

Brand & Label Registration User Manual



**Excise Department
Government of Meghalaya**



C-TEL INFOSYSTEM PVT.LTD.
Hyderabad , Telangana

Table of Content

1.Over View :	3
2.Brand & Label Registration Direct Approval Process :	3
3.Login to the application ,entering valid IOE credentials :	16
Label Application Print	19
Local Cost card	20
Label Final Print	20

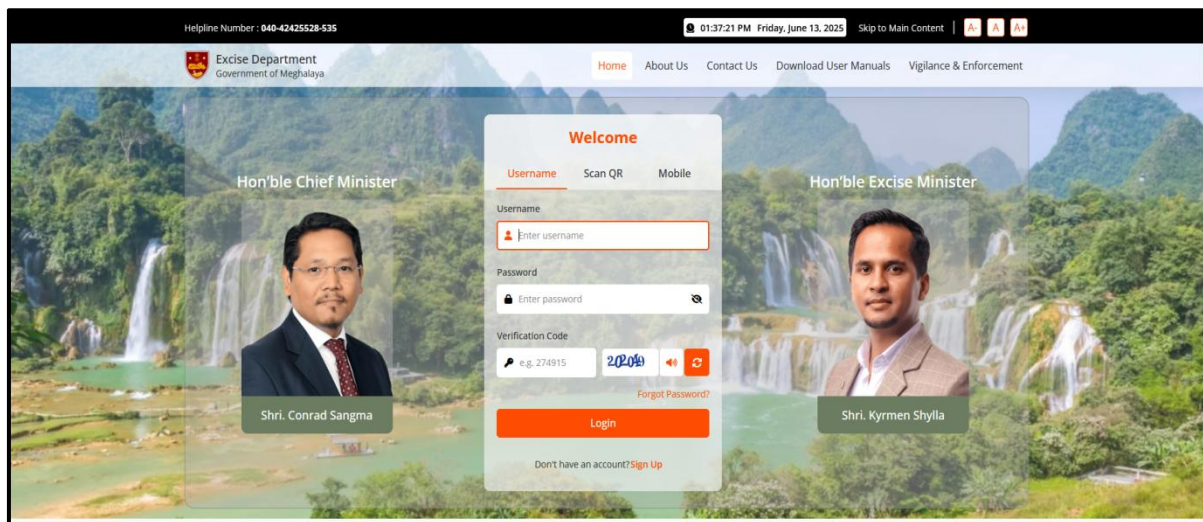
Brand & Label Registration User Manual

1. Over View :

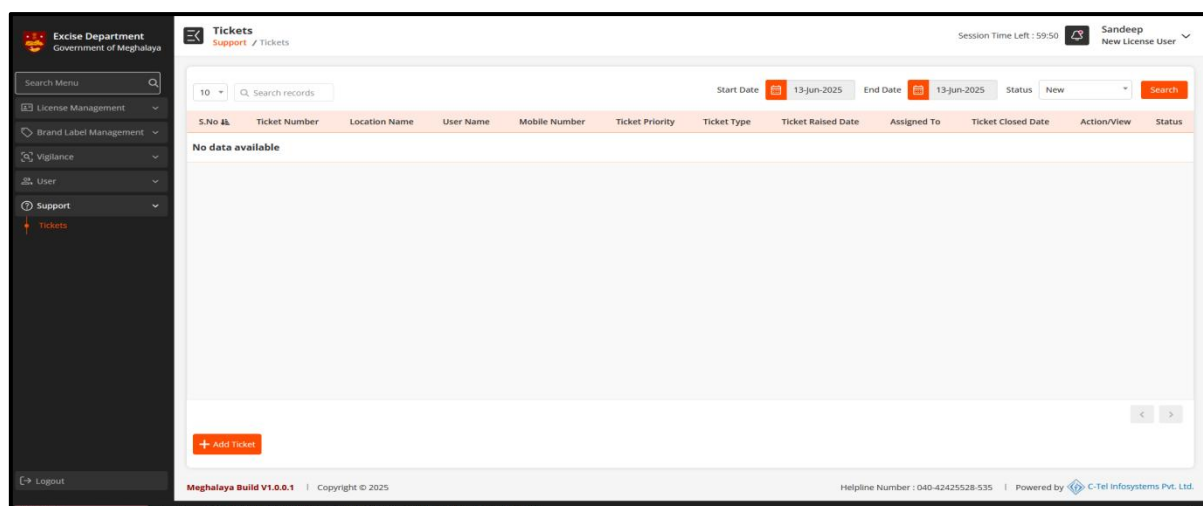
- This document provides a step-by-step guide for users on the brand & label registration process.

2. Brand & Label Registration Direct Approval Process :

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



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



Brand & Label Registration User Manual

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

The screenshot displays the 'New Brand Label Application' interface. On the left is a sidebar with a search menu and navigation options: License Management, Brand Label Management (expanded), New Brand Label Application, Products, Vigilance, User, and Support. The main area shows a table of applications with columns: S.no, Reference Number, Supplier Name, Submitted Date & time, Payment Status, Payment Details, Status, Label Details, Remarks, and Print. The table contains 7 rows of data. At the bottom, there is a '+ Brand Label Application' button. The footer includes 'Meghalaya Build V1.0.0.1 | Copyright © 2025' and 'Helpline Number : 040-42425528-535 | Powered by C-Tel Infosystems Pvt. Ltd.'.

S.no	Reference Number	Supplier Name	Submitted Date & time	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA10140606257113	MANUFACUTRING ORGANIZATION	06-jun-2025 10:57:02 AM	N/A	N/A	In progress	View Cancel	View	
2	LA10140506256927	MANUFACUTRING ORGANIZATION	05-jun-2025 02:35:45 PM	N/A	Make Label Payment	Forwarded for Payment	View	View	
3	LA10140506256838	MANUFACUTRING ORGANIZATION	05-jun-2025 02:33:02 PM	Success	View	Forwarded to Inspector of Excise	View	View	
4	LA1016040625174	HOMEMADE ORGANIZATION	04-jun-2025 06:30:05 PM	N/A	N/A	Forwarded to Inspector of Excise	View	View	
5	LA10140406256679	MANUFACUTRING ORGANIZATION	04-jun-2025 04:54:38 PM	Success	View	Forwarded to Inspector of Excise	View	View	
6	LA10140406256559	MANUFACUTRING ORGANIZATION	04-jun-2025 03:52:22 PM	N/A	N/A	In progress	View Cancel	View	
7	LA10140406256454	MANUFACUTRING ORGANIZATION	04-jun-2025 03:49:41 PM	N/A	N/A	In progress	View Cancel	View	

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

This screenshot is identical to the one above, showing the 'New Brand Label Application' interface with a list of 7 applications and the '+ Brand Label Application' button at the bottom.

- After clicking the '[+ Brand Label Application]' button, a new tab will open the Brand Label Application.

The screenshot shows the 'Brand Label Application' form. It includes fields for 'Name Of Company', 'Select Supplier', 'Application Type', and 'Financial Year' (set to 2025-2026). Below these are two main sections: 'Brand Name' and 'Size & Price Details'. The 'Brand Name' section has fields for Brand Name, Brand Number, Segment, and Strength (° Proof, ° UP, V/V). The 'Size & Price Details' section has fields for Issued For, State, Size, Pack Type, Ex Bond Price, Profit Margin%, and Brand Barcode. At the bottom, there are buttons for 'Remove Row', '+ New Row', 'Cancel', and 'Save'.

Brand & Label Registration User Manual

Application Type : drop-down list includes two options:

- **Existing Label Registration :-**

For labels already in the system. Users need choose the option from drop-down list as "Existing Label Registration" as the application type.

Name of Company Drop-down List

- Displays eligible manufacturing unit types for brand registration in the drop-down list. ('Bottling Unit ' , 'Brewery ' , ' Home-Made Wine ' , ' Import ').

3. Brand Name :

- User needs to enter a valid brand number or name in the field and select an option.
- Based on the brand number / name, the system will auto-fetch the brand number , segment and also strength.

The screenshot shows the 'Brand Label Application' form. At the top, there's a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Brand Label Application'. The session time is 59:31, and the user is Sandeep, a New License User. The form has several fields: 'Name Of Company*' (set to 'MANUFACTURING ORGANIZATION (1014) - IMFL'), 'Application Type*' (set to 'Existing Label Registration'), and 'Financial Year' (set to '2025-2026'). Below these is a table with columns: 'Brand Name', 'Brand Number', 'Segment', 'Strength (* Proof)', 'Strength (* UP)', 'Strength (V/V)', 'Size & Price Details', 'Issued For', 'State', 'Size', 'Pack Type', 'Ex Bond Price', 'Profit Margin%', and 'Brand Bar'. The table is currently empty. At the bottom left of the table, there are buttons for 'Remove Row' and 'New Row'. At the bottom right, there are 'Cancel' and 'Save' buttons.

- To add multiple brands, the user can click the (+ New Row) button on the left side of the page.

This screenshot is similar to the previous one, but it shows the 'Brand Name' field in the table. The 'Brand Name' field is now populated with 'Brand Name'. The 'Brand Number' field is also populated with 'Brand Number'. The 'Segment' field is set to 'Segment'. The 'Strength (* Proof)' field is set to '*Proof'. The 'Strength (* UP)' field is set to '*UP'. The 'Strength (V/V)' field is set to 'V/V'. The 'Size & Price Details' field is set to 'Size & Price Details'. The 'Issued For' field is set to 'Select'. The 'State' field is set to 'Select'. The 'Size' field is set to 'Select'. The 'Pack Type' field is set to 'Select'. The 'Ex Bond Price' field is set to 'Ex Bond Price'. The 'Profit Margin%' field is set to 'Profit'. The 'Brand Bar' field is set to 'Brand Barcode'. The 'New Row' button is still visible at the bottom left of the table.

Brand & Label Registration User Manual

- To remove brands, select the individual checkbox beside each brand on the left and click the (- Remove Row) button. The first row cannot be removed but it can be edited.

The screenshot shows the 'Brand Label Application' form. At the top, there are fields for 'Name Of Company*' (MANUFACTURING ORGANIZATION (1014) - IMFL), 'Application Type*' (Existing Label Registration), and 'Financial Year' (2025-2026). Below these is a table with columns: Brand Name, Brand Number, Segment, Strength (* Proof), Strength (* UP), Strength (V/V), Issued For, State, Size, Pack Type, Ex Bond Price, Profit Margin%, and Brand Bar. The first row is highlighted in orange and contains the text 'ROYAL STAGE WHISKY DOL'. Below this row, there are two more rows, each with a checkbox and the text 'Brand with segment combination already taken'. At the bottom of the table, there are buttons for 'Remove Row' and 'New Row'. On the right side, there are buttons for 'Cancel' and 'Save'.

- To add multiple entries for the same brand the user can click the (+ New Row) button on the right side of the page.

The screenshot shows the 'Brand Label Application' form with a table containing multiple rows. The table has columns: Strength (* Proof), Strength (* UP), Strength (V/V), Issued For, State, Size, Pack Type, Ex Bond Price, Profit Margin%, Brand Barcode, Category, Cost Card, and Action. The first row is highlighted in orange and contains the text 'ROYAL STAGE WHISKY DOL'. Below this row, there are two more rows, each with a checkbox and the text 'Brand with segment combination already taken'. At the bottom of the table, there are buttons for 'Remove Row' and 'New Row'. On the right side, there are buttons for 'Cancel' and 'Save'.

Brand & Label Registration User Manual

For example:

User can select different values for the same brand, such as "Issued for," state, size, pack type, and ex-bond price.

- To remove a brand, select the checkbox next to it under the 'Issued For' column on the left, then click the (- Remove Row) button on the right. The first row cannot be removed, but you can edit it. After this, the next screen will appear.

Brand Label Application

Brand Label Management / New Brand Label Application / Brand Label Application

Session Time Left : 49:44

Sandeep Applicant

Name Of Company*MANUFACUTRING ORGANIZATION (1014) - IMFL

Application Type*Existing Label Registration

Financial Year2025-2026

Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details							
						Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Bar	
<input type="checkbox"/>	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	<input type="checkbox"/> Select Issued For	Select	Select Size	Select Pack Type	Ex Bond Price	Profit	Brand Barco
<input type="checkbox"/>	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barco
<input type="checkbox"/>	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barco
<input checked="" type="checkbox"/>	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond Price	Profit I	Brand Barco
<input type="checkbox"/>	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barco
<input type="checkbox"/>	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barco
<input checked="" type="checkbox"/>	Brand Name	Brand Number	Segment	*Proof	*UP	V/V	<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond Price	Profit I	Brand Barco

- Remove Row

+ New Row

X Cancel

✓ Save

Brand Label Application

Brand Label Management / New Brand Label Application / Brand Label Application

Session Time Left : 48:01

Sandeep Applicant

Name Of Company*MANUFACUTRING ORGANIZATION (1014) - IMFL

Application Type*Existing Label Registration

Financial Year2025-2026

Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details									Action
			Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card	
75	42.8	25	<input type="checkbox"/> Select Issued For	Select	Select Size	Select Pack Type	Ex Bond Price	Profit	Brand Barcode	Category	Cost Card	+ New Row
			<input checked="" type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	- Remove Row
			<input checked="" type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	
			<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond Price	Profit I	Brand Barcode	Category	Cost Card	
75	42.8	25	<input checked="" type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	New Row
			<input checked="" type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	Remove Row
*Proof	*UP	V/V	<input type="checkbox"/> Select Issued For	Select State	Select Size	Select Pack Type	Ex Bond Price	Profit I	Brand Barcode	Category	Cost Card	New Row
												Remove Row

- Remove Row

+ New Row

X Cancel

✓ Save

Brand & Label Registration User Manual

- To register a new brand label, select an option from the drop-down list and enter the required values in the text fields.

For example :

- After select the brand name ,user need to scroll towards right side to continue.
- User need to choose the option from the drop-down list.
- If the user selects "Bottling Unit" or "Brewery" as the Name of Company, the issued for will be displayed on the screen accordingly.

The screenshot shows the 'Brand Label Application' form. The 'Name Of Company*' is set to 'MANUFACTURING ORGANIZATION (1014) - IMFL'. The 'Application Type*' is 'Existing Label Registration'. The 'Financial Year' is '2025-2026'. The 'Brand Name' is 'STAGE WHISKY DOL', 'Brand Number' is '0362', 'Segment' is 'WHISKY', 'Strength (* Proof)' is '75', 'Strength (* UP)' is '42.8', and 'Strength (V/V)' is '25'. The 'Issued For' dropdown menu is open, showing options: 'Local', 'Paramilitary Local', 'Export', 'Paramilitary Export', and 'Police Canteen'. The 'Size & Price Details' section includes fields for 'Ex Bond Price', 'Profit Margin%', and 'Brand Barcode'. The 'Remove Row' and 'New Row' buttons are visible at the bottom left.

- If the user selects "Import" as the Name of Company, the issued for will be displayed on the screen accordingly.

The screenshot shows the 'Brand Label Application' form. The 'Name Of Company*' is set to 'IMPORT ORGANIZATION OF PLANT (2004) - IMPORTER'. The 'Application Type*' is 'Existing Label Registration'. The 'Financial Year' is '2025-2026'. The 'Brand Name' is 'ROYAL STAGE WHISKY DOL', 'Brand Number' is '0362', 'Segment' is 'WHISKY', 'Strength (* Proof)' is '75', 'Strength (* UP)' is '42.8', and 'Strength (V/V)' is '25'. The 'Issued For' dropdown menu is open, showing options: 'Foreign (BIO)', 'Import', 'Military Canteen Import', and 'Paramilitary Import'. The 'Size & Price Details' section includes fields for 'Ex Bond Price', 'Profit Margin%', and 'Brand B'. The 'Remove Row' and 'New Row' buttons are visible at the bottom left.

Brand & Label Registration User Manual

- If the user selects "Home Made Wine" as the Name of Company, the issued for will be displayed on the screen accordingly.

The screenshot shows the 'Brand Label Application' form. At the top, there's a header with a back arrow, 'Brand Label Application', and a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Brand Label Application'. On the right, it says 'Session Time Left : 59:39' and 'Sandeep Applicant'. Below the header, there are input fields for 'Name Of Company*' (HOMEMADE ORGANIZATION (1016) - HOMEMADE WINE*), 'Application Type*' (Existing Label Registration), and 'Financial Year' (2025-2026). The main form area has a table with columns: Brand Name, Brand Number, Segment, Strength (* Proof), Strength (* UP), Strength (V/V), and Size & Price Details. The 'Size & Price Details' section includes 'Issued For', 'State', 'Size', 'Pack Type', 'Ex Bond Price', 'MRP', and 'Profit Margi'. The 'Issued For' dropdown menu is open, showing 'Select Issued For' and 'Home Made Wine'. At the bottom, there are 'Remove Row' and 'New Row' buttons, and 'Cancel' and 'Save' buttons.

For example : Types of Issued Options for Brand Sales.

Choose the right 'Issued For' option based on where and to whom you want to sell your products.

- a) To sell within the same state — choose **"Local"**.
- b) To sell outside the state — choose **"Export"**.
- c) To sell to another state — choose **"Import"**.
- d) To sell to foreign entities — choose **"Foreign (BIO)"**.
- e) To sell within the state to paramilitary units — choose **"Paramilitary Local"**.
- f) To sell to paramilitary forces in other states — choose **"Paramilitary Import"**.
- g) To sell outside the state to paramilitary forces — choose **"Paramilitary Export"**.
- h) To sell to military canteens in other states — choose **"Military Canteen Import"**.
- i) To sell to the Superintendent of Police or the 6th Battalion — choose **"Police Canteen"**.
- j) To sell to Home Made wine— choose **"Home Made Wine"**.

Note: 5.State drop-down list classified into two type local and export.

If the '**Issued For**' option is one of the following :

- a) Local.
- b) Import.
- c) Foreign (BIO).
- d) Paramilitary Local.
- e) Paramilitary Import.
- f) Military Canteen Import.
- g) Police Canteen.

Brand & Label Registration User Manual

h) Home Made Wine Then, the **State** field will be **automatically set to 'Meghalaya'**.

The screenshot shows the 'Brand Label Application' form. At the top, there's a header with a back arrow, the title 'Brand Label Application', and a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Brand Label Application'. On the right, it says 'Session Time Left : 58:09' and 'Sandeep Applicant'. Below the header, there are fields for 'Name Of Company*' (MANUFACTURING ORGANIZATION (1014) - IMFL), 'Application Type*' (Existing Label Registration), and 'Financial Year' (2025-2026). The main section is titled 'Size & Price Details' and contains a table with columns: 'Issued For', 'State', 'Size', 'Pack Type', 'Ex Bond Price', 'Profit Margin%', 'Brand Barcode', 'Category', and 'Cost Card'. There are three rows in the table, all with 'Meghalaya' in the 'State' column. The first row has 'Local' in the 'Issued For' column, the second has 'Paramilitary Local', and the third has 'Police Canteen'. Each row has a 'Cost Card' button. At the bottom right, there are buttons for '+ New Row', '- Remove Row', 'Cancel', and 'Save'.

If the '**Issued For**' option is:

- i) Export.
- j) Paramilitary Export Then, the **user must manually select the state from the drop-down list**.

The screenshot shows the 'Brand Label Application' form with the 'Issued For' dropdown set to 'Paramilitary Export'. The 'State' field is open, showing a list of states: Andaman and Nicobar Islands-UT, Andhra Pradesh, Arunachal Pradesh, Assam, and Bihar. The 'Cost Card' button is visible for each row. At the bottom right, there are buttons for '+ New Row', '- Remove Row', 'Cancel', and 'Save'.

Brand & Label Registration User Manual

- After Selecting an option from the drop-down list and enter the value manually in the respective field.

Brand Label Application
Brand Label Management / New Brand Label Application / Brand Label Application

Session Time Left : 53:00 Sandeep Applicant

Name Of Company* MANUFACTURING ORGANIZATION (1014) - IMFL Application Type* Existing Label Registration Financial Year 2025-2026

Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details										Action
			Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card		
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Glass	990	20	Brand Barcode	Deluxe Prestige Brand	Cost Card		
75	25	42.8	<input type="checkbox"/> Local	Meghalaya	750 X 12	Pet Bottle	1390	20	Brand Barcode	Deluxe Premium Brand	Cost Card	+ New Row	
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Tetra Pack	2500	20	Brand Barcode	Semi Premium Brand	Cost Card	- Remove Row	
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Aseptic	4000	20	Brand Barcode	Premium Brand	Cost Card		
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Can	10000	20	Brand Barcode	Super Premium Brand	Cost Card		

- Remove Row + New Row X Cancel ✓ Save

- After clicking the [Cost Card] button , a Pop-up window will be displayed.

Brand Label Application
Brand Label Management / New Brand Label Application / Brand Label Application

Session Time Left : 50:17 Sandeep Applicant

Name Of Company* MANUFACTURING ORGANIZATION (1014) - IMFL Application Type* Existing Label Registration Financial Year 2025-2026

Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details										Action
			Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card		
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Glass	990	20	Brand Barcode	Deluxe Prestige Brand	Cost Card		
75	25	42.8	<input type="checkbox"/> Local	Meghalaya	750 X 12	Pet Bottle	1390	20	Brand Barcode	Deluxe Premium Brand	Cost Card	+ New Row	
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Tetra Pack	2500	20	Brand Barcode	Semi Premium Brand	Cost Card	- Remove Row	
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Aseptic	4000	20	Brand Barcode	Premium Brand	Cost Card		
			<input type="checkbox"/> Local	Meghalaya	750 X 12	Can	10000	20	Brand Barcode	Super Premium Brand	Cost Card		

- Remove Row + New Row X Cancel ✓ Save

Cost Card

Brand Name	RARE ROYAL STAG WHISKY	VAT	651
Brand Number	0365	TPF	100
Pack Type	Glass	Literage Fee	10
Segment	WHISKY	Total TPF	110
Bottle Capacity	750	Profit Margin	564.2
Units per Case	12	Retailer Lifting Fee (RLF)	2
Brand Category	Deluxe Prestige Brand	Total per Case	3387.2
Ex Bond Price	990	MRP	282

- After clicking the [Cost Card] Icon. it will re-directed another window.

Local Cost Card

Brand Name	Segment	Bottle Capacity(ml)	Units Per Case	Category	Ex Bond Price	Ad Valorem Per Case	VAT Per Case	TPF Per Case	Literage Fee	Total TPF	Profit Margin	Retailer Lifting Fee (RLF)	Total Per Case	M.R.P
RARE WHISKY ROYAL STAG	WHISKY	750	12	Deluxe Prestige Brand	990	1070	651	100	10	110	564.2	2	3387.2	282

This report is generated by Sandeep (New License User) on 18-Jun-2025 at 04:58:02 PM

Brand & Label Registration User Manual

- After click on the 'Save' button, a success pop-up message will be displayed and user need to click on the 'OK' button, To save the new brand registration.

The screenshot shows the 'Brand Label Application' interface. At the top, there's a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Brand Label Application'. Below this, there are filters for 'Name of Company' (MANUFACTURING ORGANIZATION (1014) - IMFL), 'Application Type' (Existing Label Registration), and 'Financial Year' (2025-2026). A table titled 'Size & Price Details' is visible, with columns for 'Strength (* Proof)', 'Strength (* UP)', 'Strength (V/V)', 'Issued For', 'State', 'Size', 'Pack Type', 'Ex Bond Price', 'Profit Margin%', 'Brand Barcode', 'Category', and 'Cost Card'. A success pop-up message is centered on the screen, stating 'Success! Application added successfully' with an 'OK' button.

- After clicking 'OK,' the next screen will appear.

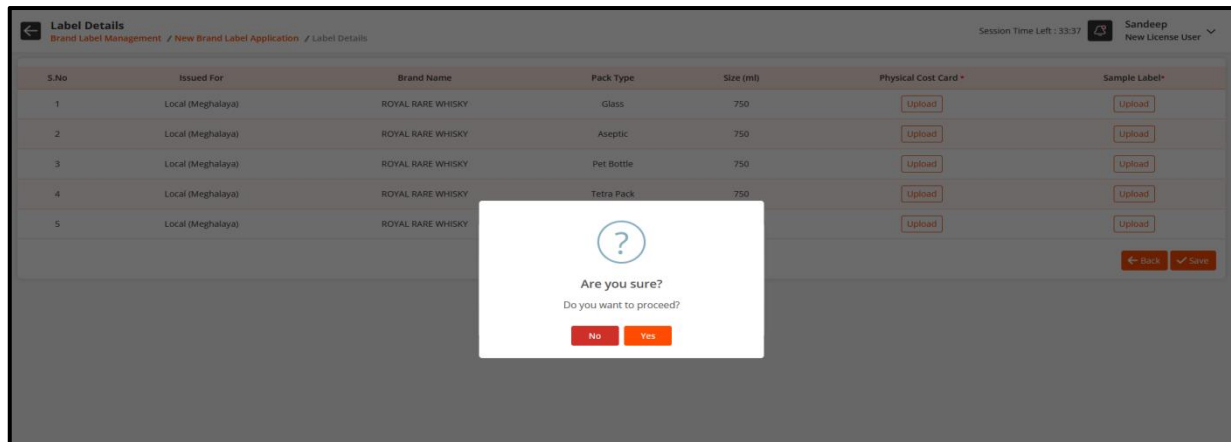
The screenshot shows the 'Label Details' interface. At the top, there's a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Label Details'. Below this, there's a table with columns: 'S.No', 'Issued For', 'Brand Name', 'Pack Type', 'Size (ml)', 'Physical Cost Card', and 'Sample Label'. The table contains five rows of data for 'ROYAL RARE WHISKY' with different pack types: Glass, Aseptic, Pet Bottle, Tetra Pack, and Can. Each row has an 'Upload' button next to the 'Physical Cost Card' and 'Sample Label' columns. At the bottom right, there are 'Back' and 'Save' buttons.

- User needs to upload the file in the physical cost card, click on the 'Upload' button, in the pop-up window, select 'No file selected,' then click on the 'Upload' button.

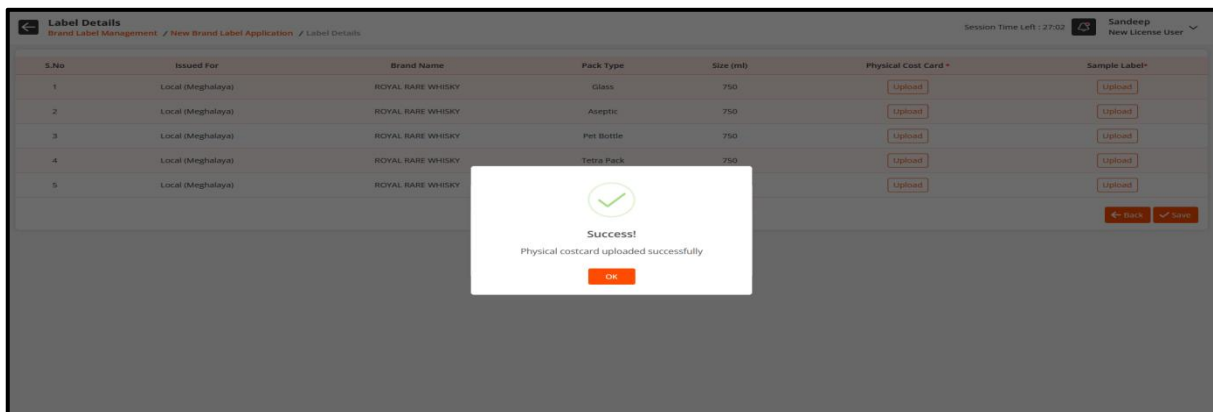
The screenshot shows the 'Label Details' interface with a 'Physical Cost Card' upload pop-up. The pop-up has a title bar 'Physical Cost Card' and a close button. It contains a 'Document' field with a file icon and the text 'No file selected.' Below this is an 'Upload' button. The background table is the same as in the previous screenshot, showing five rows of label data.

Brand & Label Registration User Manual

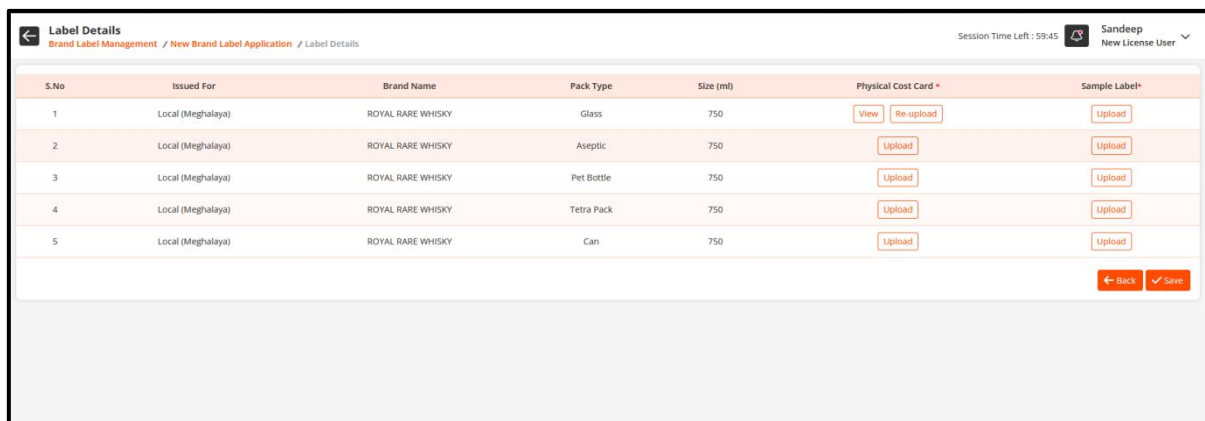
- After click on the 'Upload' button, a confirmation pop-up window will appear, where the user need to click 'Yes' button , To upload the file.



- After click on the 'Yes' button, the next screen will appear.



- After clicking 'Upload file ,' the next screen will appear.
To re-upload,click on the re-upload button , a pop window appear user need upload the file and click on the upload button and also click on the confirmation pop-up & success pop-up window.



Brand & Label Registration User Manual

- User needs to upload the file in the Sample Label, click on the 'Upload' button ,in the pop-up window , select 'No file selected' for both front and back fields.

The screenshot shows the 'Label Details' page with a table of label information. A pop-up window titled 'Sample Label Upload' is open, showing fields for 'Front' and 'Back' with a message 'No file selected.' and a 'Save' button.

S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	View Re-upload	View
2	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	View Re-upload	View
3	Local (Meghalaya)	ROYAL RARE WHISKY	Aseptic	750	View Re-upload	Upload
4	Local (Meghalaya)	ROYAL RARE WHISKY	Tetra Pack	750	View Re-upload	Upload
5	Local (Meghalaya)	ROYAL RARE WHISKY			View Re-upload	Upload
6	Local (Meghalaya)	ROYAL RARE WHISKY			View Re-upload	Upload

- After click on the 'Save' button, the next screen will appear.

The screenshot shows the 'Label Details' page with a success message pop-up. The message says 'Success! Sample label(s) uploaded successfully' and has an 'OK' button.

S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	View Re-upload	Upload
2	Local (Meghalaya)	ROYAL RARE WHISKY	Aseptic	750	Upload	Upload
3	Local (Meghalaya)	ROYAL RARE WHISKY	Pet Bottle	750	Upload	Upload
4	Local (Meghalaya)	ROYAL RARE WHISKY	Tetra Pack	750	Upload	Upload
5	Local (Meghalaya)	ROYAL RARE WHISKY			Upload	Upload

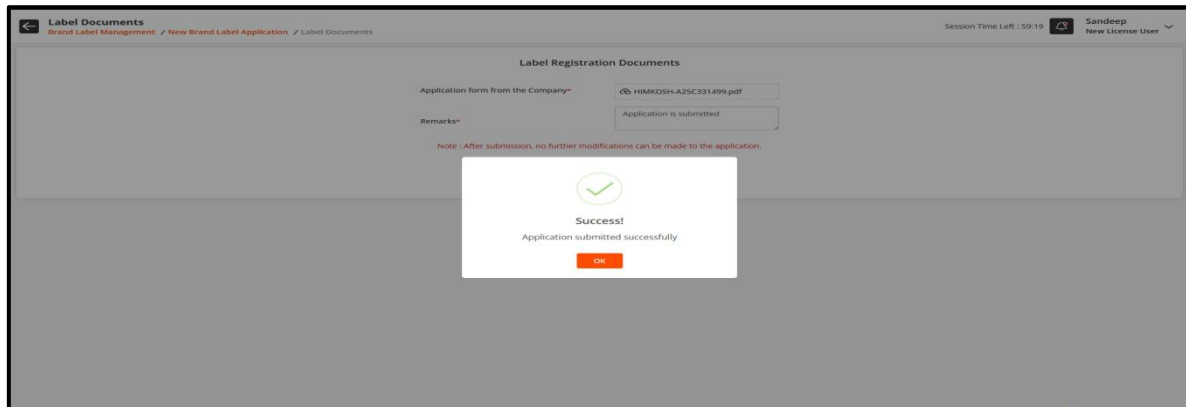
- After click on the 'OK' button, the next screen will appear.

The screenshot shows the 'Label Details' page with the updated table of label information. The 'Sample Label' column now shows 'View' for all rows.

S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	View Re-upload	View
2	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	View Re-upload	View
3	Local (Meghalaya)	ROYAL RARE WHISKY	Aseptic	750	View Re-upload	View
4	Local (Meghalaya)	ROYAL RARE WHISKY	Tetra Pack	750	View Re-upload	View
5	Local (Meghalaya)	ROYAL RARE WHISKY	Pet Bottle	750	View Re-upload	View
6	Local (Meghalaya)	ROYAL RARE WHISKY	Can	750	View Re-upload	View

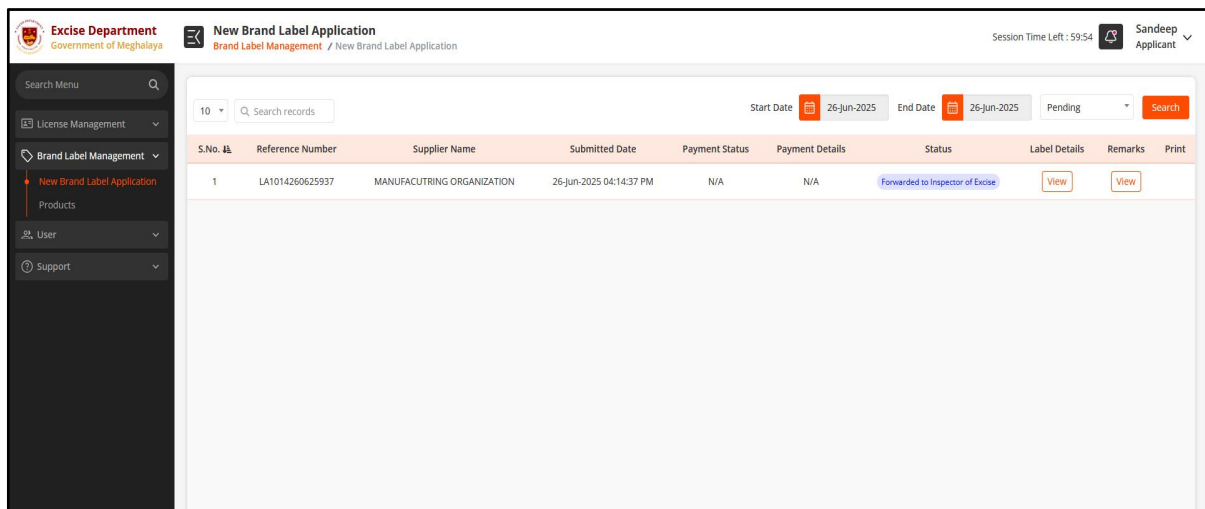
Brand & Label Registration User Manual

- After clicking the Save button, navigate to the 'Label Documents' page.
- User need to click on the “No file selected” and providing remarks in the text field , and then click the Submit button.
- After click on the 'Submit' button, the next screen will appear.



The screenshot shows the 'Label Documents' page. At the top, there's a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Label Documents'. The main heading is 'Label Registration Documents'. Below this, there are two input fields: 'Application form from the Company*' with a file icon and 'Remark*' with a text area. The file field contains 'HIMKOSH-A25C331499.pdf' and the remark field contains 'Application is submitted'. A note below the fields states: 'Note : After submission, no further modifications can be made to the application.' A large green checkmark icon is centered on the screen with the text 'Success! Application submitted successfully' and an 'OK' button below it.

- After click on the 'OK' button, the next screen will appear.



The screenshot shows the 'New Brand Label Application' page. The header includes the 'Excise Department Government of Meghalaya' logo, the page title 'New Brand Label Application', and a breadcrumb trail 'Brand Label Management / New Brand Label Application'. The session time left is 59:54 and the user is Sandeep, a New License User. A search menu is on the left. The main content area has a search bar and filters for Start Date (26-Jun-2025), End Date (26-Jun-2025), and Status (Pending). Below the filters is a table with the following data:

S.No.	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1014260625937	MANUFACTURING ORGANIZATION	26-Jun-2025 04:14:37 PM	N/A	N/A	Forwarded to Inspector of Excise	View	View	Print

Brand & Label Registration User Manual

Note :

1. Application is submitted than it will forwarded to Inspector of Excise.

3.Login to the application ,entering valid IOE credentials :

Excise Department
Government of Meghalaya

Home About Us Contact Us Vigilance & Enforcement Download User Manuals

Hon'ble Chief Minister
Shri. Conrad Sangma

Welcome

User ID Scan QR Mobile

User ID
IOE_HQ

Password

Verification Code
PZJAL

Forgot Password?

Login

Don't have an account? Sign Up

Hon'ble Excise Minister
Shri. Kyrmen Shylla

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

Excise Department
Government of Meghalaya

Activity Dashboard
Dashboard / Activity Dashboard

Session Time Left : 59:41 Praveen Patel
Inspector of Excise

50 Pending Permits

92 Pending at District Office

67 Pending at Headquarters

17 Pending at Commissionerate

Pending Permits		Pending at District Office		Pending at Headquarters		Pending at Commissionerate	
Location	Count	Process Name	Pending at	Count	Process Name	Pending at	Count
Bottling Unit Local	1	License Registration	Superintendent of Excise	48	License Registration	Dealing Assistant	4
Central Bonded Warehouse	8	License Registration	Deputy Superintendent of Excise	1	CSD Non Local License Registration	Dealing Assistant	3
State Bonded Warehouse	5	License Registration	Deputy Commissioner	2	Central Bonded Warehouse Permits	Dealing Assistant	1
Military Canteen	19	License Registration	Assistant Commissioner	14	State Bonded Warehouse Permits	Dealing Assistant	3
Paramilitary	4	License Registration	Inspector of Excise (IOE)	2	CSD Non Local License Registration	Assistant Commissioner	2
Retailer	13	Temporary Bar License Registration	Superintendent of Excise	1	Central Bonded Warehouse Permits	Assistant Commissioner	6
		Paramilitary Permits	Superintendent of Excise	4	State Bonded Warehouse Permits	Assistant Commissioner	5
Grand Total	50	Grand Total		92	Grand Total		67

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

Excise Department
Government of Meghalaya

New Brand Label Application
Brand Label Management / New Brand Label Application

Session Time Left : 59:40 Praveen Patel
Inspector of Excise

10 Search records

Start Date 26-jun-2025 End Date 26-jun-2025 Pending Search

S.No.	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1014260625937	MANUFACTURING ORGANIZATION	26-jun-2025 04:14:37 PM	N/A	N/A	Forwarded to Inspector of Excise			

Showing 1 to 1 of 1 entries

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Brand & Label Registration User Manual

- To approve the brand label registration, the user needs to click the '[View]' button.

Excise Department
Government of Meghalaya

New Brand Label Application
Brand Label Management / New Brand Label Application

Session Time Left: 59:49 | Praveen Patel, Inspector of Excise

Start Date: 19-Jun-2025 | End Date: 19-Jun-2025 | Pending | Search

S.No	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1036190625173	ORGANIZATION OF THE BOTTLING	19-Jun-2025 09:49:37 AM	N/A	N/A	Forwarded to Inspector of Excise	View	View	

Showing 1 to 1 of 1 entries

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- After click on the 'View' button, the next screen will appear.

Brand Label Application
Brand Label Management / New Brand Label Application / Brand Label Application

Session Time Left: 58:47 | Praveen Patel, Inspector of Excise

Name Of Company*: MANUFACTURING ORGANIZATION (1014) - IMFL | Application Type*: Existing Label Registration | Financial Year: 2025-2026

S.No	Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand
1	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Glass	990	20	1234567890
2	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Can	10000	20	1234567890
3	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Tetra Pack	2500	20	1234567890
4	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Pet Bottle	1390	20	1234567890
5	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Aseptic	4000	20	1234567890

Next →

- User can view and verify the details, then click the Next button to proceed.

Brand Label Application
Brand Label Management / New Brand Label Application / Brand Label Application

Session Time Left: 58:47 | Praveen Patel, Inspector of Excise

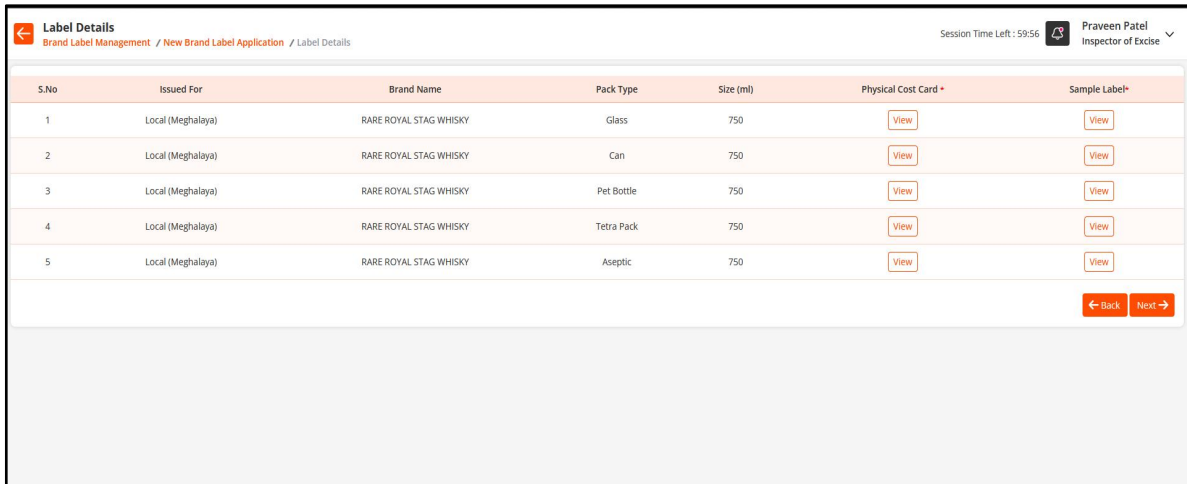
Name Of Company*: MANUFACTURING ORGANIZATION (1014) - IMFL | Application Type*: Existing Label Registration | Financial Year: 2025-2026

S.No	Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand
1	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Glass	990	20	1234567890
2	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Can	10000	20	1234567890
3	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Tetra Pack	2500	20	1234567890
4	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Pet Bottle	1390	20	1234567890
5	RARE ROYAL STAG WHISKY	0365	WHISKY	75	25	42.8	Local	Meghalaya	750X12	Aseptic	4000	20	1234567890

Next →

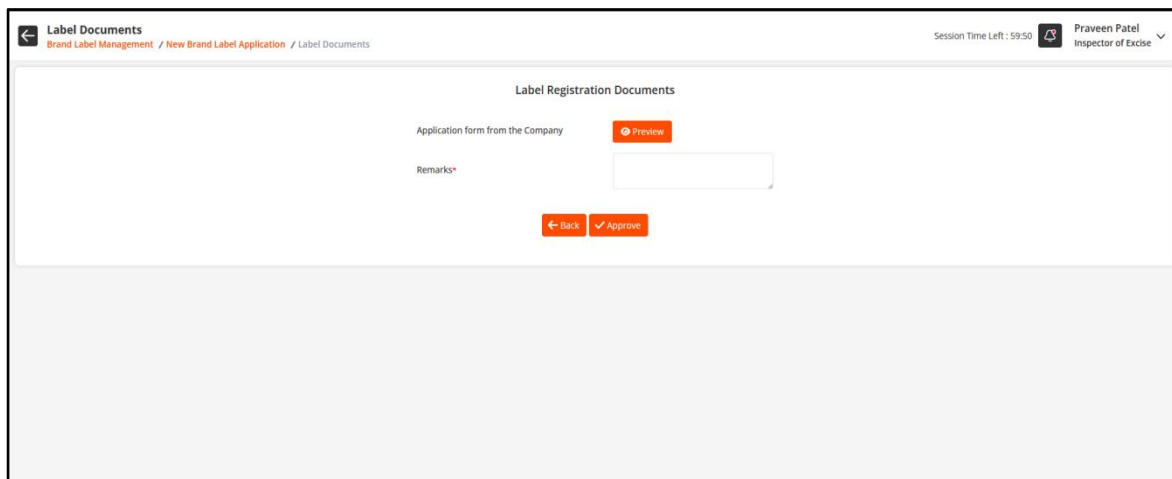
Brand & Label Registration User Manual

- User can view and verify the details, then click the Next button to proceed.



S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card	Sample Label
1	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Glass	750	View	View
2	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Can	750	View	View
3	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Pet Bottle	750	View	View
4	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Tetra Pack	750	View	View
5	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Aseptic	750	View	View

- After click on the 'Next' button, the next screen will appear.
- User can verify the details, enter remarks, and then click the Approve button.



Label Documents

Brand Label Management / New Brand Label Application / Label Documents

Session Time Left : 59:50

Praveen Patel
Inspector of Excise

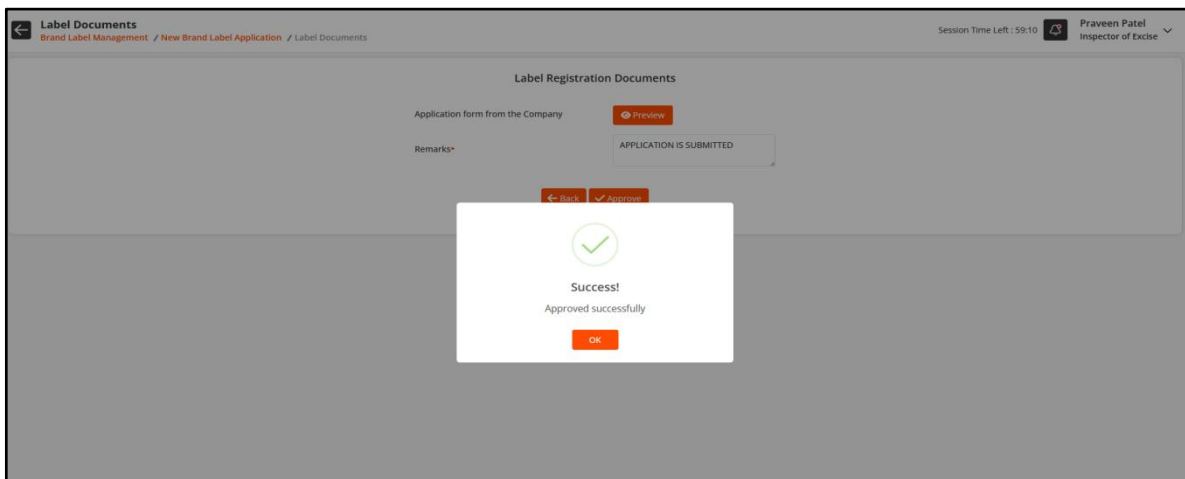
Label Registration Documents

Application form from the Company [Preview](#)

Remarks*

[Back](#) [Approve](#)

- After click on the 'Approve' button, the next screen will appear.



Label Documents

Brand Label Management / New Brand Label Application / Label Documents

Session Time Left : 59:10

Praveen Patel
Inspector of Excise

Label Registration Documents

Application form from the Company [Preview](#)

Remarks* APPLICATION IS SUBMITTED


[Back](#) [Approve](#)


Success!
Approved successfully

OK


Brand & Label Registration User Manual

- After click on the 'OK' button, the next screen will appear.

**Excise Department**
Government of Meghalaya

**New Brand Label Application**
Brand Label Management / New Brand Label Application

Session Time Left : 59:58

Praveen Patel
Inspector of Excise

Search Menu

Dashboard

License Management

Brand Label Management

New Brand Label Application

Price Master

Brand Creation

Hologram Procurement

Bottling Unit

Brewery

Bonded Warehouse

Military

Retailer

TP Revalidation

Vigilance

Reports

Others / Support

Logout

10

Q Search records

Start Date 26-Jun-2025

End Date 26-Jun-2025

Approved

Search

S.No.	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1014260625937	MANUFACUTRING ORGANIZATION	26-Jun-2025 04:14:37 PM	N/A	N/A	Label Approved	View	View	Print

Showing 1 to 1 of 1 entries

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Label Application Print

[This print is generated after application is submit]

M/S ORGANIZATION OF THE BOTTLING
(Sdfds, Sdfsd, Ew, 23423423423423, Ewre., West Garo Hills, Meghalaya - 234234)
FORM A (See Rule 366)

Application for Registration of Brand Name and Label to the Commissioner of Excise,
Meghalaya, Shillong

SL No.	Name of Brand	Issued For	State	Size	No. of Bottles (per case)	Strength (° Proof)	Strength (° UP)	Strength (V/V)	Bulk Litre (per case)	London Proof Litre (per case)	Name & Address of Bottling Plant/ Brewery/Winery
1	WHIKSY RARE STRONG	Local	Meghalaya	750	12	75	25	42.8	9	6.75	ORGANIZATION OF THE BOTTLING ,Sdfds , Sdfsd, Ew, 23423423423423

Sandeep
New License User

Brand & Label Registration User Manual

Local Cost card


[This is print generated individual cost card]

Local Cost Card														
Brand Name	Segment	Bottle Capacity(ml)	Units Per Case	Category	Ex Bond Price	Ad Valorem Per Case	VAT Per Case	TPF Per Case	Literage Fee	Total TPF	Profit Margin	Retailer Lifting Fee (RLF)	Total Per Case	M.R.P
WHISKY RARE STRONG	WHISKY	750	12	Deluxe Prestige Brand	990	1070	651	100	10	110	564.2	2	3387.2	282

This report is generated by Praveen Patel (Inspector of Excise) on 19-Jun-2025 at 04:11:41 PM

Label Final Print

[This print will generated after approved]



EXCISE DEPARTMENT
GOVERNMENT OF MEGHALAYA
Label Final Print

No. MEG/CE-206/2023/52,Dated Shillong, the 19-Jun-2025 04:04:17 PM

To: ORGANIZATION OF THE BOTTLING , Sdfds , Sdfdsf, Ew, 23423423423423

Subject: Registration of Brands for the year 2025-2026.


With reference to your application, dt. 19-Jun-2025 03:38:11 PM, you are hereby informed that the following brands of IMFL are allowed for registration during the year 2025-2026, subject to the following conditions:-

1. All import permits issued in favour of any Bonded Warehouse in this State is complied with and all formalities are honoured and no monopoly distributorship to any particular bond is entertained from your end.
2. The registration will be valid for a period till the 31 March, 2026.
3. Only Meghalaya Hologram affixed bottles of IMFL/BIO/Beer/Wine etc., are to be supplied. No Company shall be allowed to fix the Hologram on arrival at the Bonded Warehouses.
4. In case of any sub-standard supply/ arrival of expiry goods, the company shall fully bear the Financial Implication as calculated by the undersigned.
5. Security Deposit of pledge in favour of the Commissioner of Excise, Meghalaya, Shillong for a period of 5 (five) years.

You are, therefore directed to pay the registration fee amounting to

Sl. No.	Brand's Name	Size	Issued For	MRP	Name of Manufacturing Unit
1	WHISKY RARE STRONG	750	Local	282.00	ORGANIZATION OF THE BOTTLING , Sdfds , Sdfdsf, Ew, 23423423423423

Payment should be made through the Assistant Commissioner of Excise, East Khasi Hills District, Shillong, and 2 (two) copies of Treasury Challan should be submitted to this office.



Pravin Bakshi, IAS
Commissioner of Excise,
Meghalaya, Shillong.
Dated Shillong, the 19-Jun-2025 04:04:17 PM.

Thank You