Brand & Label Registration User Manual

Excise Department
Government of Meghalaya

C-TEL INFOSYTEM PVT.LTD.
Hyderabad , Telangana

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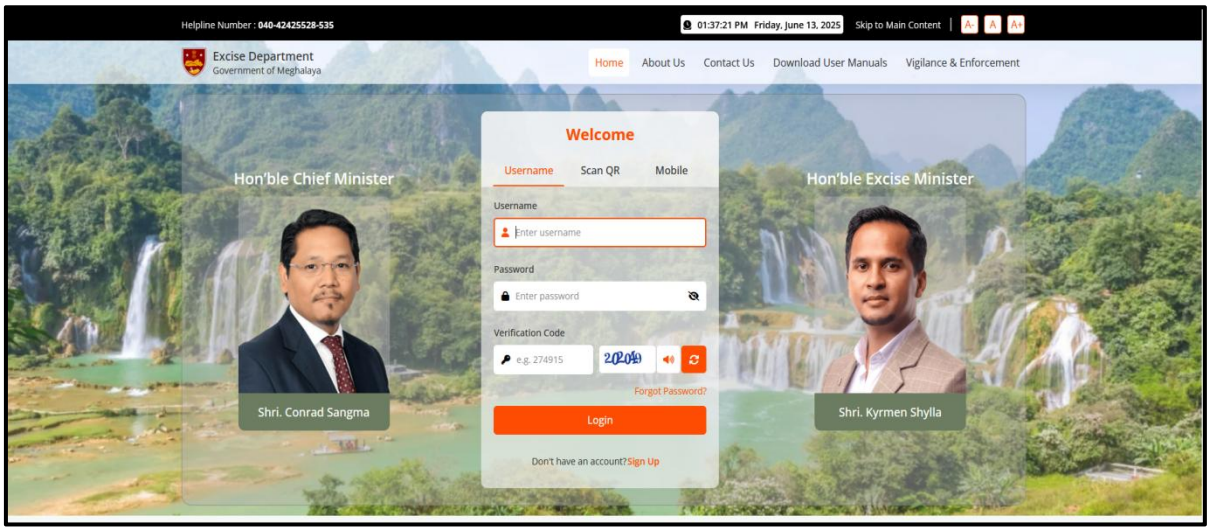
1.Over View :

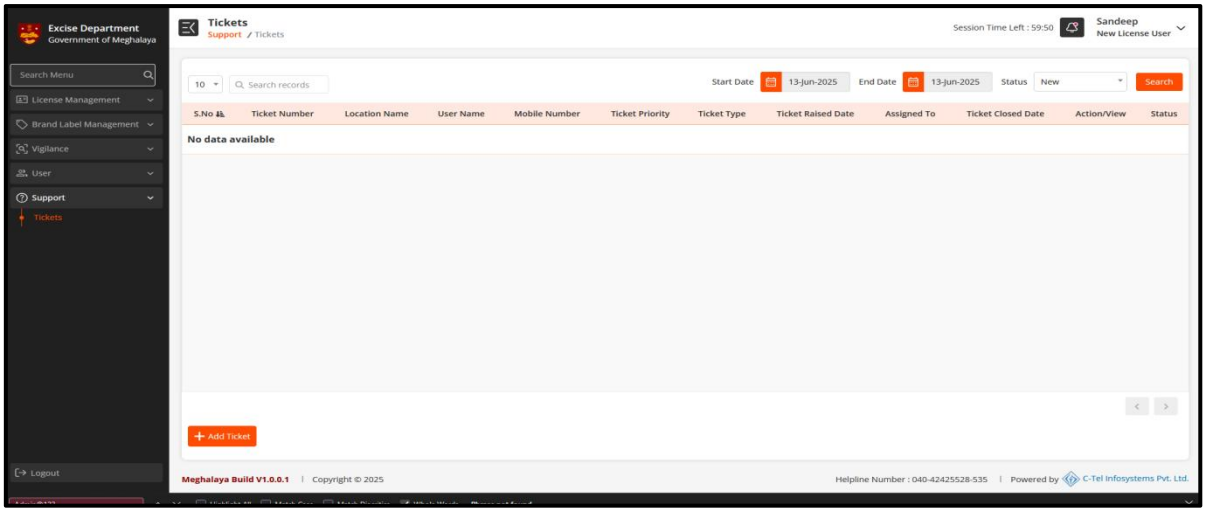
- This document provides a step-by-step guide for users on the brand & label registration process.

2.Brand & Label Registration Direct Approval Process :

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

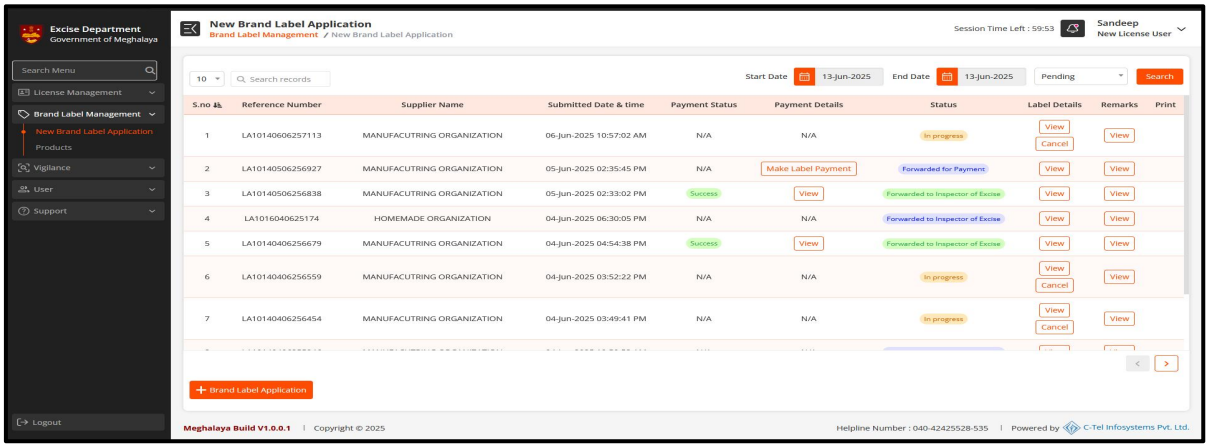


- Once logged in, the user will see the Support screen, user need to click on the Brand Label Management tab to continue.

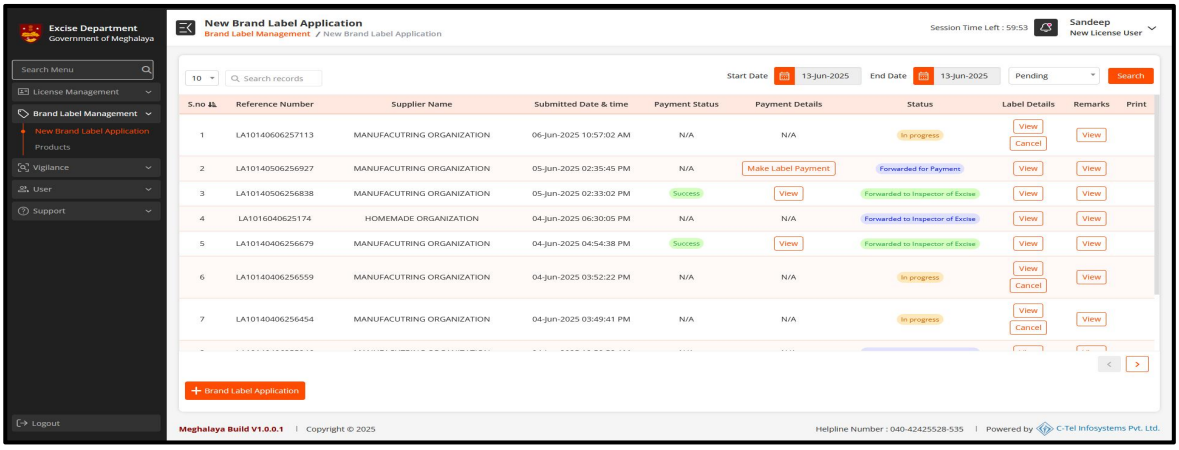


Brand & Label Registration User Manual

- 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.



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



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

Application Type : drop-down list includes two options:

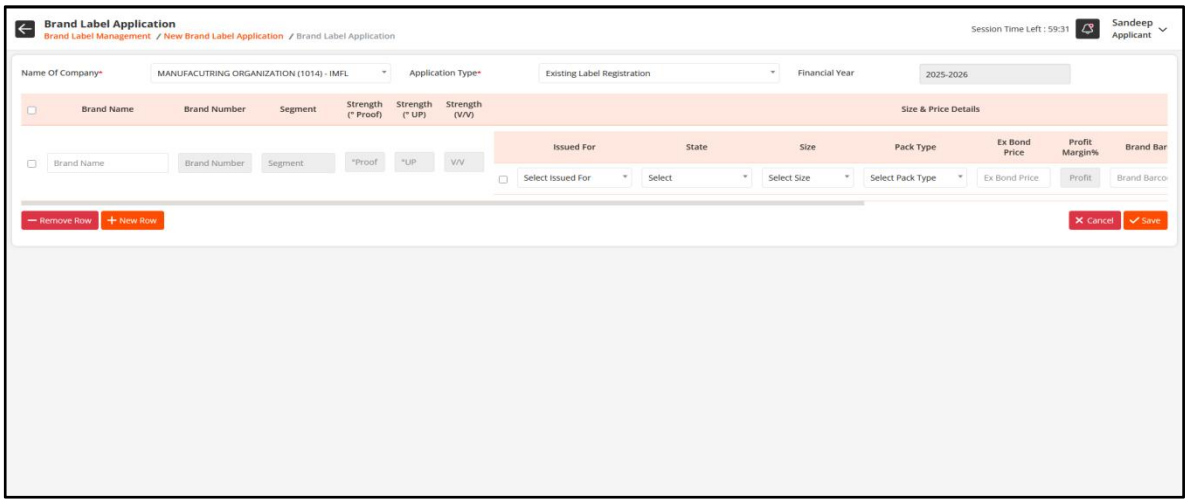
- **Existing Label Registration :-**
  For labels already in the system. Users need choose the option from drop-down list as "Existing Label Registration" as the application type.

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 ') .

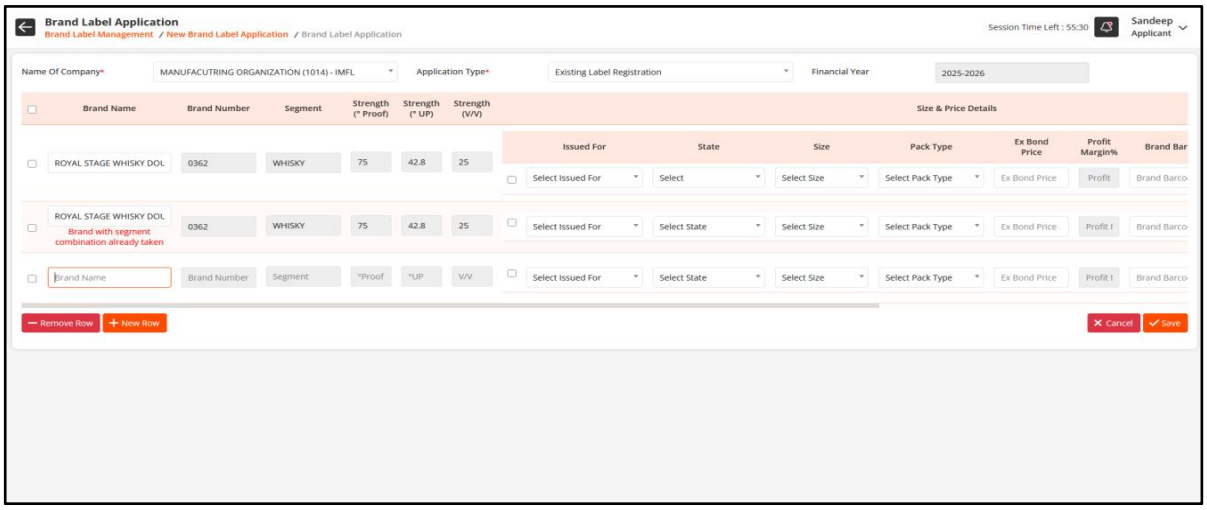
3. **Brand Name** :

- 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.

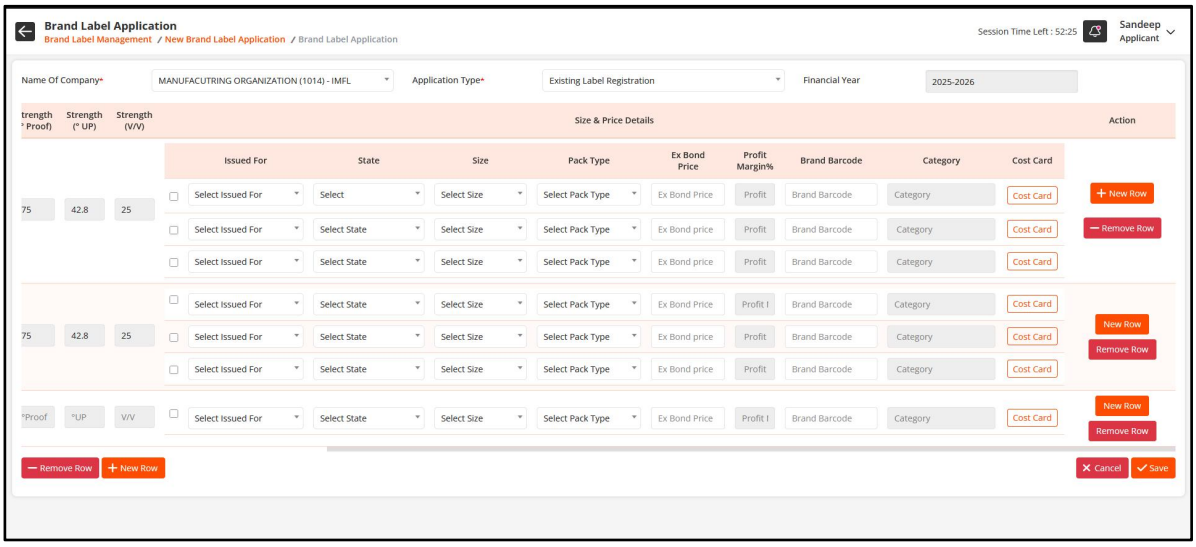


- To add multiple brands, the user can click the (+ New Row) button on the left side of the page.

- 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.



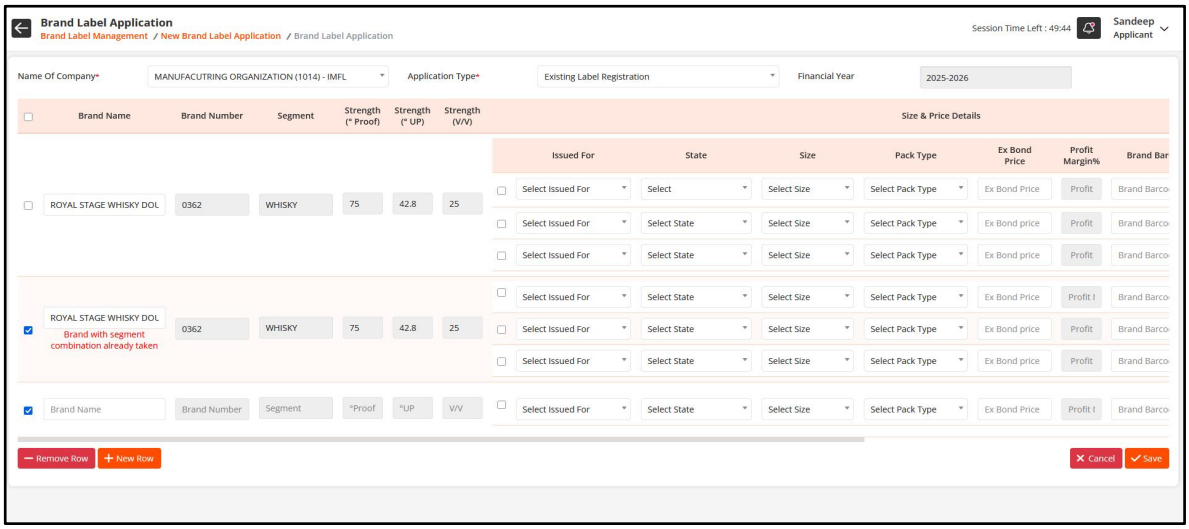
- To add multiple entries for the same brand the user can click the (+ New Row) button on the right side of the page.

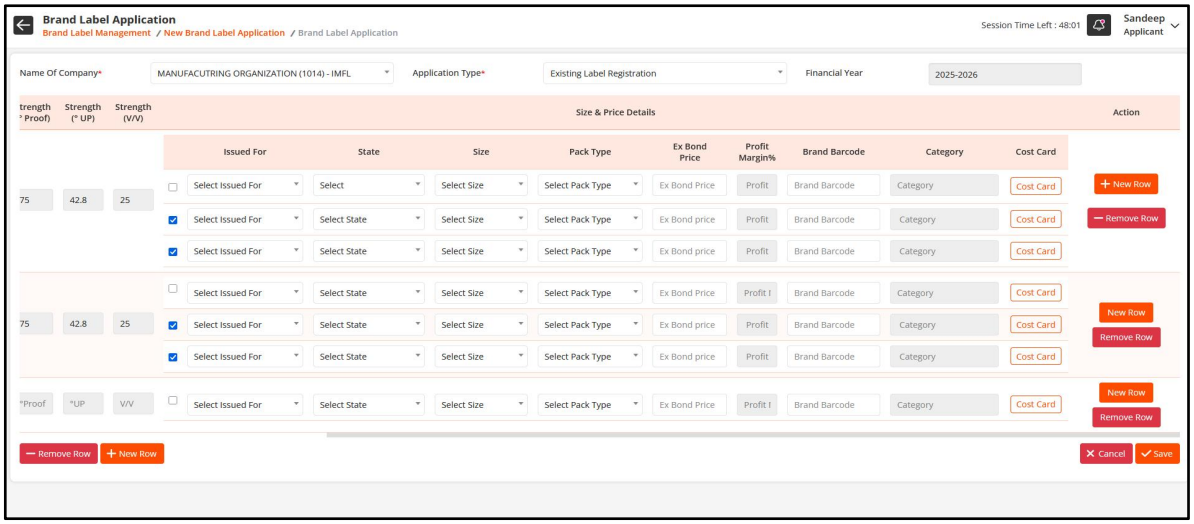


For example:

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.

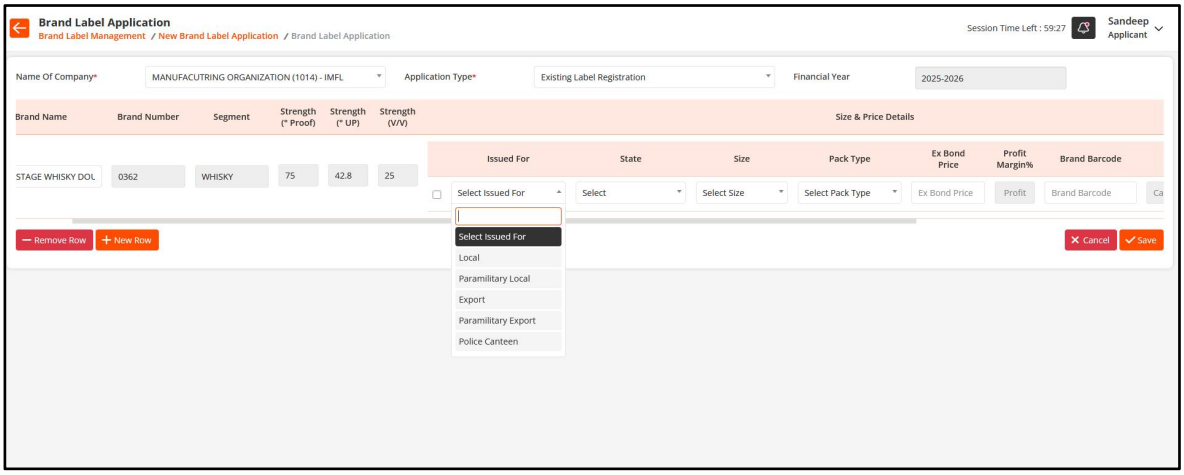




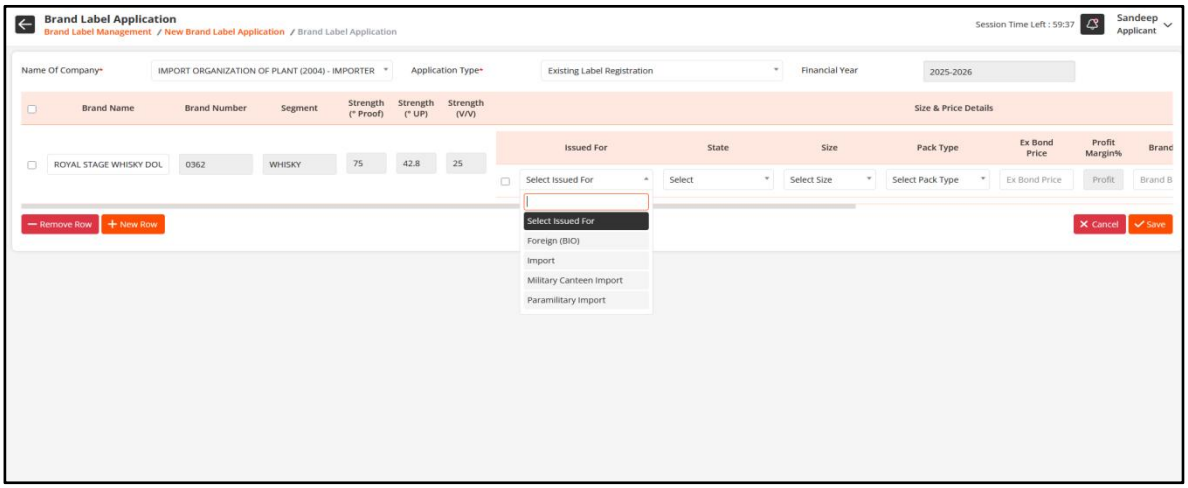
- To register a new brand label, select an option from the drop-down list and enter the required values in the text fields.

For example :

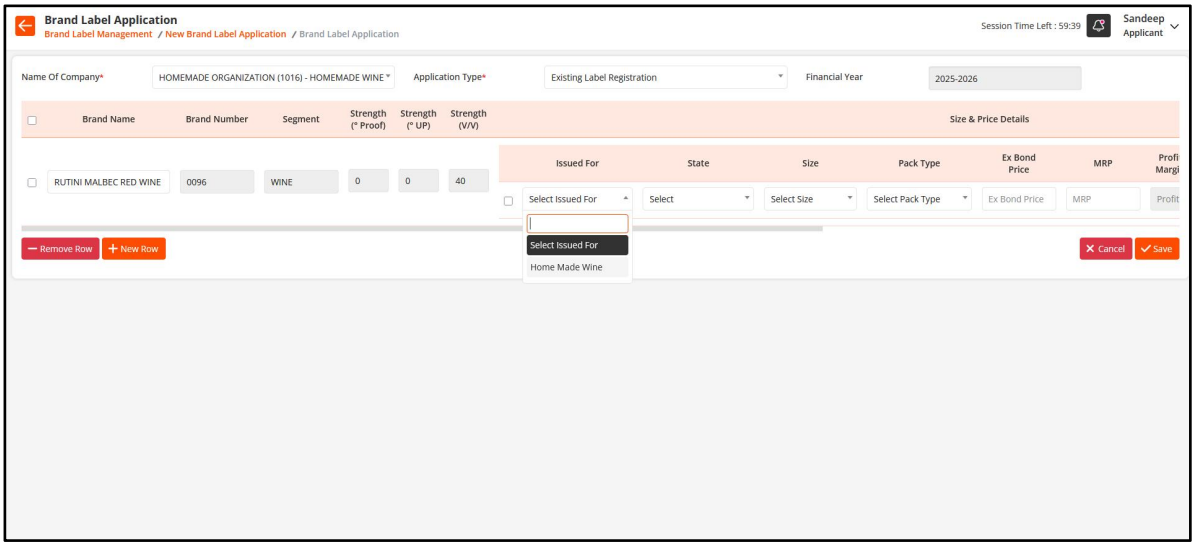
- After select the brand name ,user need to scroll towards right side to continue.
- User need to choose the option from the drop-down list.
- If the user selects "Bottling Unit" or "Brewery" as the Name of Company, the issued for will be displayed on the screen accordingly.



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



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



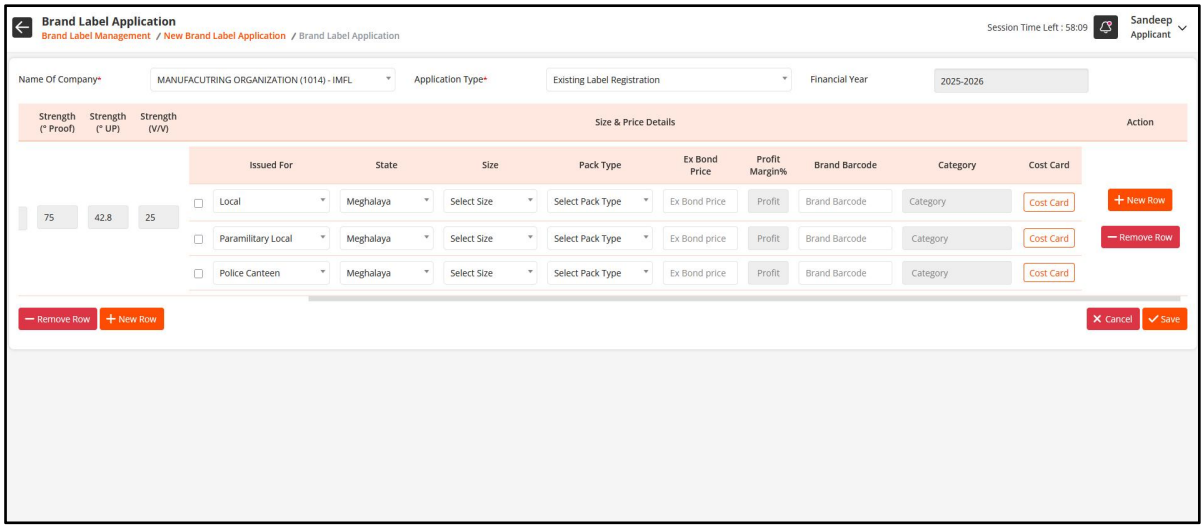
For example : **Types of Issued Options for Brand Sales.**

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 :

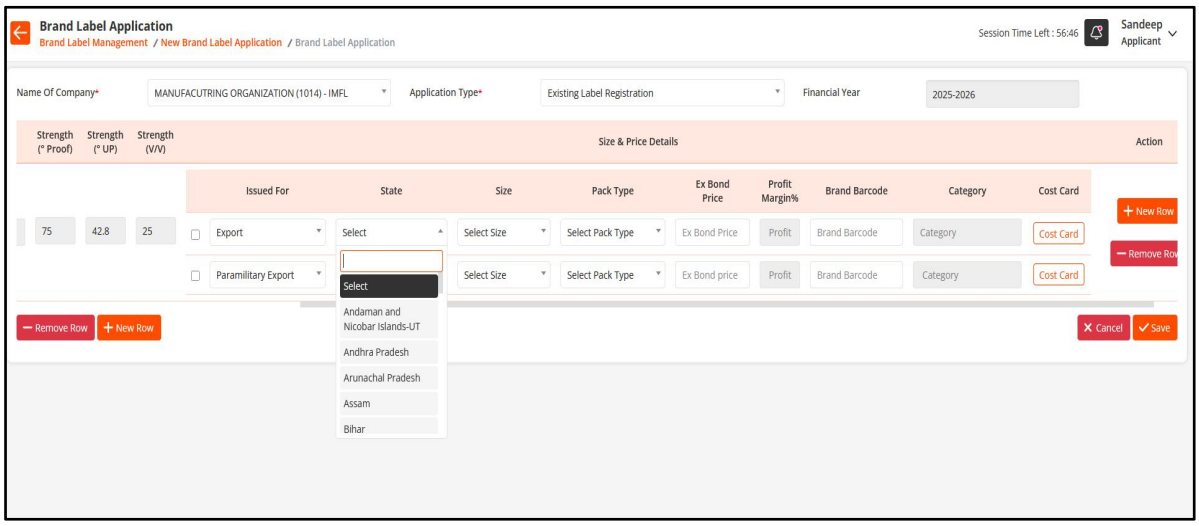
a) Local.
b) Import.
c) Foreign (BIO).
d) Paramilitary Local.
e) Paramilitary Import.
f) Military Canteen Import.
g) Police Canteen.

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

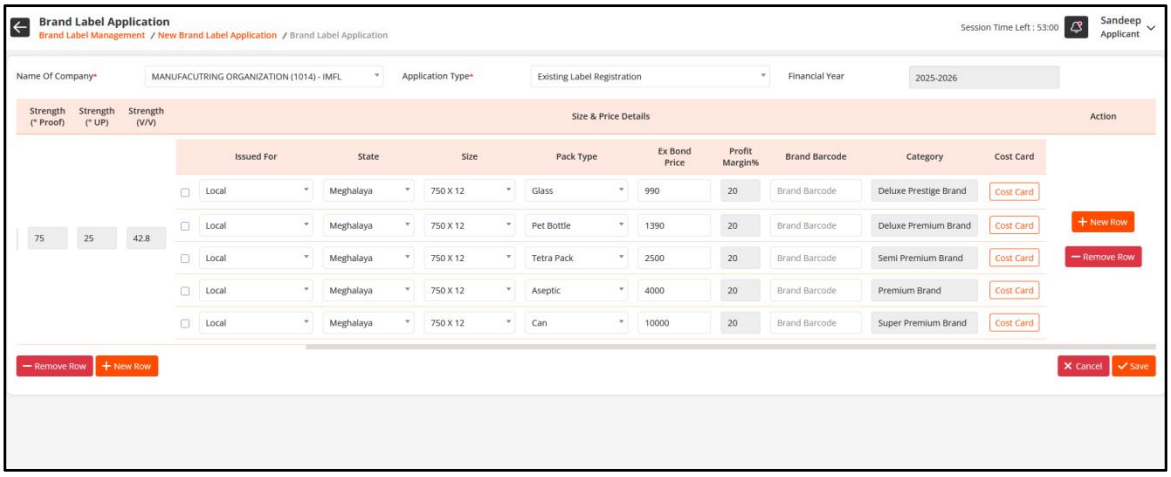


If the **'Issued For'** option is:

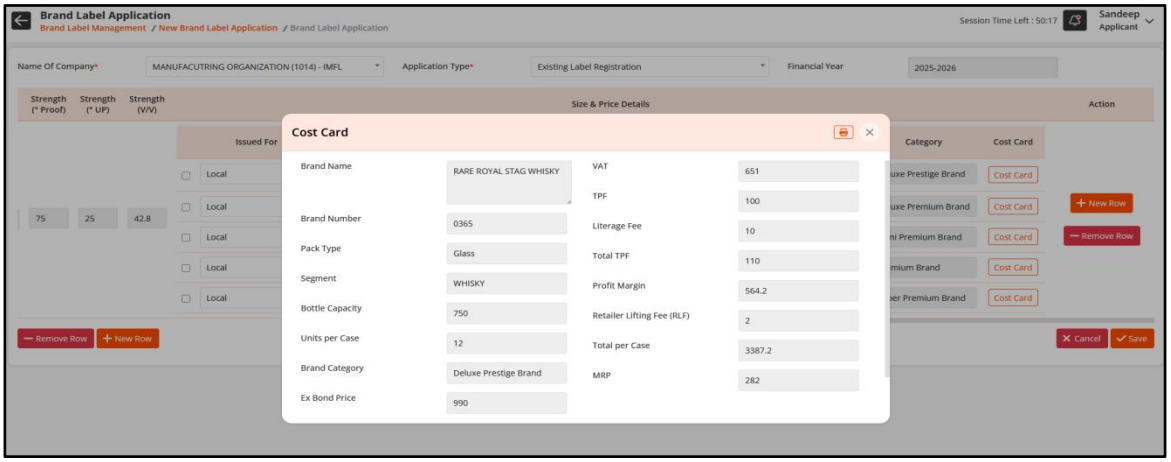
i) Export.
j) Paramilitary Export Then, the **user must manually select** the state from the **drop-down list.**



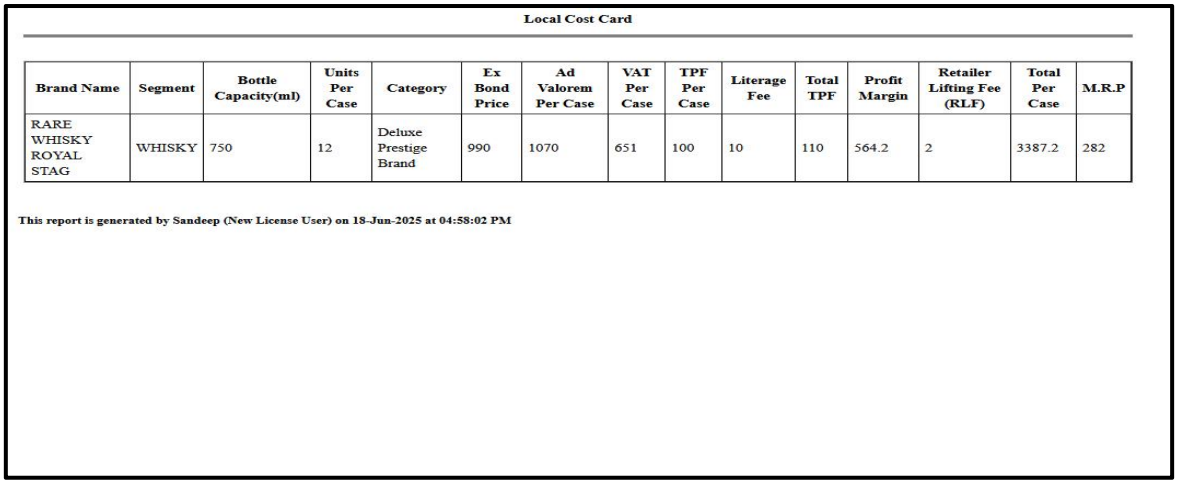
- After Selecting an option from the drop-down list and enter the value manually in the respective field.



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



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

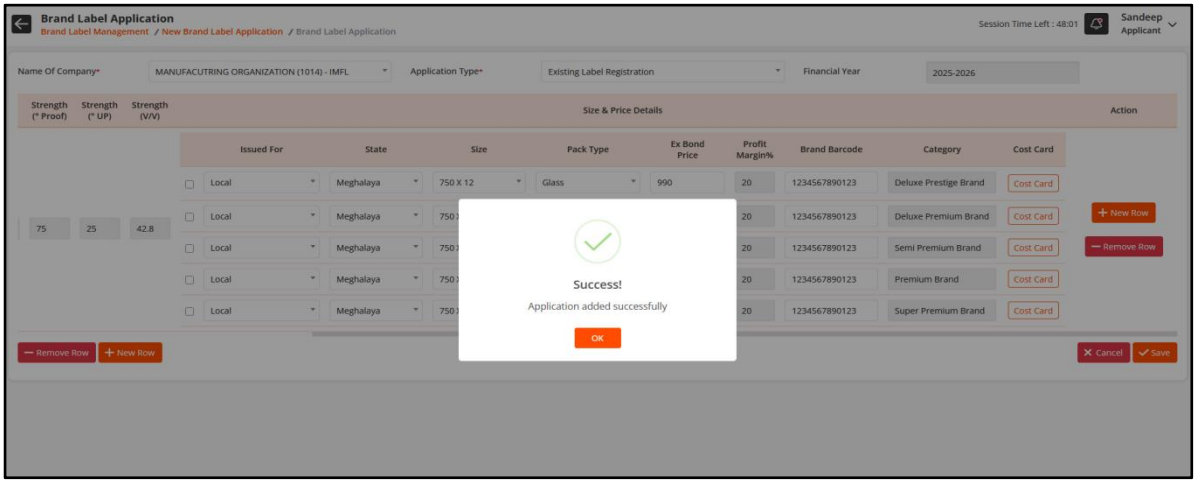


Local Cost Card

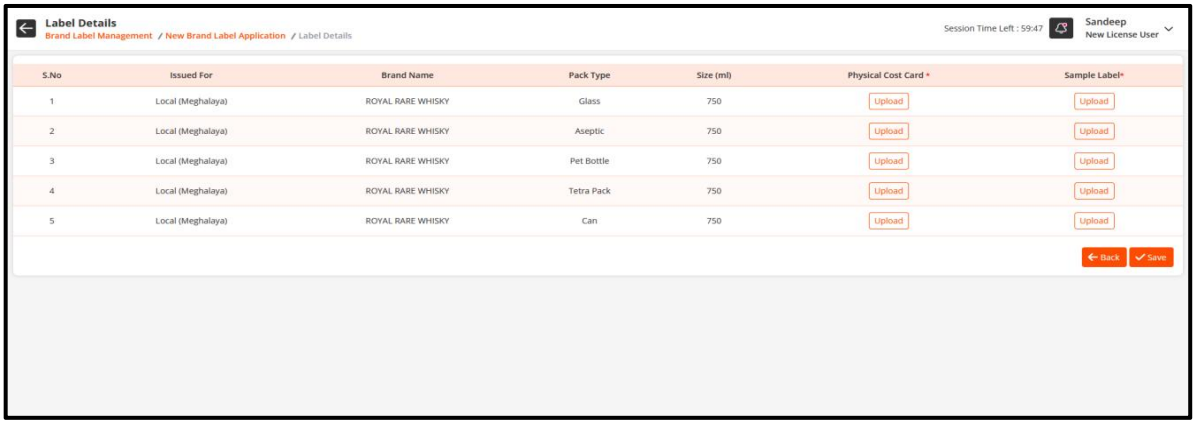
Brand Name	Segment	Bottle Capacity(ml)	Units Per Case	Category	Ex Bond Price	Ad Valorem Per Case	VAT Per Case	TPF Per Case	Literage Fee	Total TPF	Profit Margin	Retailer Lifting Fee (RLF)	Total Per Case	M.R.P
RARE WHISKY ROYAL STAG	WHISKY	750	12	Deluxe Prestige Brand	990	1070	651	100	10	110	564.2	2	3387.2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

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

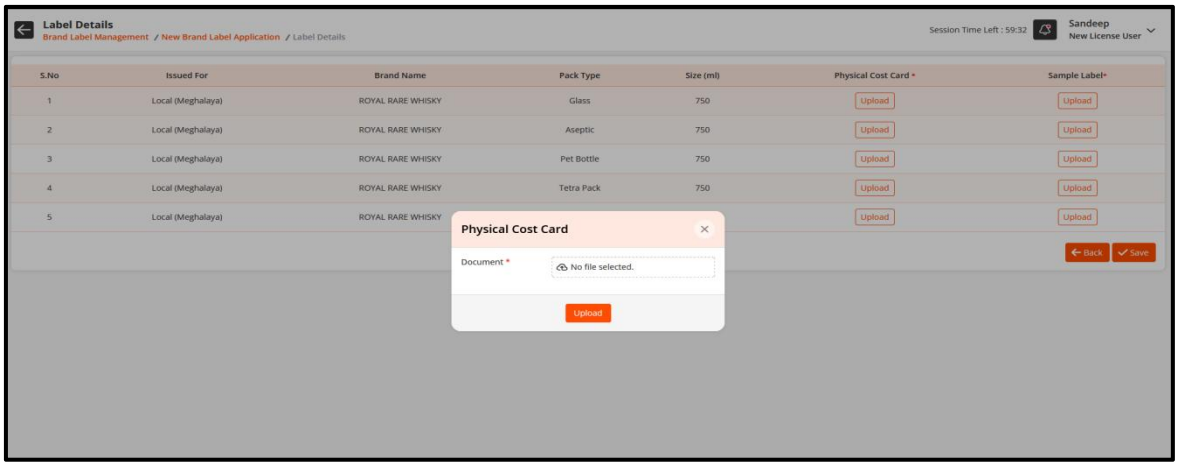
- After click on the 'Save' button, a success pop-up message will be displayed and user need to click on the ‘OK’ button,To save the new brand registration.



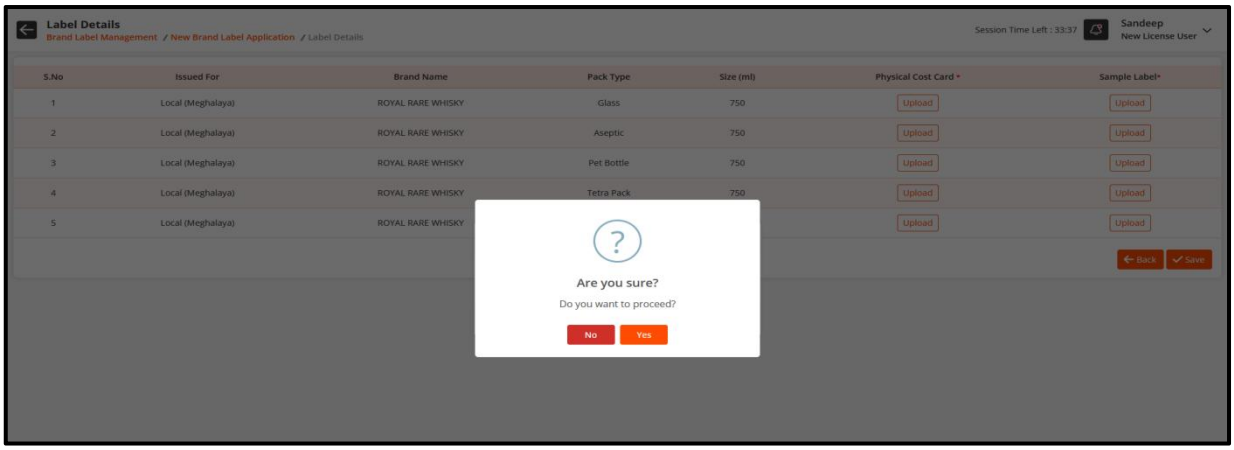
- After clicking 'OK,' the next screen will appear.



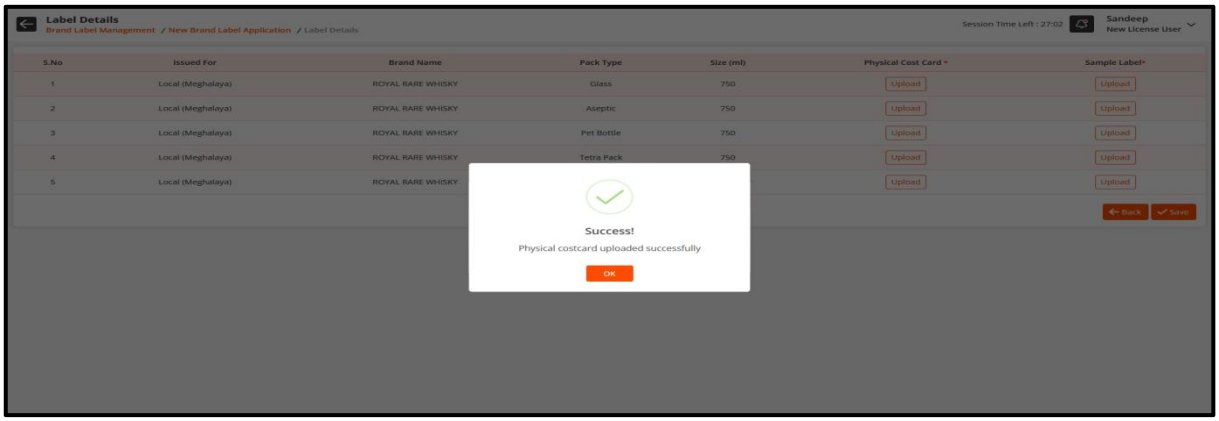
- User needs to upload the file in the physical cost card, click on the 'Upload' button ,in the pop-up window, select 'No file selected,' then click on the 'Upload' button.



- 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.

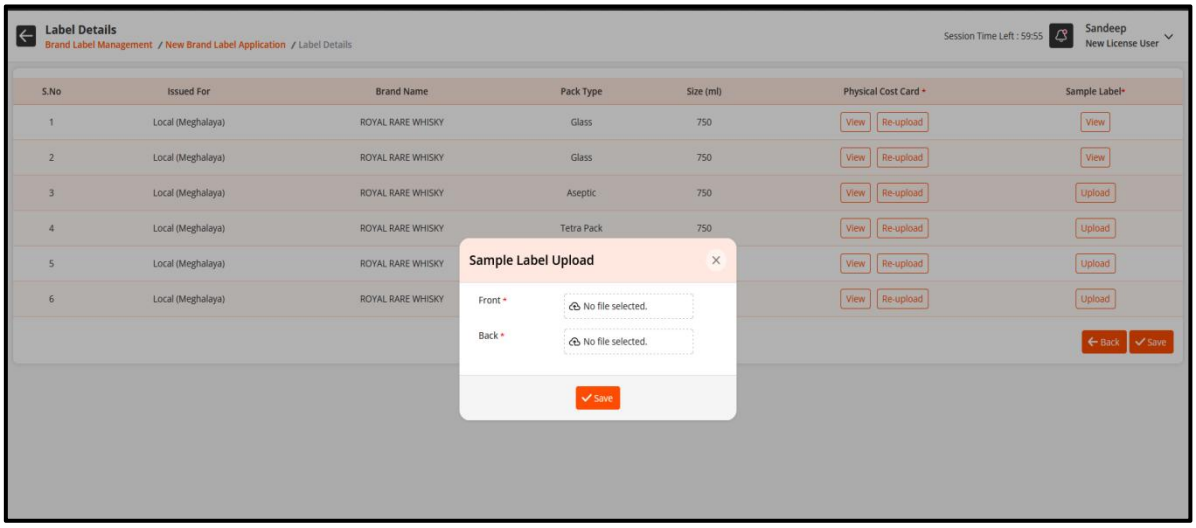


- After click on the 'Yes' button, the next screen will appear.

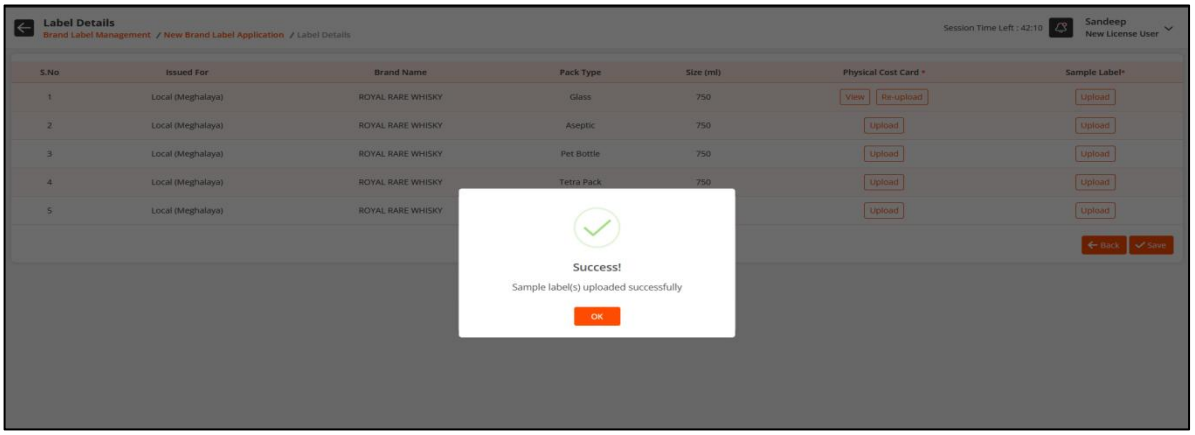


- After clicking 'Upload file ,' the next screen will appear.
  To re-upload,click on the re-upload button , a pop window appear user need upload the file and click on the upload button and also click on the confirmation pop-up & success pop-up window.

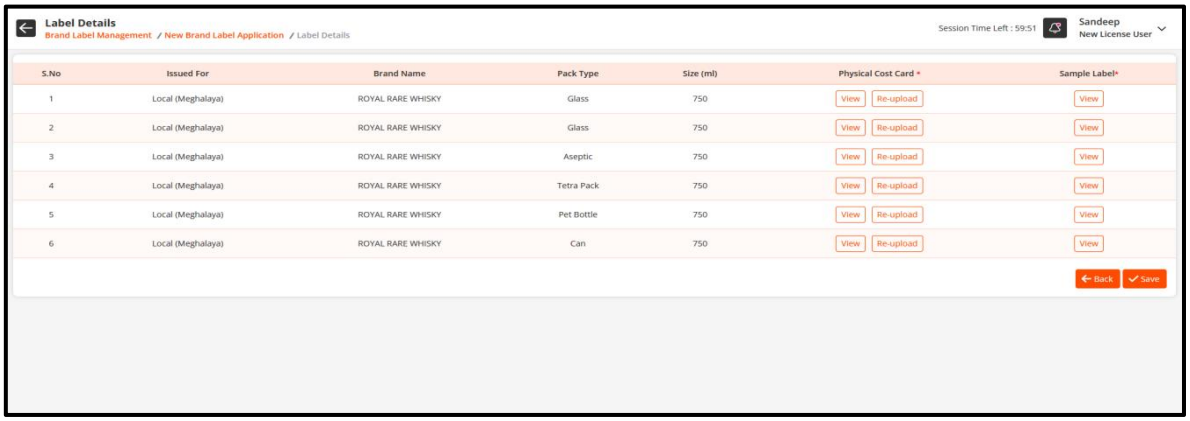
- User needs to upload the file in the Sample Label, click on the 'Upload' button ,in the pop-up window , select 'No file selected' for both front and back fields.



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

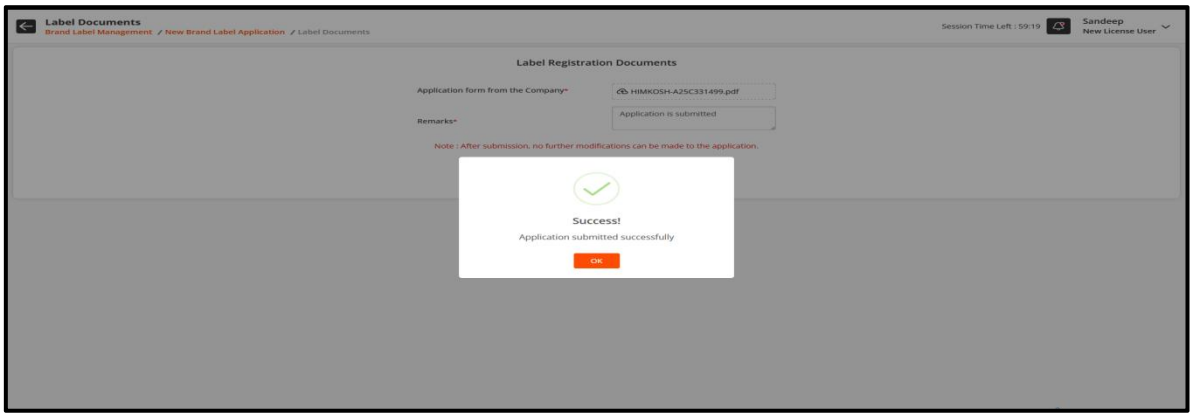


- After click on the 'OK' button, the next screen will appear.

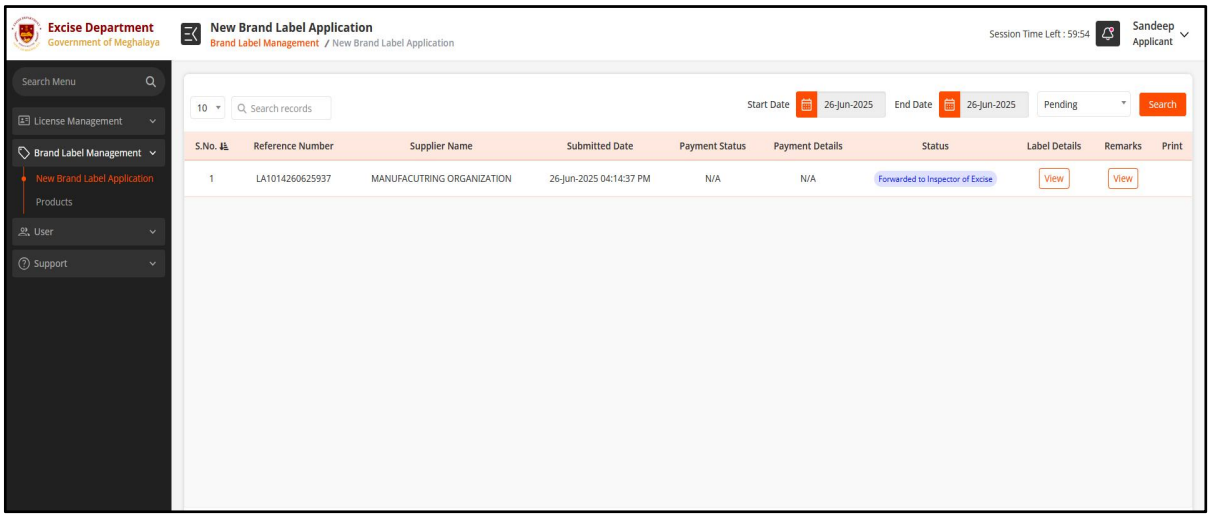


- After clicking the Save button, navigate to the ‘Label Documents’ page.
- User need to click on the “No file selected” and providing remarks in the text field , and then click the Submit button.

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



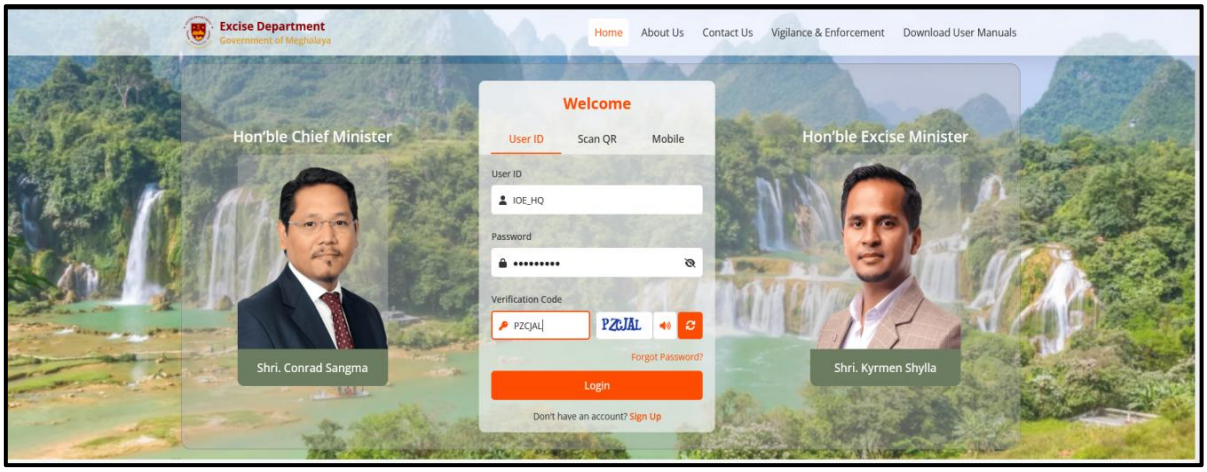
- After click on the 'OK' button, the next screen will appear.



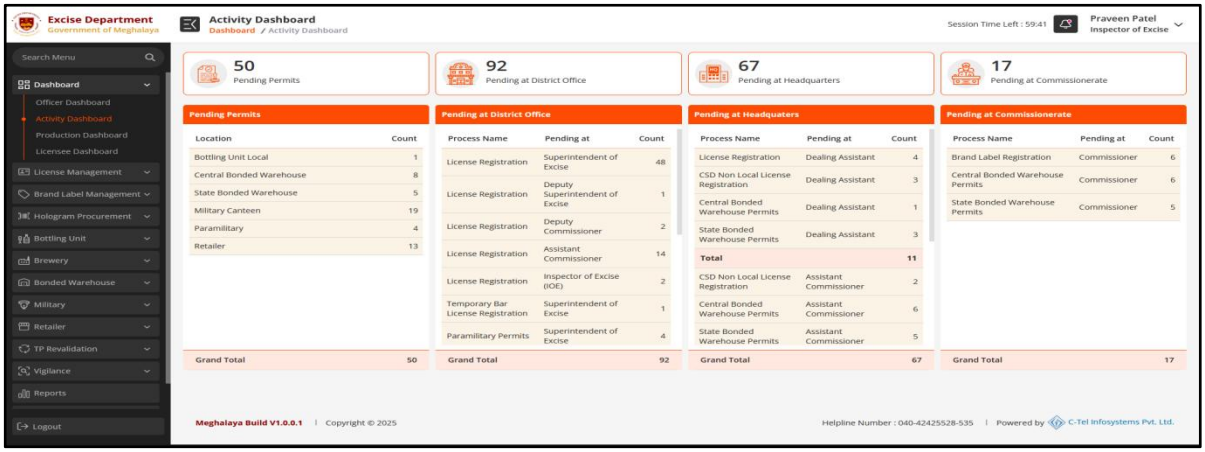
Note :

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

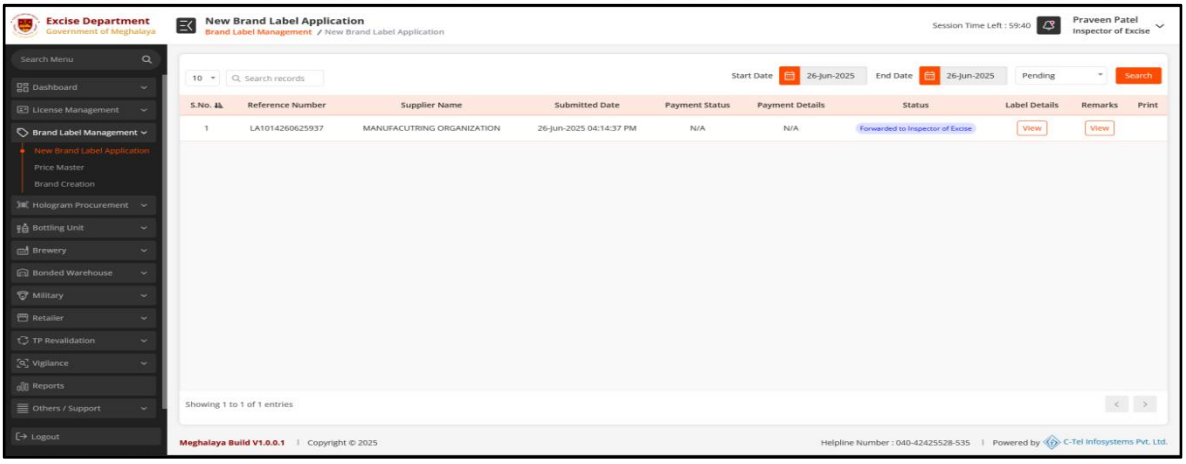
3.Login to the application ,entering valid IOE credentials :



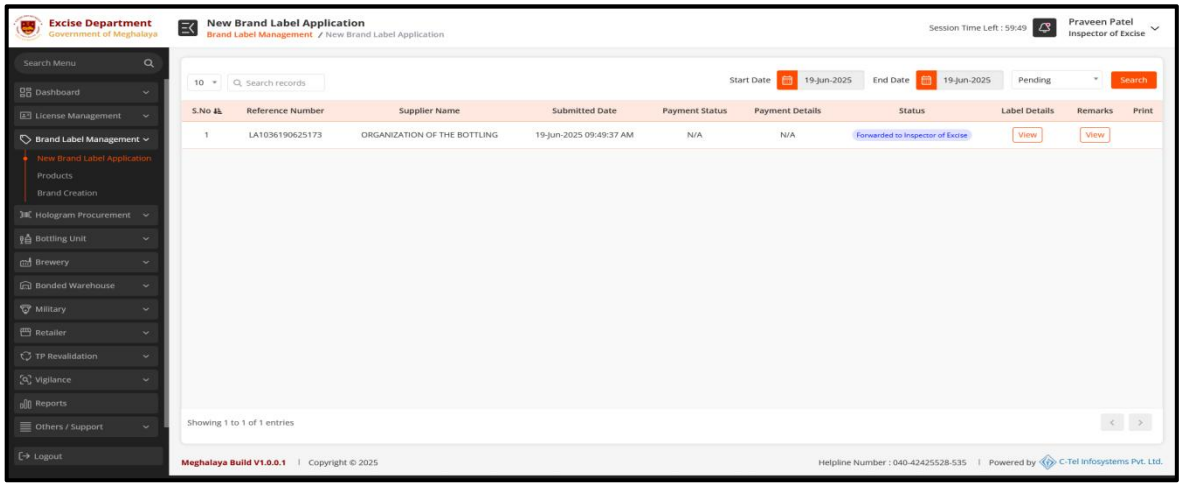
- Once logged in, the user will see the main screen. User need to click on the Brand Label Management tab to continue.



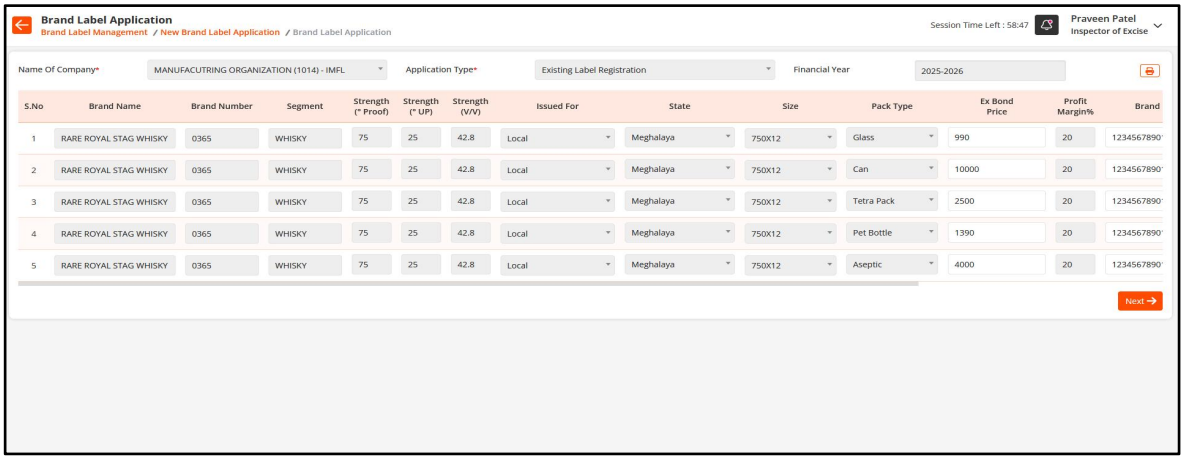
- When the user click on the Brand Label Management tab, it expands. To proceed, user need to click on the New Brand Label Registration tab.



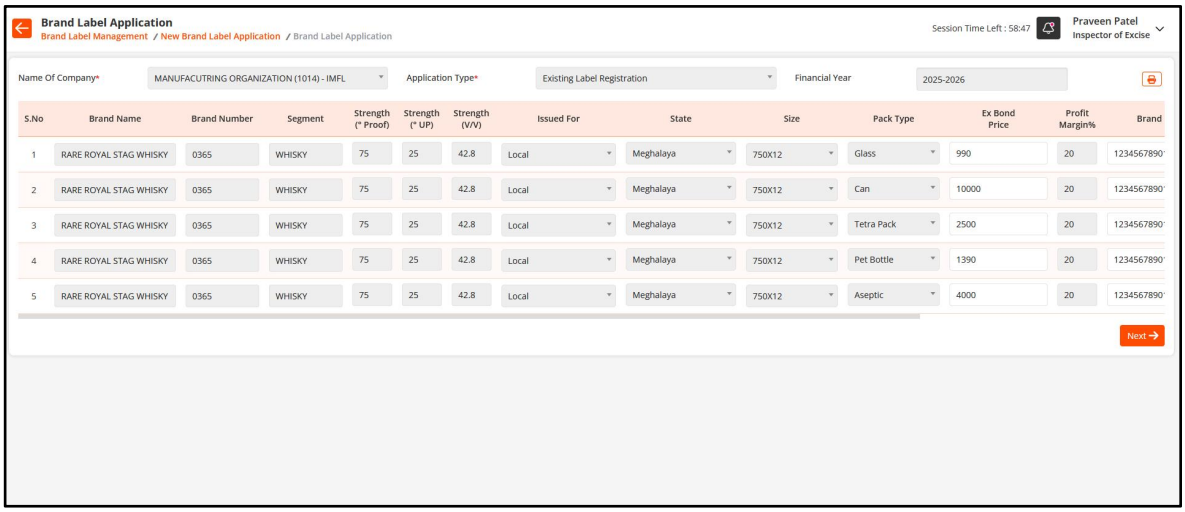
- To approve the brand label registration, the user needs to click the '[View]' button.



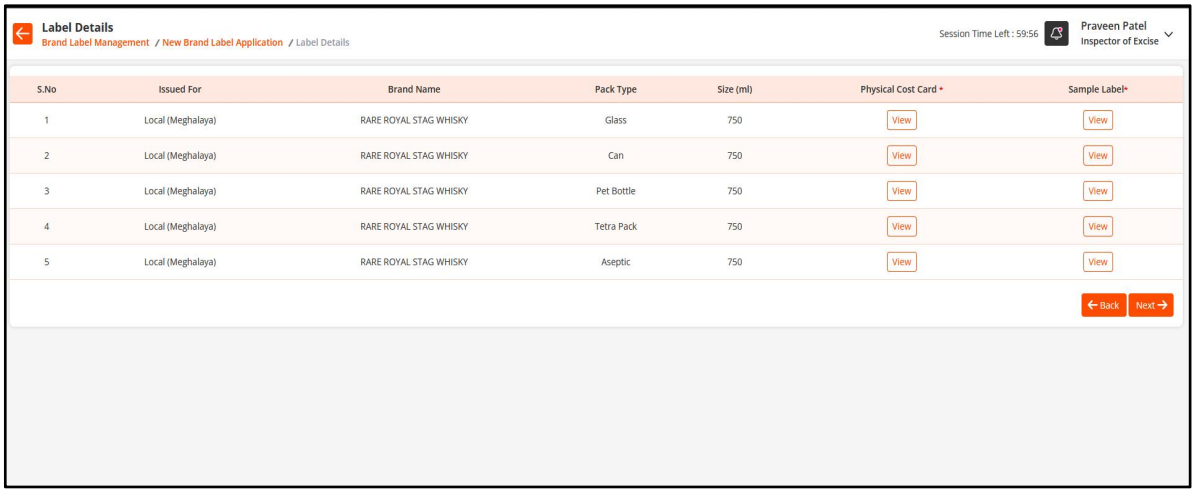
- After click on the 'View' button, the next screen will appear.



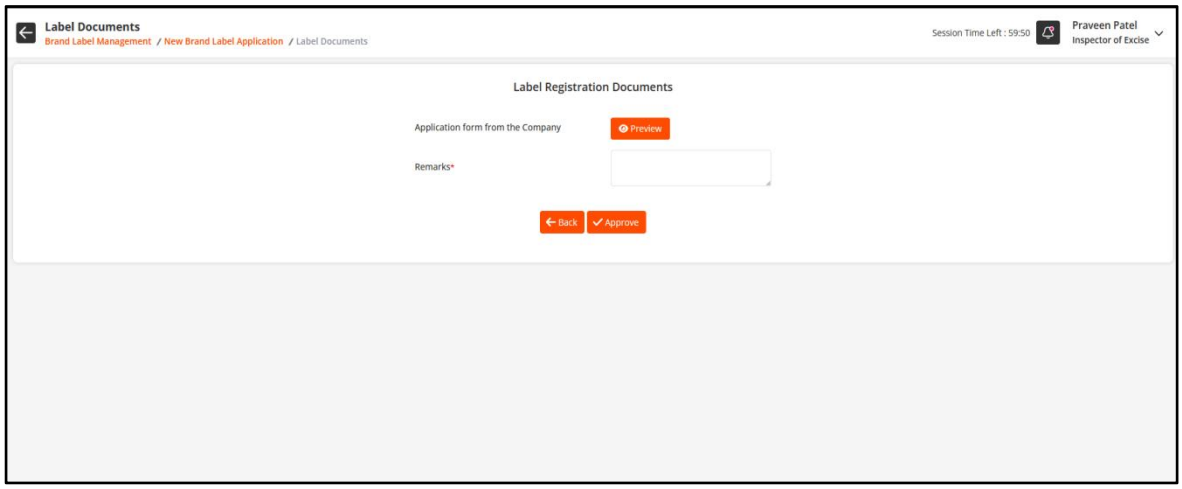
- User can view and verify the details, then click the Next button to proceed.



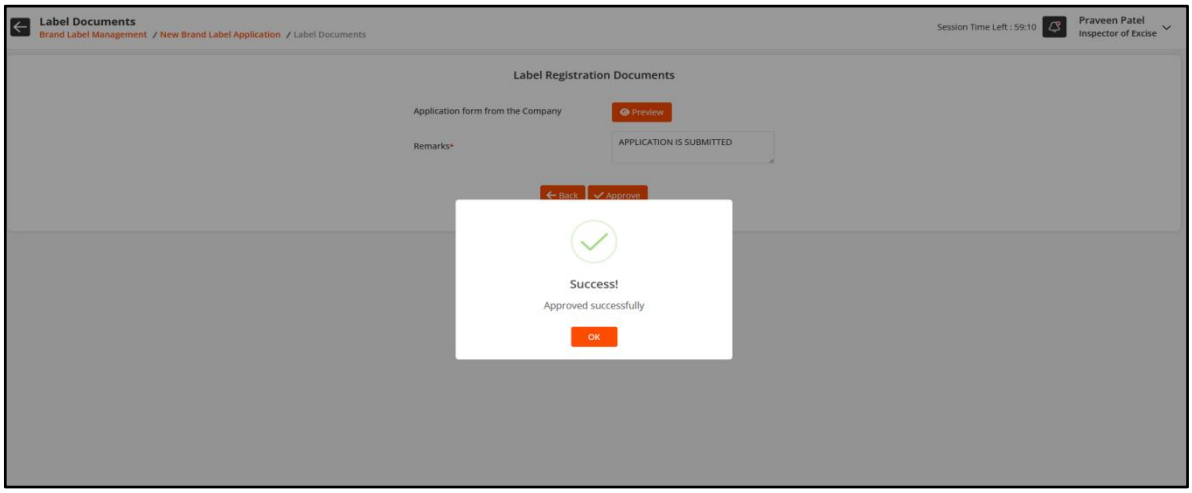
- User can view and verify the details, then click the Next button to proceed.



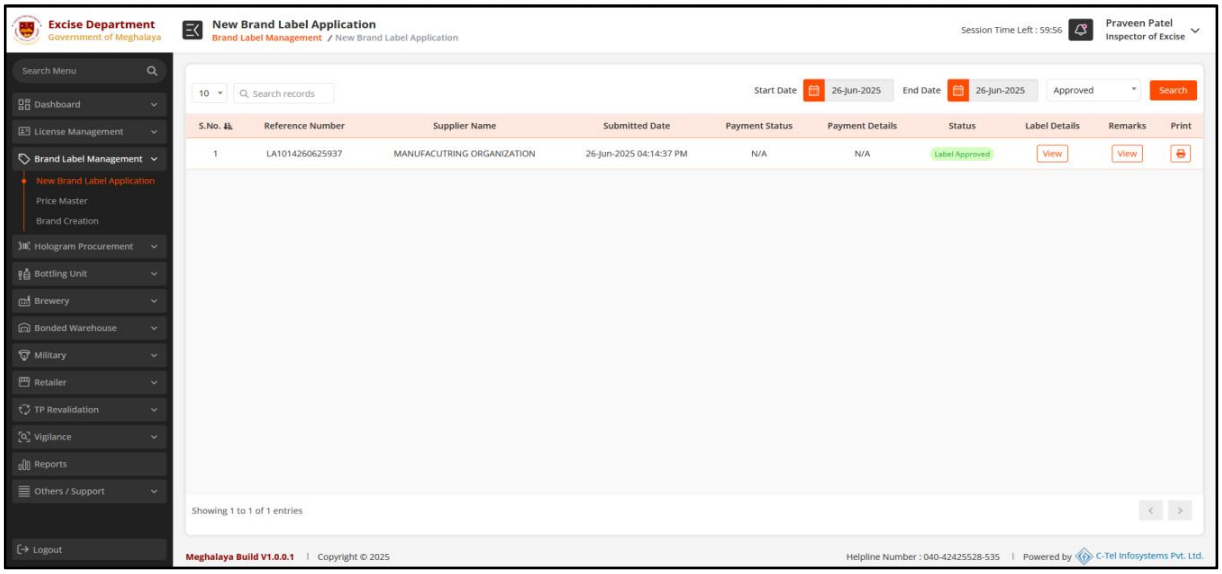
- After click on the 'Next' button, the next screen will appear.
- User can verify the details, enter remarks, and then click the Approve button.



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



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



Label Application Print

[This print is generated after application is submit]

M/S ORGANIZATION OF THE BOTTLING
(Sdfds, Sdfsdf, 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 , Sdfsdf, Ew, 23423423423423

Sandeep
New License User

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
WHIKSY 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 , Sdfsdf, 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	WHIKSY RARE STRONG	750	Local	282.00	ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsdf, 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