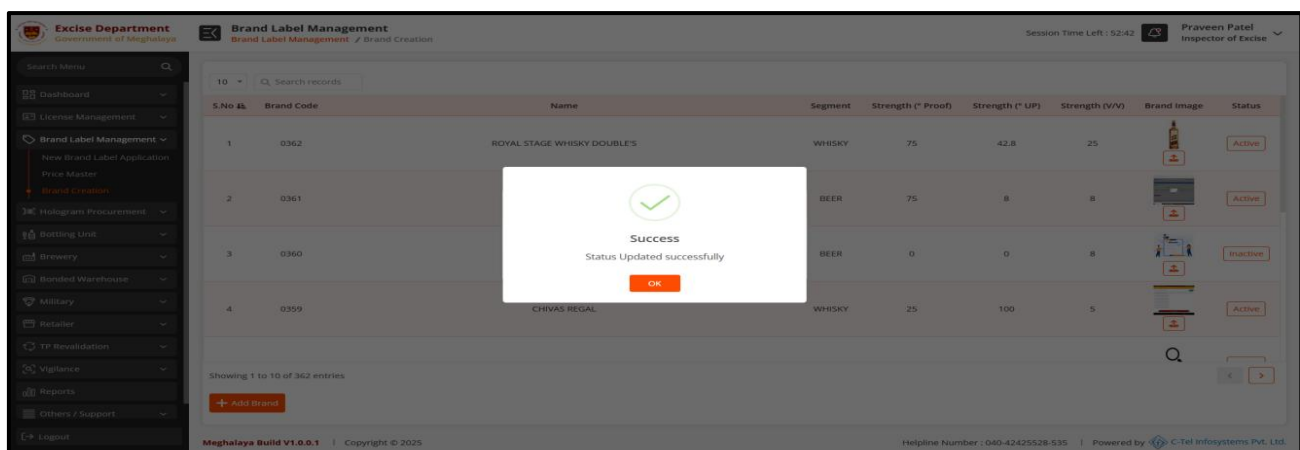
- The user can deactivate the brand by clicking the Active button. The next screen will then appear.



- After clicking the Active button, the following screen will be displayed. To proceed, click the Brand Status drop-down, select 'Inactive', and then click the Save button.

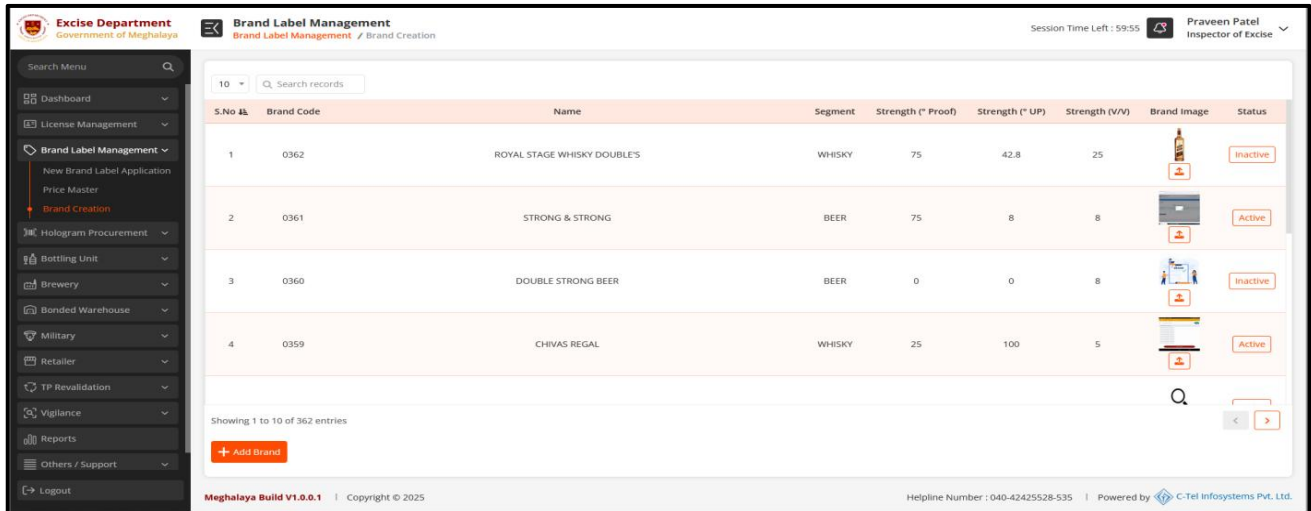


- After clicking the Save button, the following screen will be displayed.



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- After clicking the success pop-up window, the record will be updated and the following screen will be displayed.



The screenshot displays the 'Brand Label Management' interface. On the left is a dark sidebar with a 'Search Menu' and a list of navigation items: Dashboard, License Management, Brand Label Management (selected), New Brand Label Application, Price Master, Brand Creation (highlighted in orange), Hologram Procurement, Bottling Unit, Brewery, Bonded Warehouse, Military, Retailer, TP Revalidation, Vigilance, Reports, Others / Support, and Logout. The main content area has a header with 'Excise Department Government of Meghalaya', 'Brand Label Management / Brand Creation', and a session timer. Below the header is a table with columns: S.No, Brand Code, Name, Segment, Strength (" Proof), Strength (" UP), Strength (V/V), Brand Image, and Status. The table contains four entries. Below the table, it says 'Showing 1 to 10 of 362 entries' and includes an 'Add Brand' button. The footer contains 'Meghalaya Build V1.0.0.1 | Copyright © 2025', a helpline number, and 'Powered by C-Tel Infosystems Pvt. Ltd.'.

S.No	Brand Code	Name	Segment	Strength (" Proof)	Strength (" UP)	Strength (V/V)	Brand Image	Status
1	0362	ROYAL STAGE WHISKY DOUBLE'S	WHISKY	75	42.8	25		Inactive
2	0361	STRONG & STRONG	BEER	75	8	8		Active
3	0360	DOUBLE STRONG BEER	BEER	0	0	8		Inactive
4	0359	CHIVAS REGAL	WHISKY	25	100	5		Active

----- Thank You -----