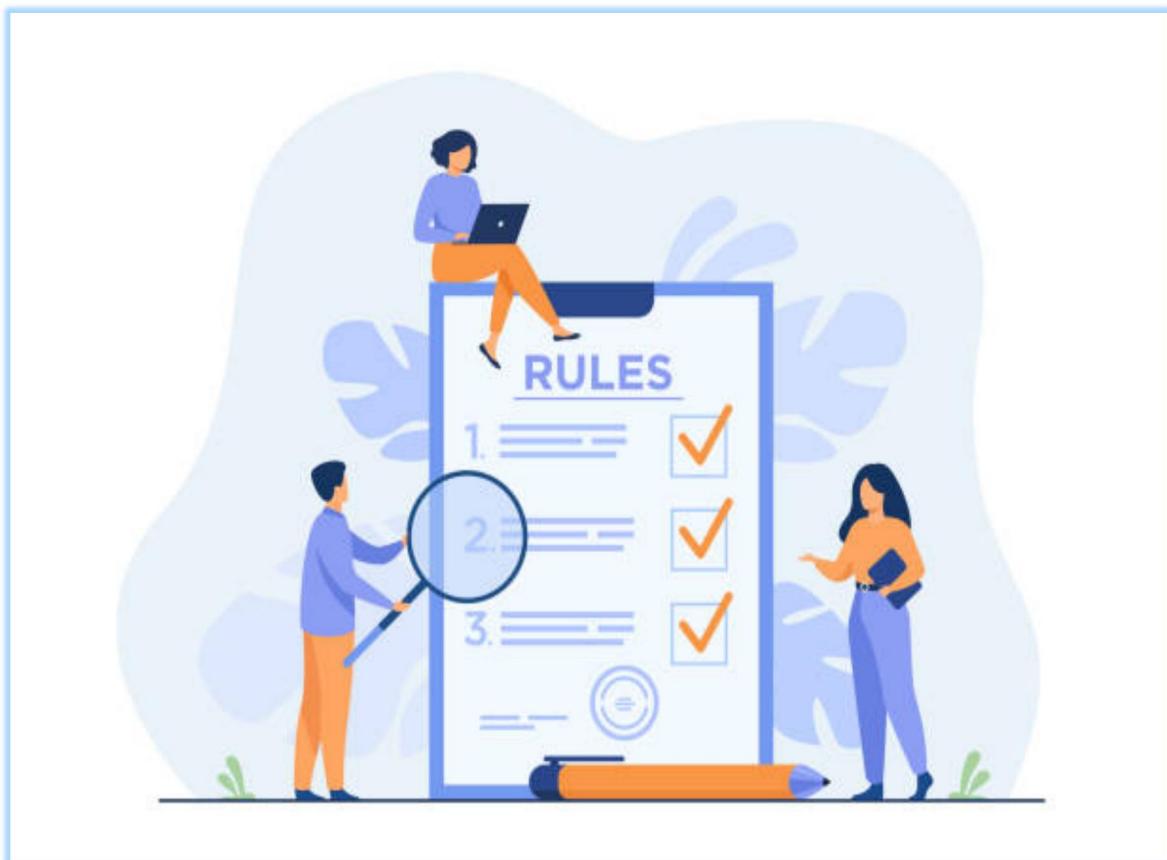




**Excise Department
Government of Meghalaya**



C-TEL INFOSYSTEM PVT.LTD.
Hyderabad , Telangana

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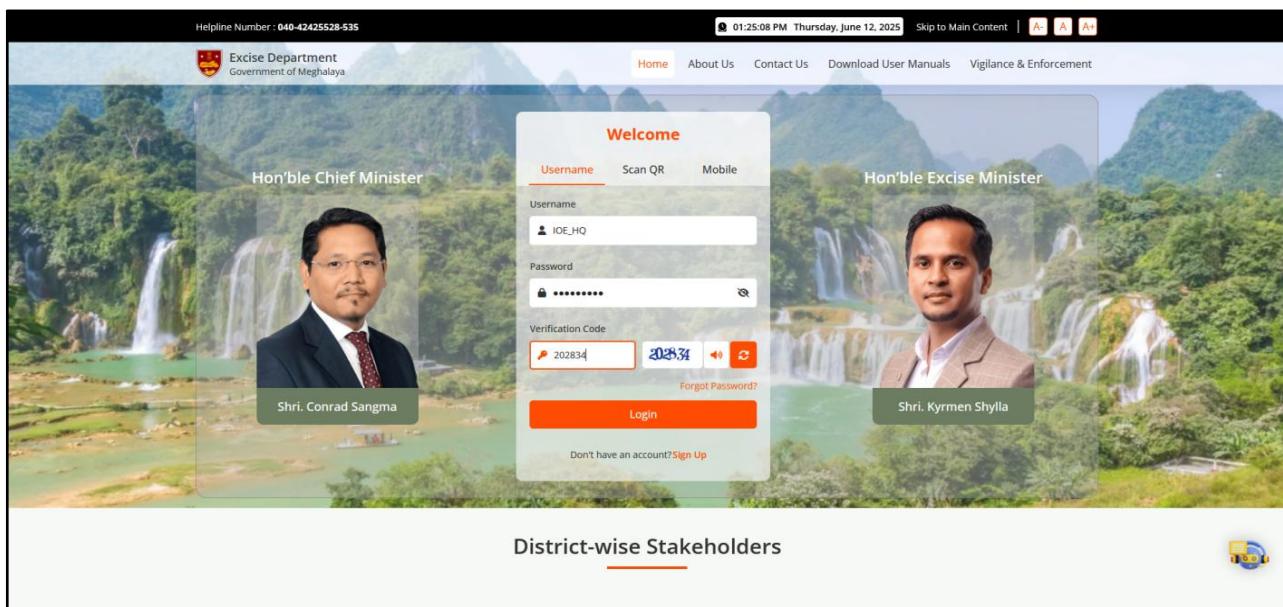
Brand Creation User Manual

Over View :

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

Brand Creation Process :

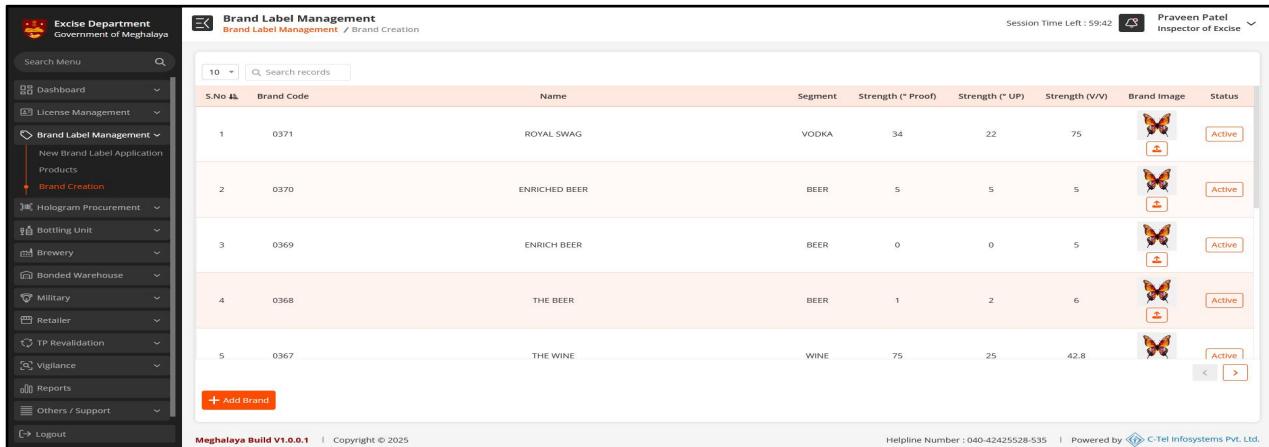
- Login to the application by visiting the provided URL and entering valid IOE credentials.



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

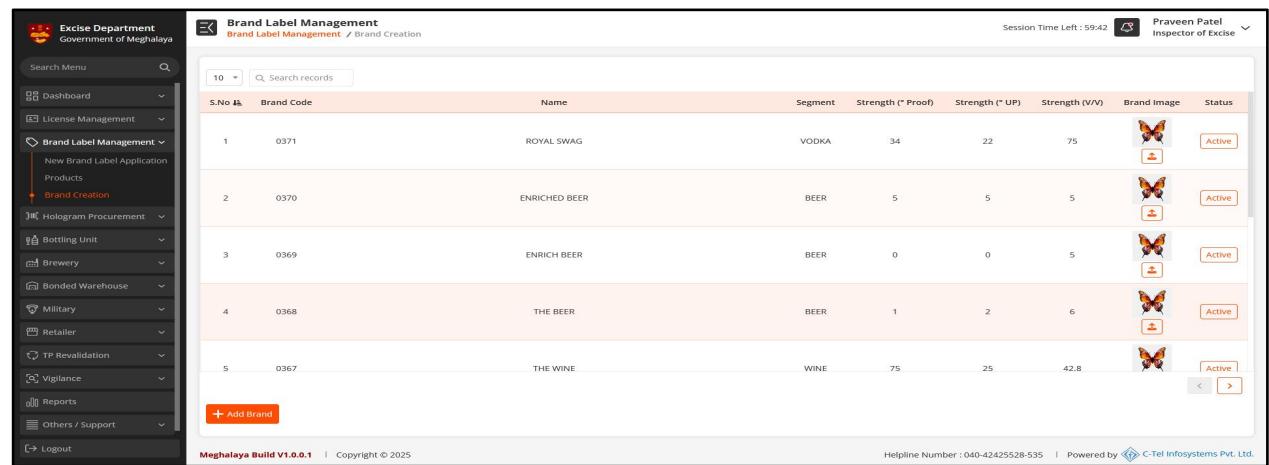
Brand Creation User Manual

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



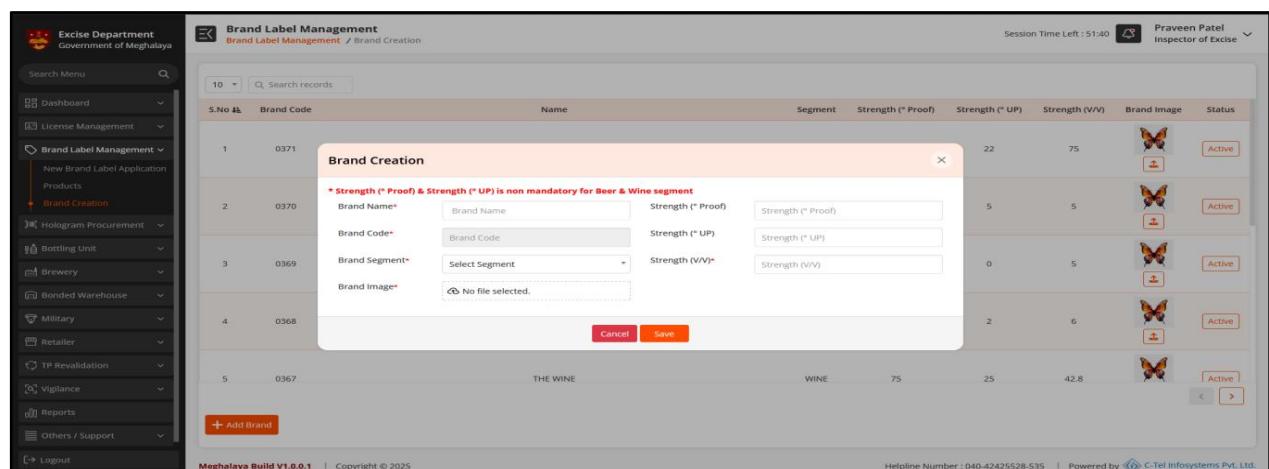
The screenshot shows the 'Brand Label Management' section of the application. The sidebar on the left contains links for Dashboard, License Management, Brand Label Management (with sub-links for New Brand Label Application, Products, and Brand Creation), Hologram Procurement, Bottling Unit, Brewery, Bonded Warehouse, Military, Retailer, TP Validation, Vigilance, Reports, and Others / Support. The main content area displays a table of brands with columns for S.No, Brand Code, Name, Segment, Strength (* Proof), Strength (* UP), Strength (V/V), Brand Image, and Status. The table contains five entries: ROYAL SWAG (VODKA, 34, 22, 75, Active), ENRICHED BEER (BEER, 5, 5, 5, Active), ENRICH BEER (BEER, 0, 0, 5, Active), THE BEER (BEER, 1, 2, 6, Active), and THE WINE (WINE, 75, 25, 42.8, Active). A red '+ Add Brand' button is located at the bottom left of the table. The header includes session time left (59:42), user name (Praveen Patel, Inspector of Excise), and a C-Tel Infosystems logo.

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



This screenshot is identical to the one above, showing the 'Brand Label Management' page with the '+ Add Brand' button highlighted in red to indicate the user action.

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



The screenshot shows the 'Brand Creation' pop-up window overlaid on the main 'Brand Label Management' table. The pop-up has fields for Brand Name*, Brand Code*, Brand Segment*, and Brand Image*. It also includes 'Strength (* Proof)', 'Strength (* UP)', and 'Strength (V/V)' fields. A note at the top of the pop-up states: '* Strength (* Proof) & Strength (* UP) is non mandatory for Beer & Wine segment'. At the bottom of the pop-up are 'Cancel' and 'Save' buttons. The main table in the background shows the same list of brands as the previous screenshots.

Brand Creation User Manual

- 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 Label Management

Session Time Left : 52:37

Praveen Patel
Inspector of Excise

S.No	Brand Code	Name	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Brand Image	Status
1	0371	Brand Creation		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 Label Management

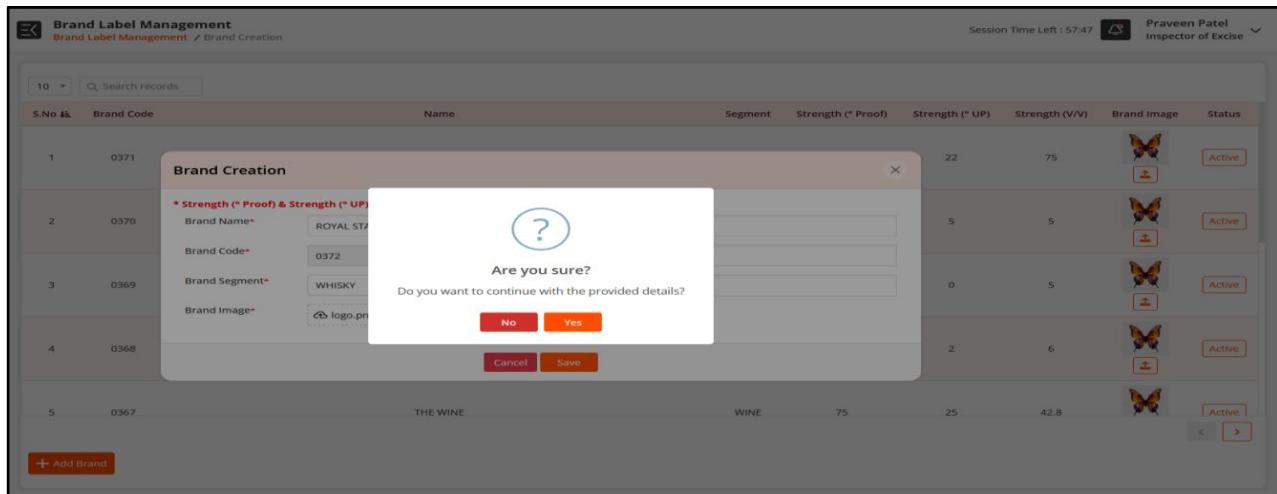
Session Time Left : 58:56

Praveen Patel
Inspector of Excise

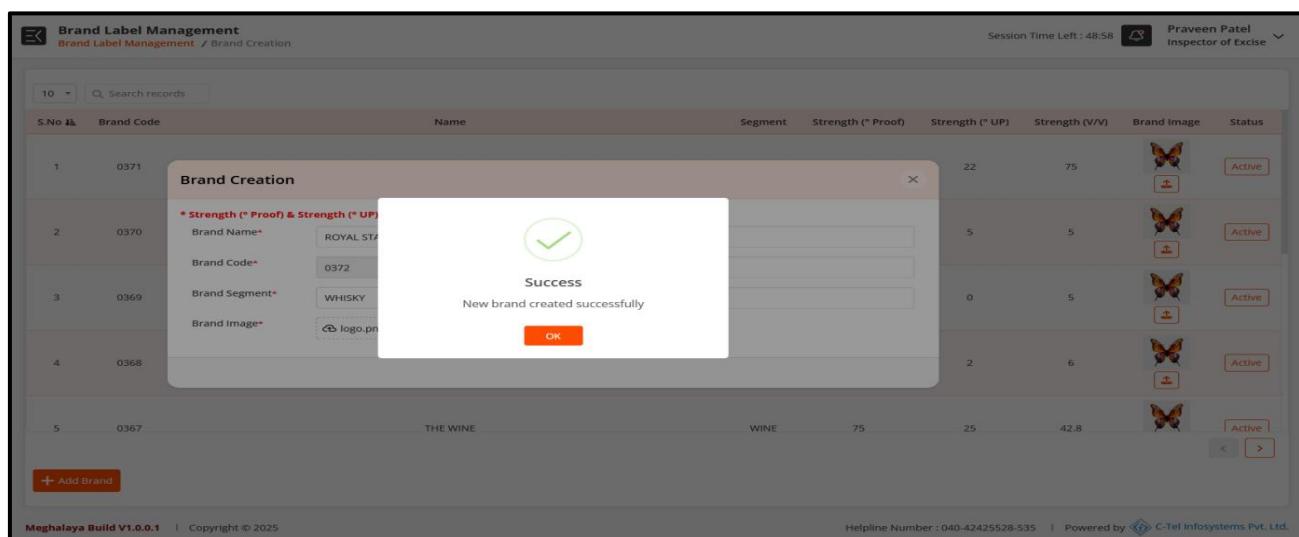
S.No	Brand Code	Name	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Brand Image	Status
1	0371	Brand Creation		22	75			Active
2	0370	ROYAL STAG WHISKY		5	5			Active
3	0369	0372	Strength (* UP)	25				Active
4	0368	WHISKY	Strength (V/V)*	42.80				Active
5	0367	THE WINE	WINE	75	25	42.8		Active

Brand Creation User Manual

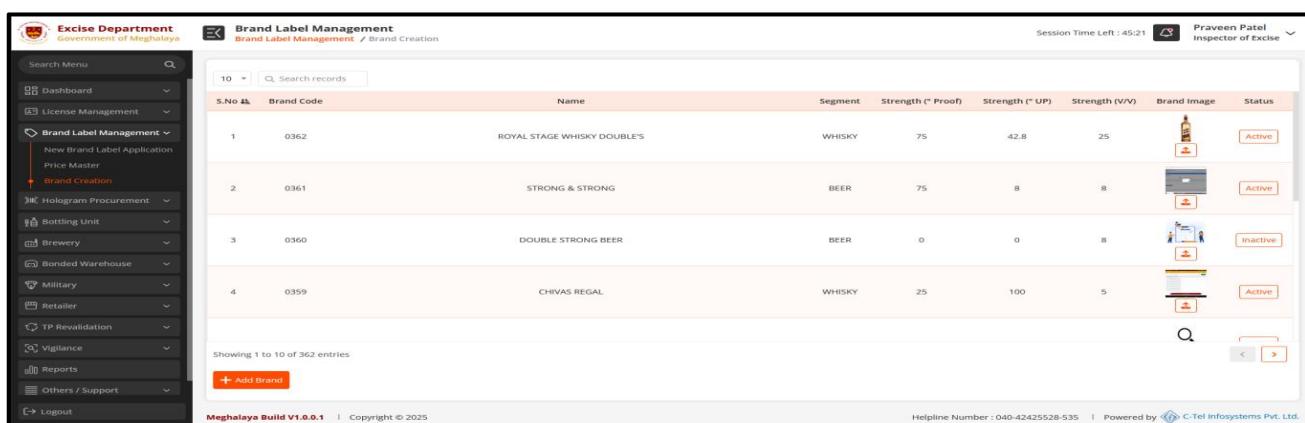
- After click on the 'Save' button, a confirmation pop-up window will appear, where the user need to click 'Yes' button , To save the new brand.



- 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.



Brand Creation User Manual

- 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.

Brand Creation User Manual

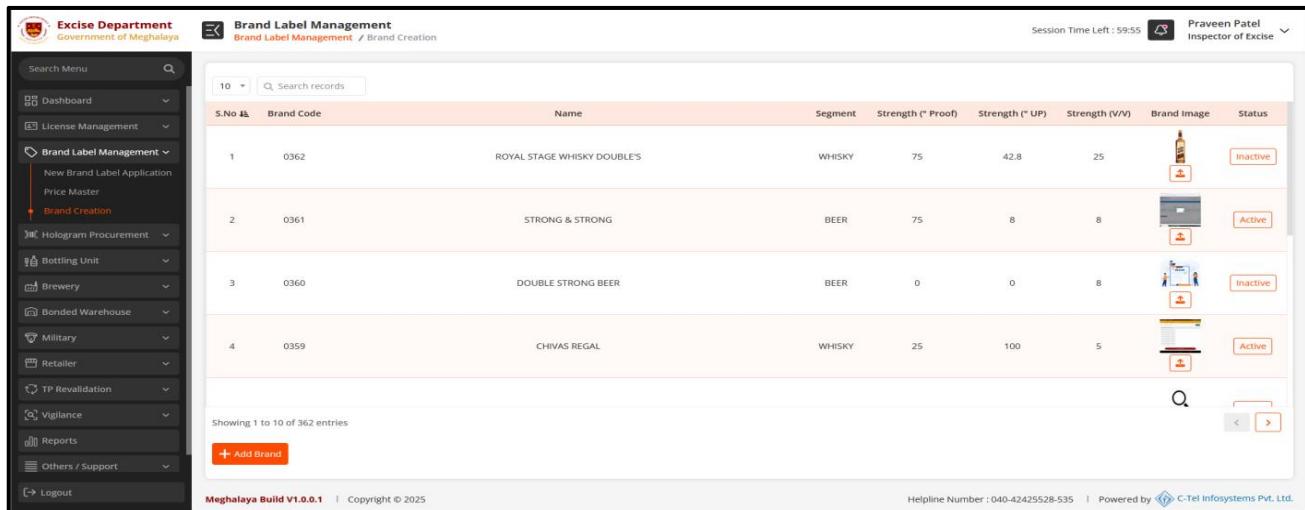
- The user can deactivate the brand by clicking the Active button. The next screen will then appear.

- 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.

Brand Creation User Manual

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



The screenshot shows a web-based application for 'Brand Label Management' under the 'Excise Department, Government of Meghalaya'. The user is 'Praveen Patel, Inspector of Excise'. The interface includes a sidebar with various menu items like 'Dashboard', 'License Management', 'Brand Label Management' (selected), 'Hologram Procurement', 'Bottling Unit', 'Brewery', 'Bonded Warehouse', 'Military', 'Retailer', 'TP Revalidation', 'Vigilance', 'Reports', 'Others / Support', and 'Logout'. The main content area displays a table of brands with columns: S.No, Brand Code, Name, Segment, Strength (^ Proof), Strength (^ UP), Strength (V/V), Brand Image, and Status. The table shows four entries:

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

At the bottom, there is a search bar, a 'Add Brand' button, and footer links for 'Meghalaya Build V1.0.0.1', 'Copyright © 2025', 'Helpline Number : 040-42425528-535', and 'Powered by C-Tel Infosystems Pvt. Ltd.'

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