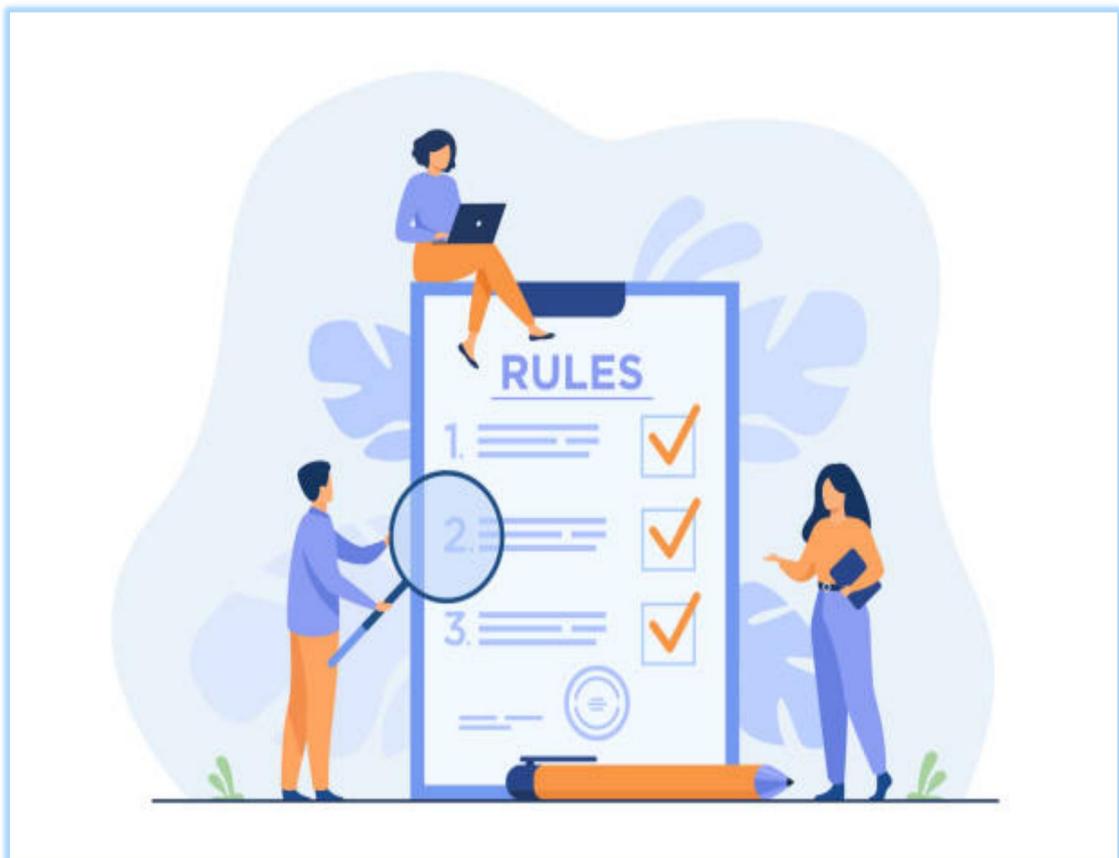


Brand & Label Registration User Manual



**Excise Department
Government of Meghalaya**



**C-TEL INFOSYSTEM PVT.LTD.
Hyderabad , Telangana**

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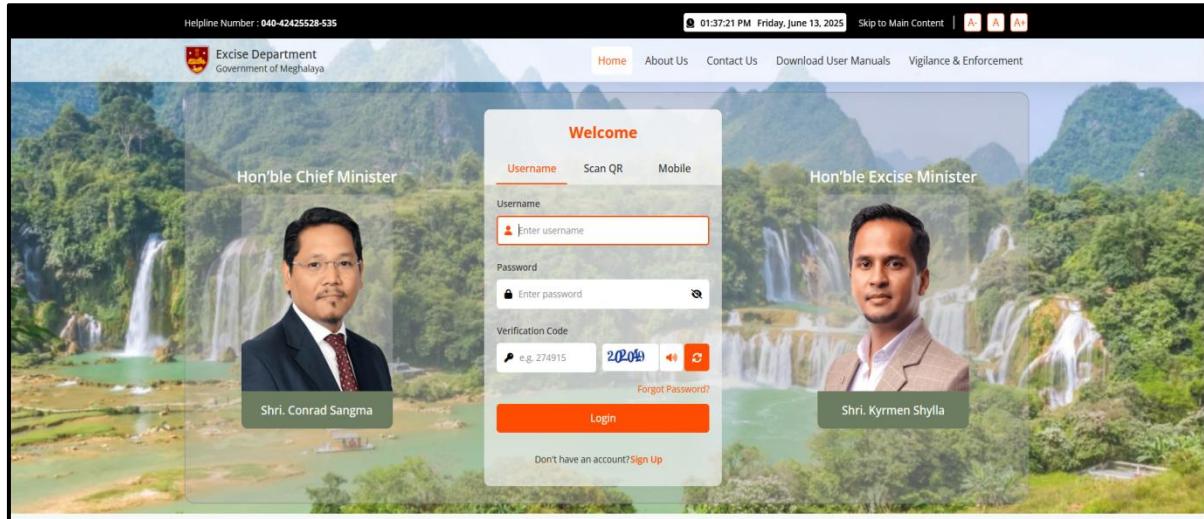
Brand & Label Registration User Manual

1. Over View :

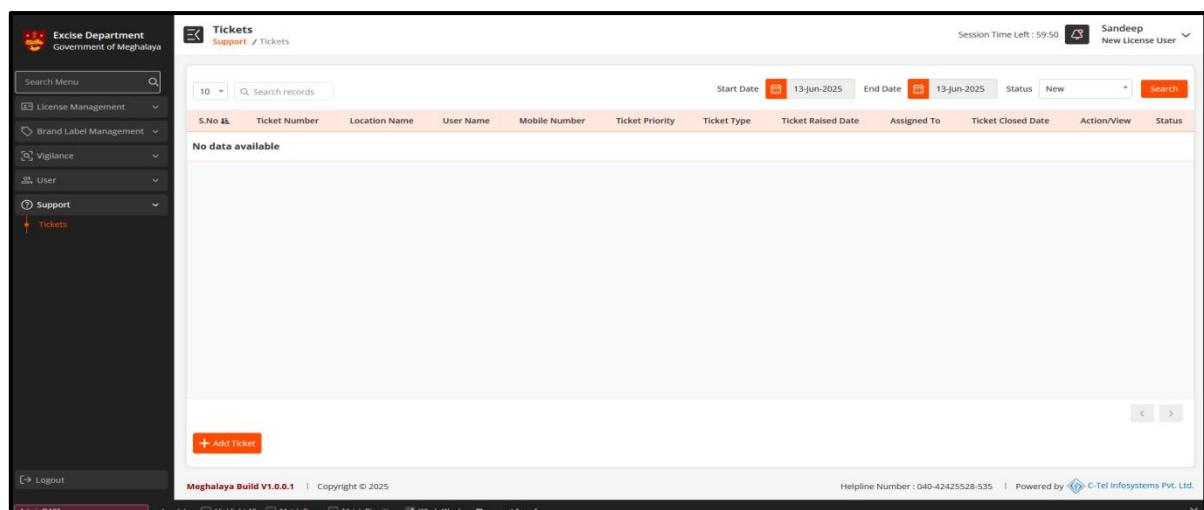
- This document provides a step-by-step guide for users on the brand & label registration process.

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.

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	View
3	LA10140506256888	MANUFACUTRING ORGANIZATION	05-Jun-2025 02:33:02 PM	Success	View	Forwarded to Inspector of Excise	View	View	View
4	LA1016040625174	HOMEMADE ORGANIZATION	04-Jun-2025 06:30:05 PM	N/A	N/A	Forwarded to Inspector of Excise	View	View	View
5	LA10140406256679	MANUFACUTRING ORGANIZATION	04-Jun-2025 04:54:38 PM	Success	View	Forwarded to Inspector of Excise	View	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

[+ Brand Label Application](#)

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

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	View
3	LA10140506256888	MANUFACUTRING ORGANIZATION	05-Jun-2025 02:33:02 PM	Success	View	Forwarded to Inspector of Excise	View	View	View
4	LA1016040625174	HOMEMADE ORGANIZATION	04-Jun-2025 06:30:05 PM	N/A	N/A	Forwarded to Inspector of Excise	View	View	View
5	LA10140406256679	MANUFACUTRING ORGANIZATION	04-Jun-2025 04:54:38 PM	Success	View	Forwarded to Inspector of Excise	View	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

[+ Brand Label Application](#)

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

Name Of Company*	Select Supplier	Application Type*	Financial Year																	
<input type="checkbox"/>	Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details													
<input type="checkbox"/>	<input type="text" value="Brand Name"/>	<input type="text" value="Brand Number"/>	<input type="text" value="Segment"/>	<input type="text" value="*Proof"/>	<input type="text" value="*UP"/>	<input type="text" value="V/V"/>	<input type="checkbox"/>	<input type="text" value="Select"/>	<input type="checkbox"/>	<input type="text" value="Select State"/>	<input type="checkbox"/>	<input type="text" value="Select Size"/>	<input type="checkbox"/>	<input type="text" value="Select Packtype"/>	<input type="checkbox"/>	<input type="text" value="Ex Bond Price"/>	<input type="checkbox"/>	<input type="text" value="Profit Margin%"/>	<input type="checkbox"/>	<input type="text" value="Brand Barcode"/>
- Remove Row + New Row										Cancel	Save									

Brand & Label Registration User Manual

Application Type : drop-down list includes two options:

- **Existing Label Registration :-**

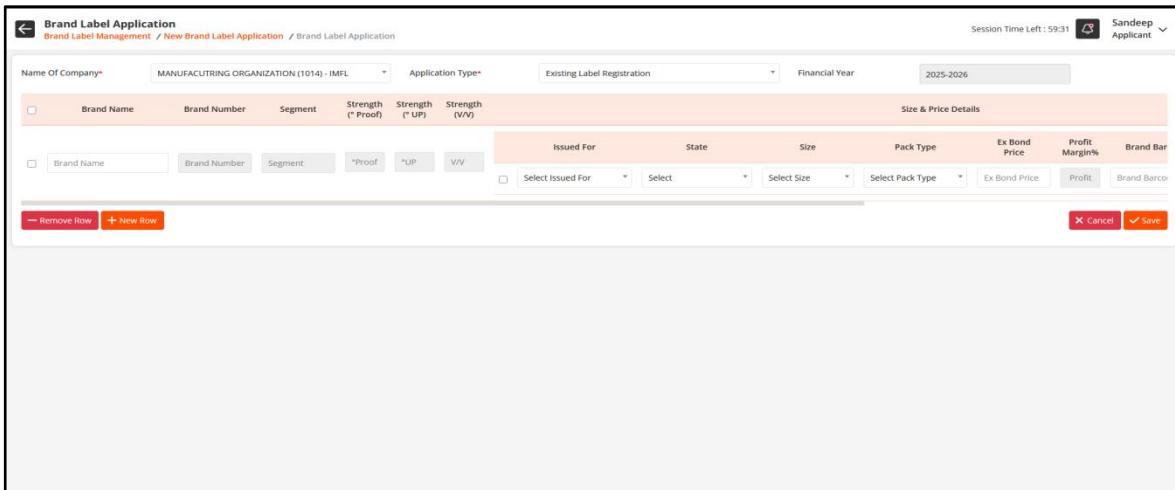
For labels already in the system. Users need choose the option from drop-down list as "Existing Label Registration" as the application type.

Name of Company Drop-down List

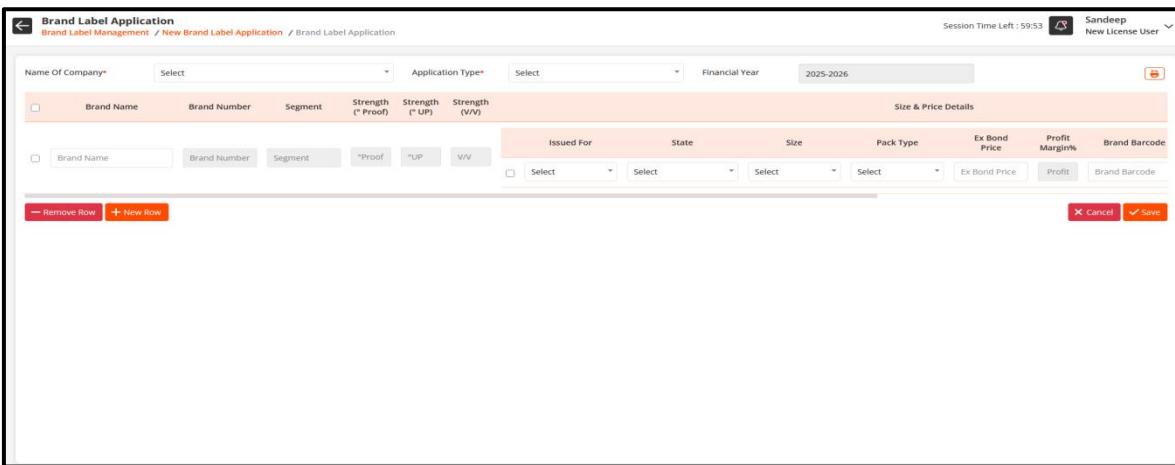
- Displays eligible manufacturing unit types for brand registration in the drop-down list. ('Bottling Unit', 'Brewery', 'Home-Made Wine', 'Import').

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.



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



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' page. At the top, there are dropdowns for 'Name Of Company*' (MANUFACTURING ORGANIZATION (1014) - IMFL), 'Application Type*' (Existing Label Registration), and 'Financial Year' (2025-2026). The user is identified as 'Sandeep Applicant'. The main table has columns: Brand Name, Brand Number, Segment, Strength (* Proof), Strength (*UP), Strength (V/V), and 'Size & Price Details'. The first row contains data for 'ROYAL STAGE WHISKY DOL' with values: 0362, WHISKY, 75, 42.8, 25. The 'Size & Price Details' section includes dropdowns for 'Issued For', 'State', 'Size', 'Pack Type', and buttons for 'Ex Bond Price', 'Profit', 'Brand Barcode', 'Category', and 'Cost Card'. Below the table are buttons for '- Remove Row' and '+ New Row'. The status bar at the bottom right shows 'Session Time Left: 55:30'.

- 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' page with multiple rows of data for 'ROYAL STAGE WHISKY DOL'. The first row is highlighted in red with the message 'Brand with segment combination already taken'. The table structure is identical to the first screenshot, with columns for Brand Name, Brand Number, Segment, Strength (* Proof), Strength (*UP), Strength (V/V), and 'Size & Price Details'. Each row includes dropdowns for 'Issued For', 'State', 'Size', 'Pack Type', and buttons for 'Ex Bond Price', 'Profit', 'Brand Barcode', 'Category', and 'Cost Card'. The bottom of the table has buttons for '- Remove Row', '+ New Row', 'New Row', and 'Remove Row'. The status bar at the bottom right shows 'Session Time Left: 52:25'.

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
Session Time Left : 49:44
Sandeep
Applicant

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

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

Brand Name
Brand Number
Segment
Strength
(" Proof")
Strength
("UP")
Strength
("V/V")
Size & Price Details

ROYAL STAGE WHISKY DOL
0362
WHISKY
75
42.8
25

Select Issued For
 Select
 Select Size
 Select Pack Type
 Ex Bond Price
 Profit
Brand Barco

Select Issued For
 Select State
 Select Size
 Select Pack Type
 Ex Bond price
 Profit
Brand Barco

Select Issued For
 Select State
 Select Size
 Select Pack Type
 Ex bond price
 Profit
Brand Barco

ROYAL STAGE WHISKY DOL
0362
WHISKY
75
42.8
25

Brand with segment combination already taken

Select Issued For
 Select State
 Select Size
 Select Pack Type
 Ex Bond Price
 Profit I
Brand Barco

Select Issued For
 Select State
 Select Size
 Select Pack Type
 Ex bond price
 Profit
Brand Barco

Select Issued For
 Select State
 Select Size
 Select Pack Type
 Ex bond price
 Profit
Brand Barco

Brand Name
Brand Number
Segment
Proof
UP
V/V

Select Issued For
 Select State
 Select Size
 Select Pack Type
 Ex Bond Price
 Profit I
Brand Barco

Brand Label Application
Session Time Left : 48:01
Sandeep
Applicant

Brand Label Management
New Brand Label Application
Brand Label Application

Name Of Company*

Application Type*

Financial Year

Strength
(*Proof)

Strength
(* UP)

Strength
(V/V)

Size & Price Details
Action

75

42.8

25

Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card
<input type="checkbox"/> Select Issued For	<input type="text" value="Select"/>	<input type="text" value="Select Size"/>	<input type="text" value="Select Pack Type"/>	<input type="text" value="Ex Bond Price"/>	<input type="text" value="Profit"/>	<input type="text" value="Brand Barcode"/>	<input type="text" value="Category"/>	<input type="button" value="Cost Card"/>
<input checked="" type="checkbox"/> Select Issued For	<input type="text" value="Select State"/>	<input type="text" value="Select Size"/>	<input type="text" value="Select Pack Type"/>	<input type="text" value="Ex Bond price"/>	<input type="text" value="Profit"/>	<input type="text" value="Brand Barcode"/>	<input type="text" value="Category"/>	<input type="button" value="Cost Card"/>
<input checked="" type="checkbox"/> Select Issued For	<input type="text" value="Select State"/>	<input type="text" value="Select Size"/>	<input type="text" value="Select Pack Type"/>	<input type="text" value="Ex Bond price"/>	<input type="text" value="Profit"/>	<input type="text" value="Brand Barcode"/>	<input type="text" value="Category"/>	<input type="button" value="Cost Card"/>

75

42.8

25

Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card
<input type="checkbox"/> Select Issued For	<input type="text" value="Select State"/>	<input type="text" value="Select Size"/>	<input type="text" value="Select Pack Type"/>	<input type="text" value="Ex Bond Price"/>	<input type="text" value="Profit I"/>	<input type="text" value="Brand Barcode"/>	<input type="text" value="Category"/>	<input type="button" value="Cost Card"/>
<input checked="" type="checkbox"/> Select Issued For	<input type="text" value="Select State"/>	<input type="text" value="Select Size"/>	<input type="text" value="Select Pack Type"/>	<input type="text" value="Ex Bond price"/>	<input type="text" value="Profit"/>	<input type="text" value="Brand Barcode"/>	<input type="text" value="Category"/>	<input type="button" value="Cost Card"/>
<input checked="" type="checkbox"/> Select Issued For	<input type="text" value="Select State"/>	<input type="text" value="Select Size"/>	<input type="text" value="Select Pack Type"/>	<input type="text" value="Ex Bond price"/>	<input type="text" value="Profit"/>	<input type="text" value="Brand Barcode"/>	<input type="text" value="Category"/>	<input type="button" value="Cost Card"/>

*Proof

*UP

V/V

Issued For	State	Size	Pack Type	Ex Bond Price	Profit I	Brand Barcode	Category	Cost Card
<input type="checkbox"/> Select Issued For	<input type="text" value="Select State"/>	<input type="text" value="Select Size"/>	<input type="text" value="Select Pack Type"/>	<input type="text" value="Ex Bond Price"/>	<input type="text" value="Profit I"/>	<input type="text" value="Brand Barcode"/>	<input type="text" value="Category"/>	<input type="button" value="Cost Card"/>

- Remove Row

+ New Row

X Cancel

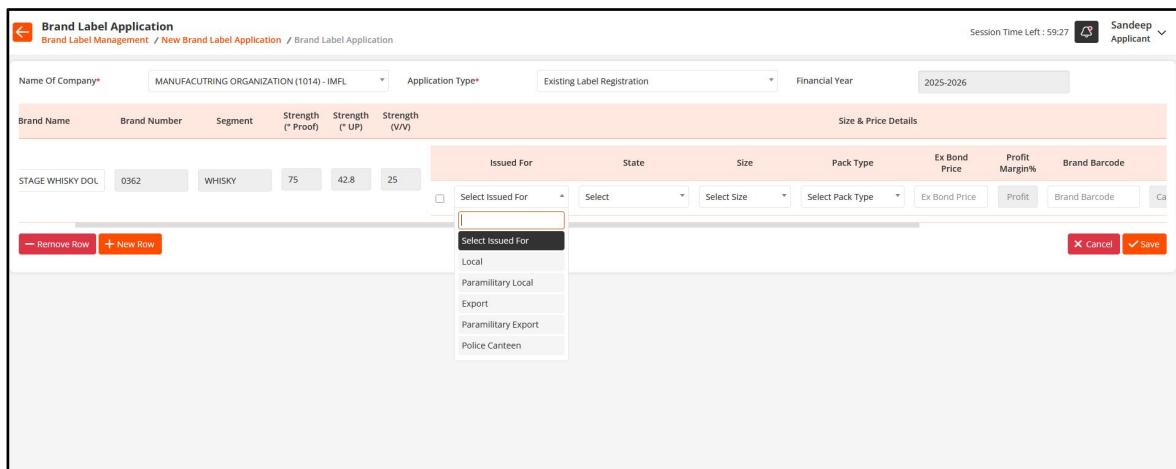
✓ Save

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.

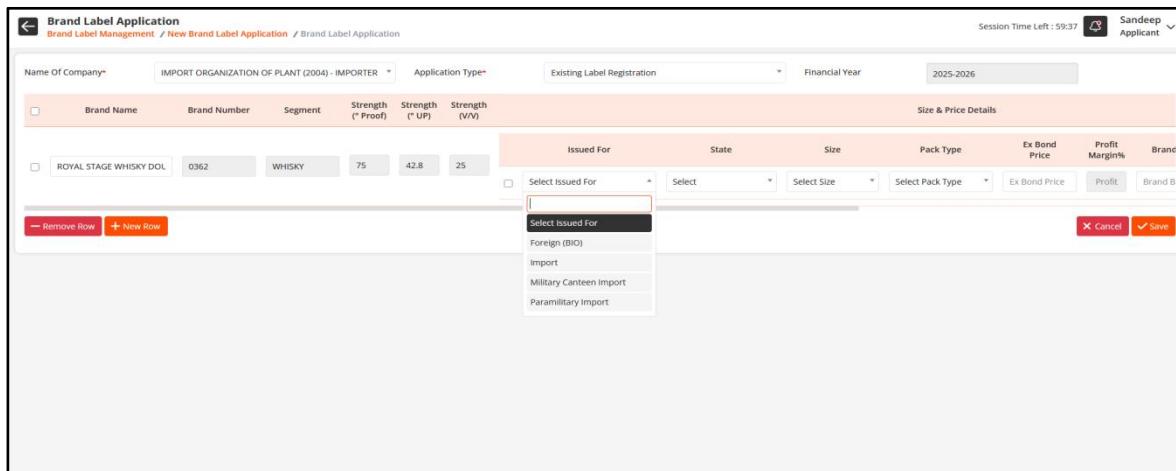


Brand Label Application
Brand Label Management / New Brand Label Application / Brand Label Application

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

Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details						
STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode
<input type="button" value="Remove Row"/> <input type="button" value="+ New Row"/>						<input type="button" value="Select Issued For"/>	Select	Select Size	Select Pack Type	Ex Bond Price	Profit	Brand Barcode

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



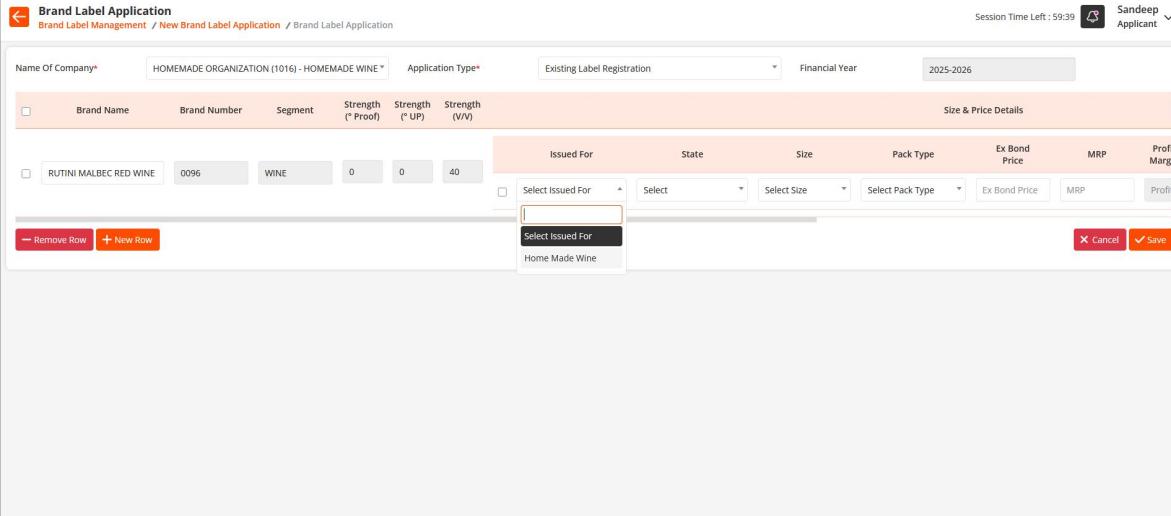
Brand Label Application
Brand Label Management / New Brand Label Application / Brand Label Application

Name Of Company* IMPORT ORGANIZATION OF PLANT (2004)- IMPORTER Application Type* Existing Label Registration Financial Year 2025-2026

Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details						
ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand
<input type="button" value="Remove Row"/> <input type="button" value="+ New Row"/>						<input type="button" value="Select Issued For"/>	Select	Select Size	Select Pack Type	Ex Bond Price	Profit	Brand B

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' page. At the top, there are fields for 'Name Of Company' (set to 'HOMEMADE.ORGANIZATION (1016) - HOMEMADE WINE'), 'Application Type' (set to 'Existing Label Registration'), 'Financial Year' (set to '2025-2026'), and a user 'Sandeep Applicant'. Below these, there is a table with columns: Brand Name, Brand Number, Segment, Strength (* Proof), Strength (* UP), and Strength (V/V). A single row is present with 'RUTINI MALBEC RED WINE', '0096', 'WINE', '0', '0', and '40'. To the right of the table is a 'Size & Price Details' section with dropdowns for 'Issued For', 'State', 'Size', 'Pack Type', and buttons for 'Ex Bond Price', 'MRP', and 'Profit Margin'. A 'Select Issued For' dropdown is open, showing 'Home Made Wine' as the selected option. At the bottom right are '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**".

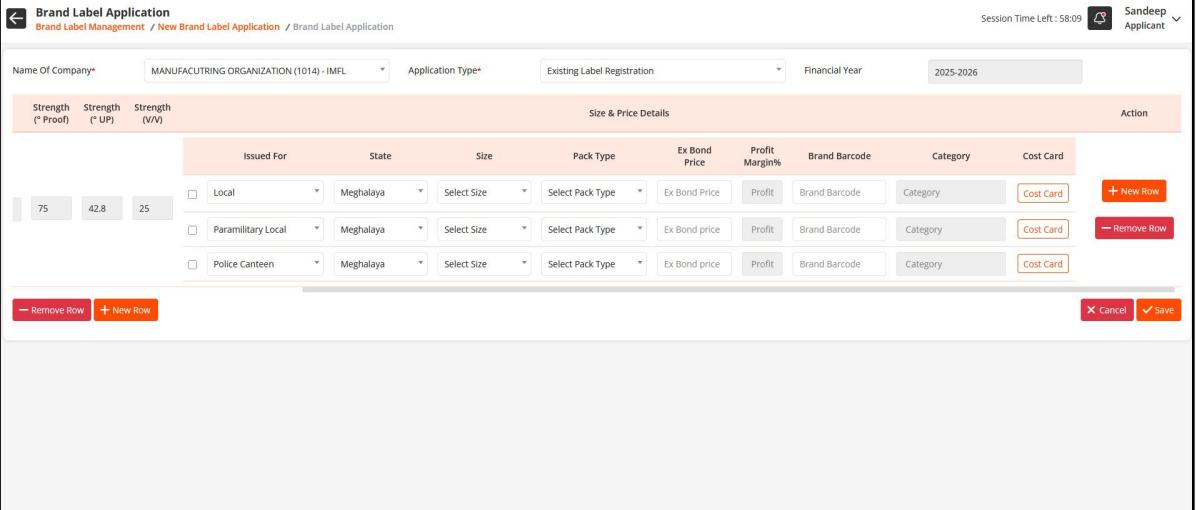
Note: 5.State drop-down list classified into two type local and export.

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'**.



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

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

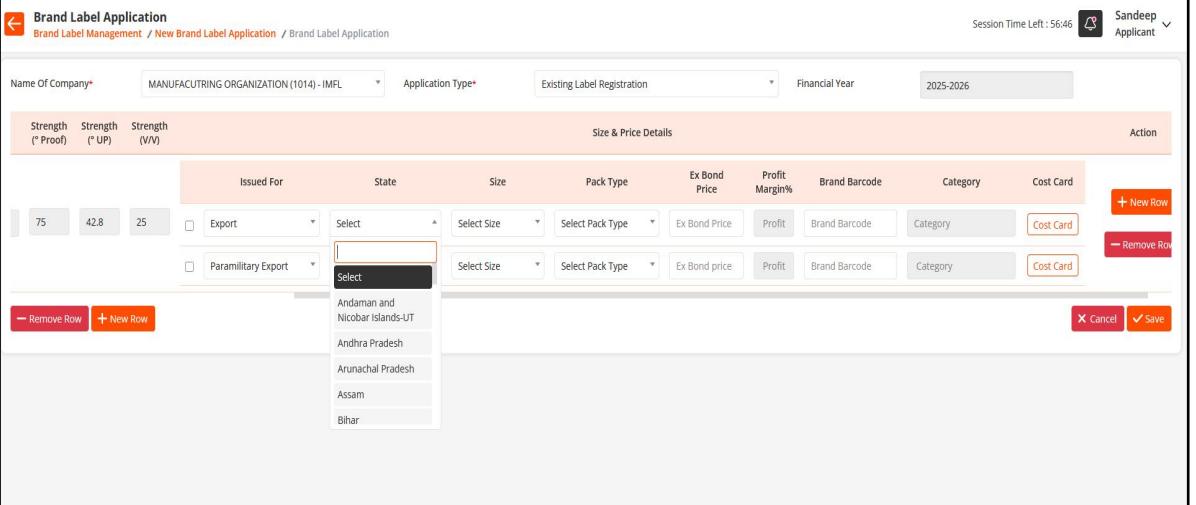
Strength (* Proof) Strength (* UP) Strength (V/V) Size & Price Details Action

Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card	Action
Local	Meghalaya	Select Size	Select Pack Type	Ex Bond Price	Profit	Brand Barcode	Category	Cost Card	+ New Row
Paramilitary Local	Meghalaya	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	- Remove Row
Police Canteen	Meghalaya	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	- Remove Row

- Remove Row + New Row X Cancel ✓ 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**.



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

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

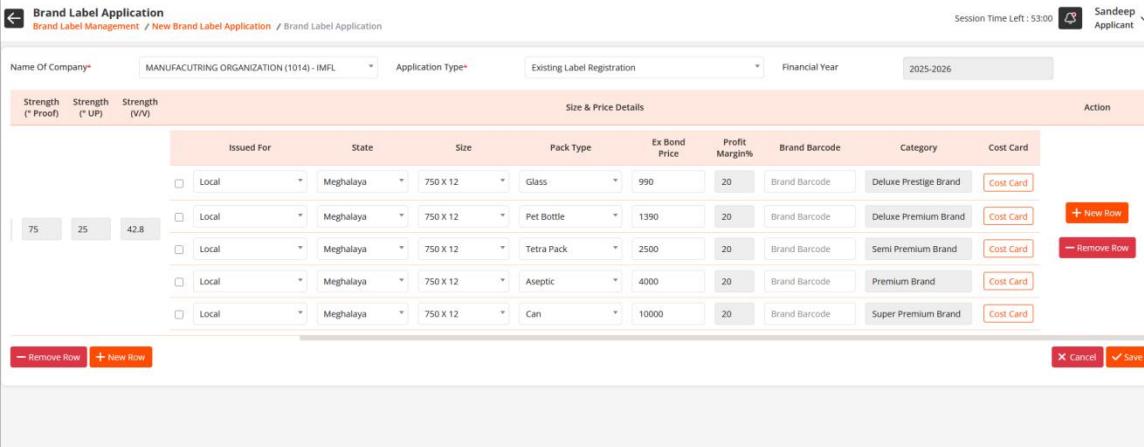
Strength (* Proof) Strength (* UP) Strength (V/V) Size & Price Details Action

Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card	Action
Export	Select	Select Size	Select Pack Type	Ex Bond Price	Profit	Brand Barcode	Category	Cost Card	+ New Row
Paramilitary Export	Select	Select Size	Select Pack Type	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	- Remove Row

- Remove Row + New Row X Cancel ✓ 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

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

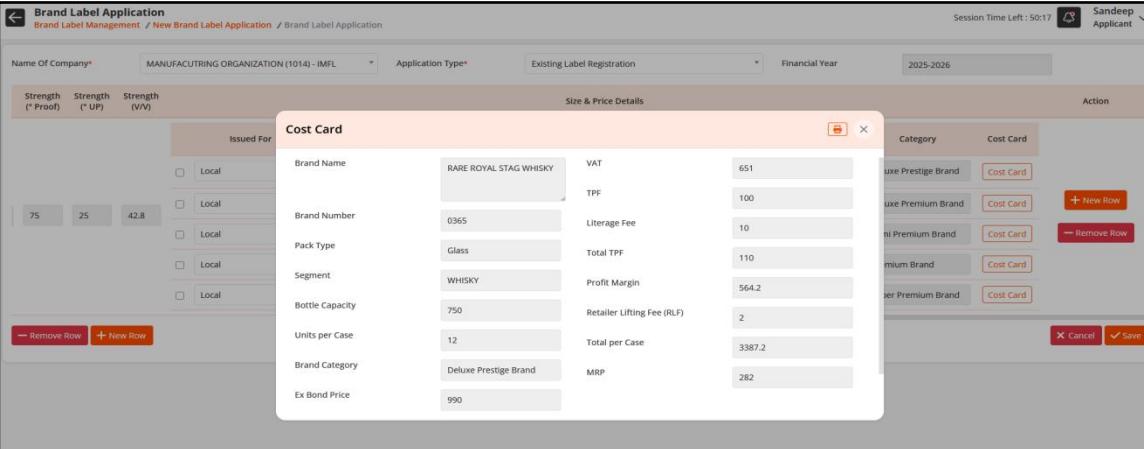
Strength (* Proof) Strength (* UP) Strength (V/V)

Size & Price Details

Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card	Action
Local	Meghalaya	750 X 12	Glass	990	20	Brand Barcode	Deluxe Prestige Brand	Cost Card	
Local	Meghalaya	750 X 12	Pet Bottle	1390	20	Brand Barcode	Deluxe Premium Brand	Cost Card	+ New Row
Local	Meghalaya	750 X 12	Tetra Pack	2500	20	Brand Barcode	Semi Premium Brand	Cost Card	- Remove Row
Local	Meghalaya	750 X 12	Aseptic	4000	20	Brand Barcode	Premium Brand	Cost Card	
Local	Meghalaya	750 X 12	Can	10000	20	Brand Barcode	Super Premium Brand	Cost Card	

- Remove Row + New Row Cancel Save

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



Brand Label Application

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

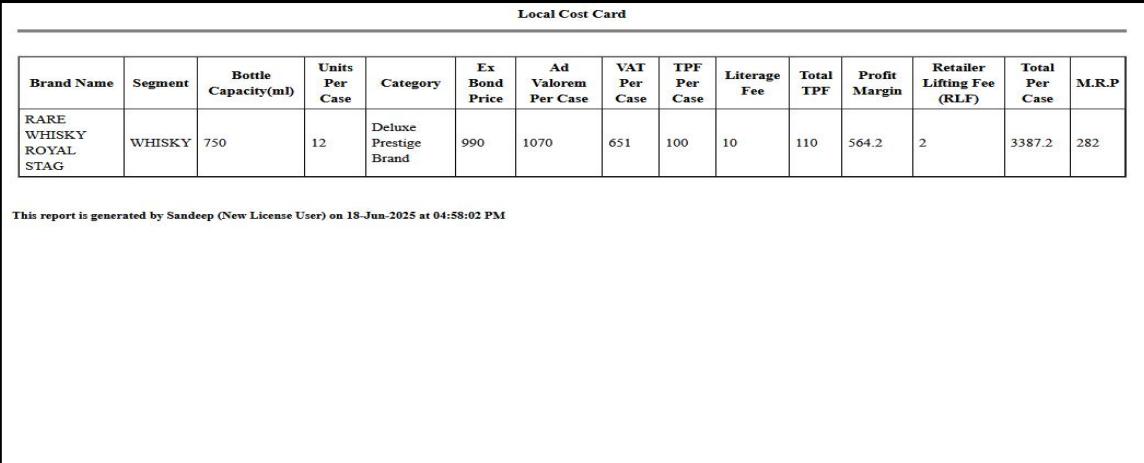
Strength (* Proof) Strength (* UP) Strength (V/V)

Cost Card

Category	Cost Card
Deluxe Prestige Brand	Cost Card
Deluxe Premium Brand	Cost Card
Semi Premium Brand	Cost Card
Premium Brand	Cost Card
Super Premium Brand	Cost Card

+ New Row - Remove Row Cancel Save

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



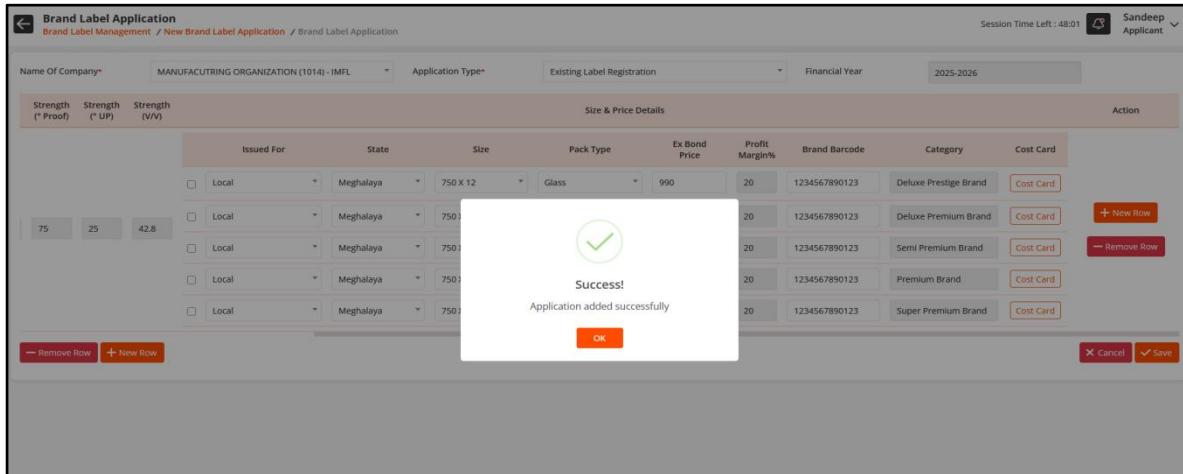
Local Cost Card

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

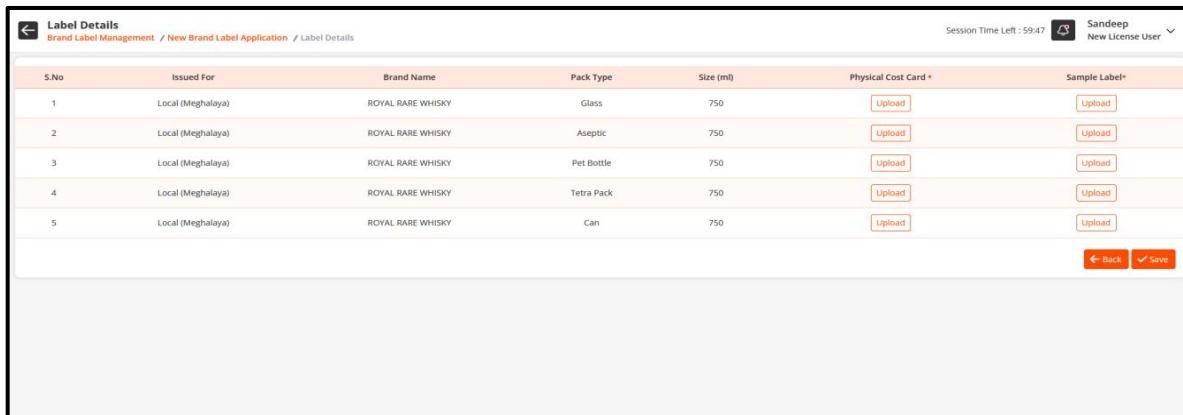
Brand & Label Registration User Manual

- 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.



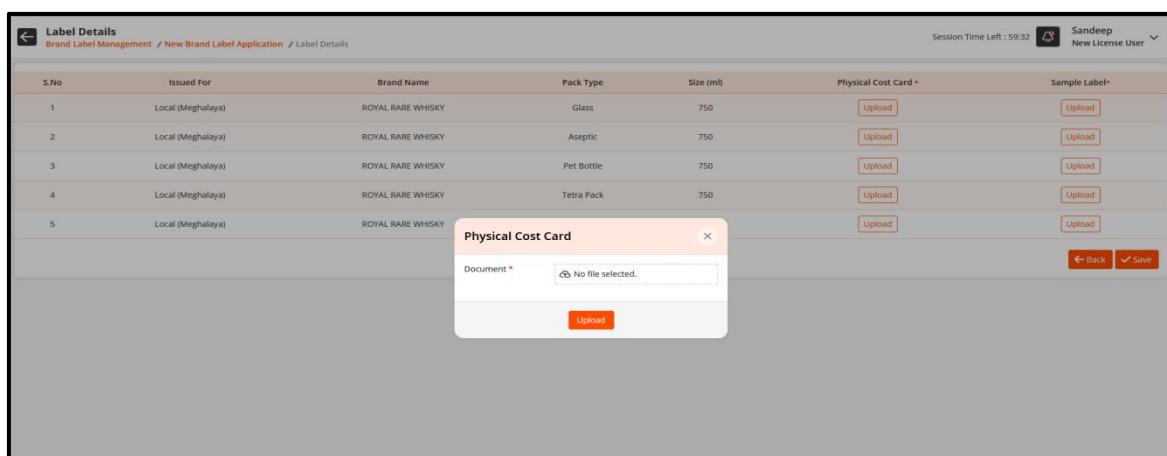
The screenshot shows the 'Brand Label Application' interface. At the top, there are dropdown menus for 'Name Of Company' (MANUFACUTRING ORGANIZATION (1014) - IMFL), 'Application Type' (Existing Label Registration), and 'Financial Year' (2025-2026). On the right, a user profile for 'Sandeep Applicant' is visible. The main table lists brand details with columns for Strength, Issued For, State, Size, Pack Type, Ex Bond Price, Profit Margin%, Brand Barcode, Category, and Cost Card. A modal window in the center displays a green checkmark and the text 'Success! Application added successfully' with an 'OK' button. At the bottom, there are buttons for 'Remove Row', '+ New Row', 'Cancel', and 'Save'.

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



The screenshot shows the 'Label Details' page. The table header includes columns for S.No, Issued For, Brand Name, Pack Type, Size (ml), Physical Cost Card, and Sample Label. Below the table, there are 'Back' and 'Save' buttons. The table lists five items, each with an 'Upload' button for the physical cost card.

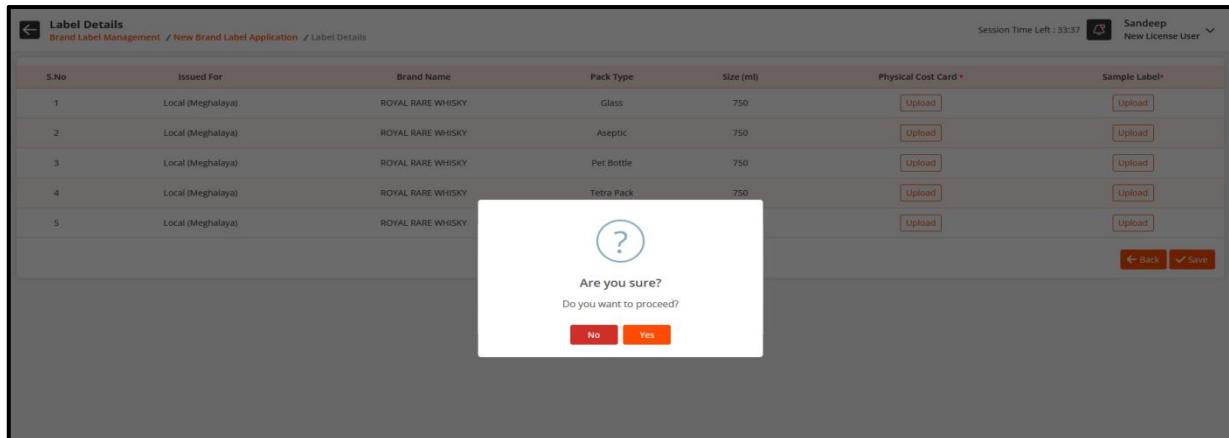
- User needs to upload the file in the physical cost card, click on the 'Upload' button ,in the pop-up window, select 'No file selected,' then click on the 'Upload' button.



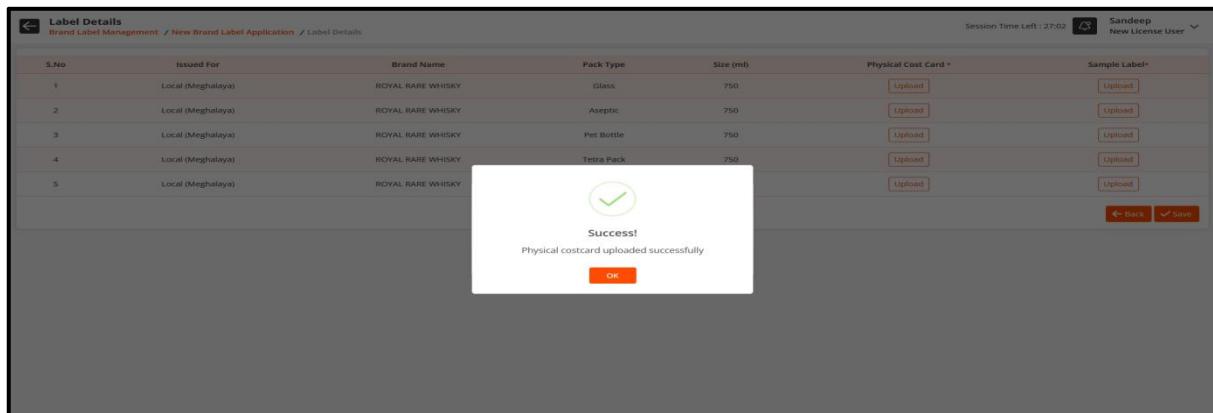
The screenshot shows the 'Label Details' page with a modal window titled 'Physical Cost Card'. The modal has a 'Document' field with the placeholder 'No file selected.' and an 'Upload' button. At the bottom right of the modal are 'Back' and 'Save' buttons. The main table on the page is identical to the one in the previous screenshot, showing five items with 'Upload' buttons for the physical cost card.

Brand & Label Registration User Manual

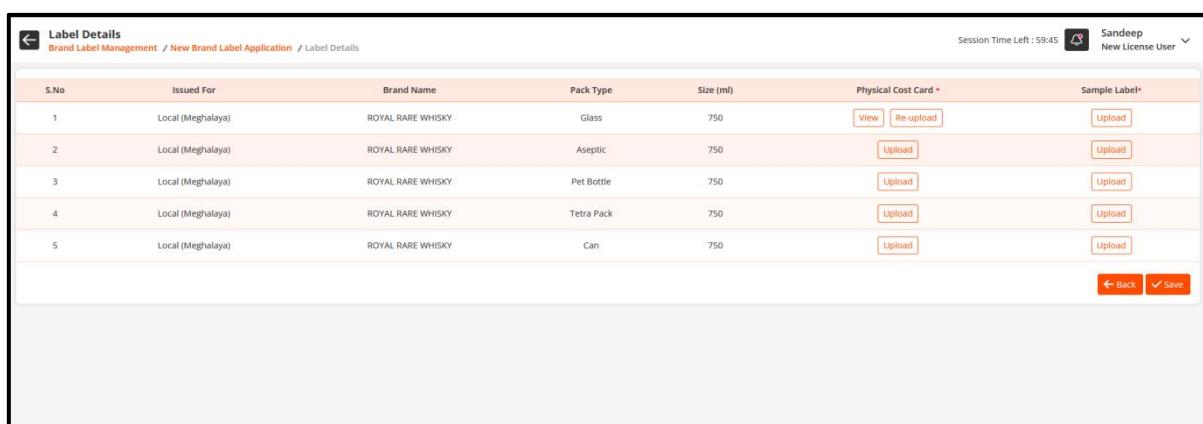
- After click on the 'Upload' button, a confirmation pop-up window will appear, where the user need to click 'Yes' button , To upload the file.



- 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.

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

Sample Label Upload X

Front *

Back *

[Back](#) [Save](#)

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

Session Time Left : 42:10  Sandeep
New License User

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



Success!
Sample label(s) uploaded successfully

[OK](#)

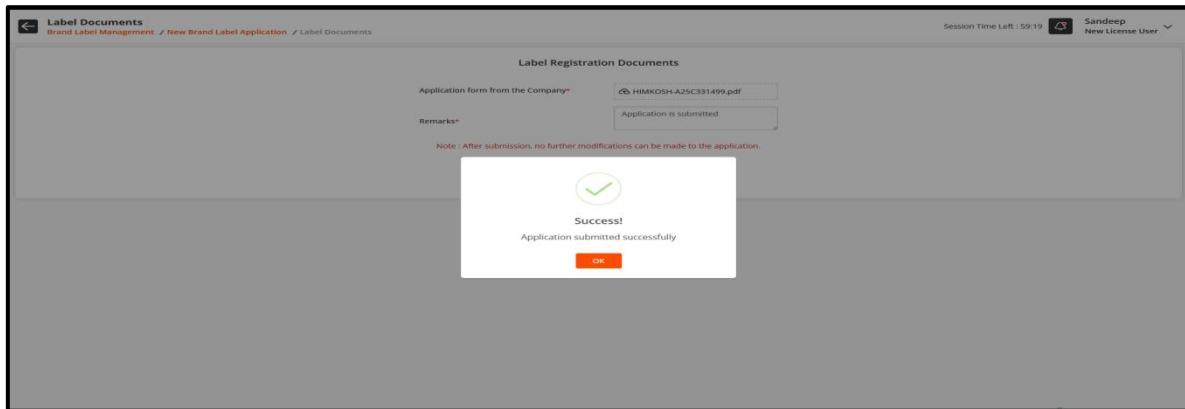
[Back](#) [Save](#)

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

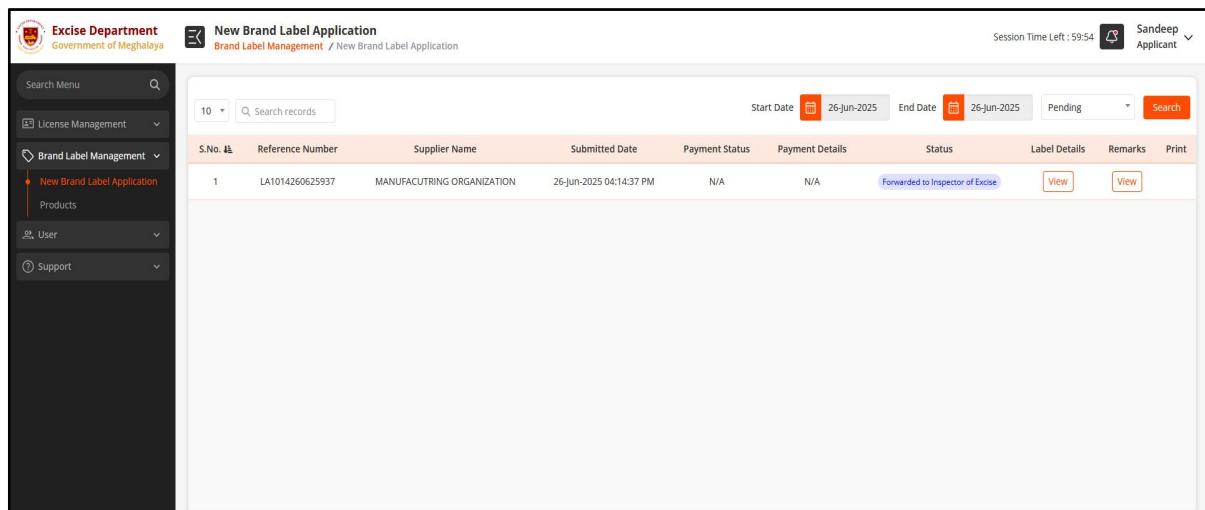
Label Details						Session Time Left : 59:51	Sandeepr New License User
Brand Label Management / New Brand Label Application / Label Details							
S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card	Sample Label	
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	View Re-upload	View	
2	Local (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.



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

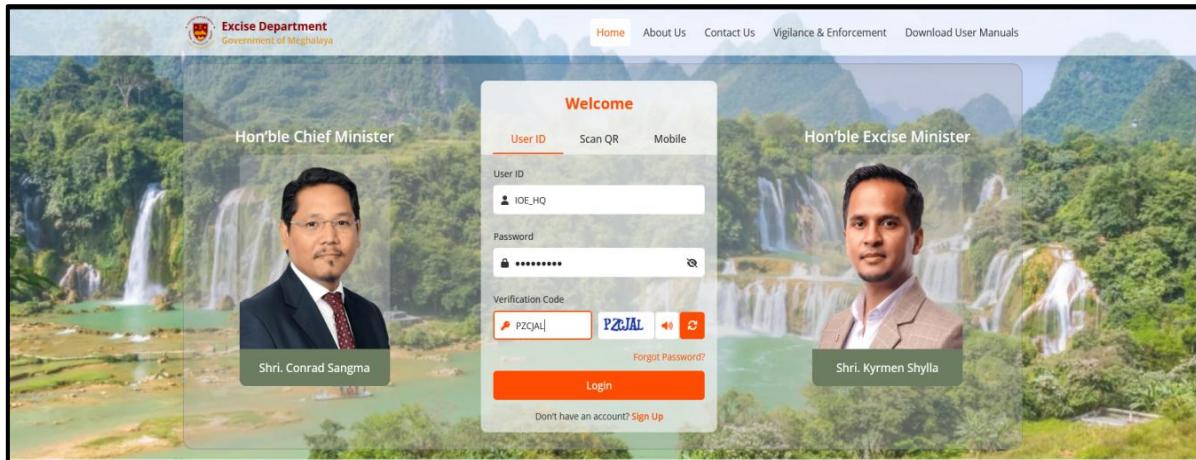


Brand & Label Registration User Manual

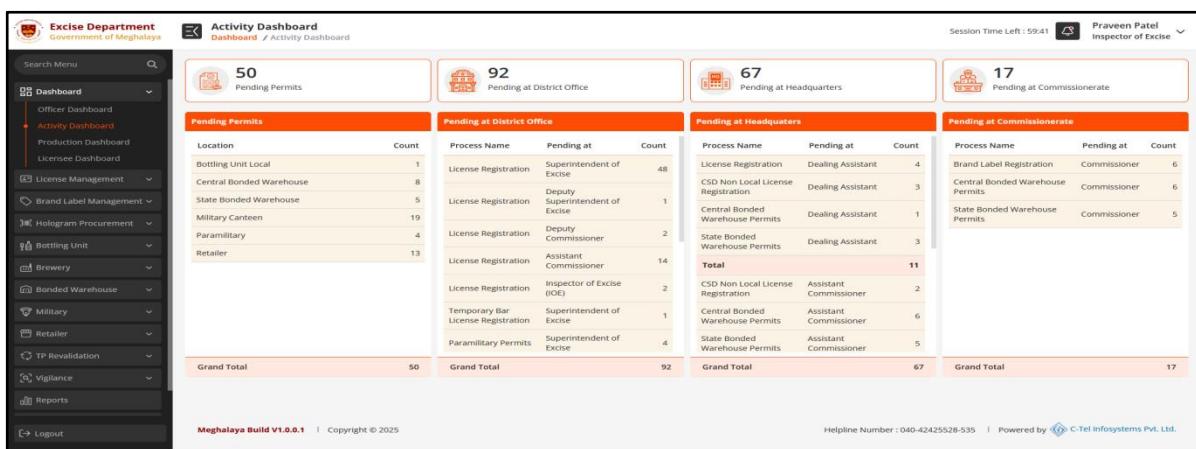
Note :

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

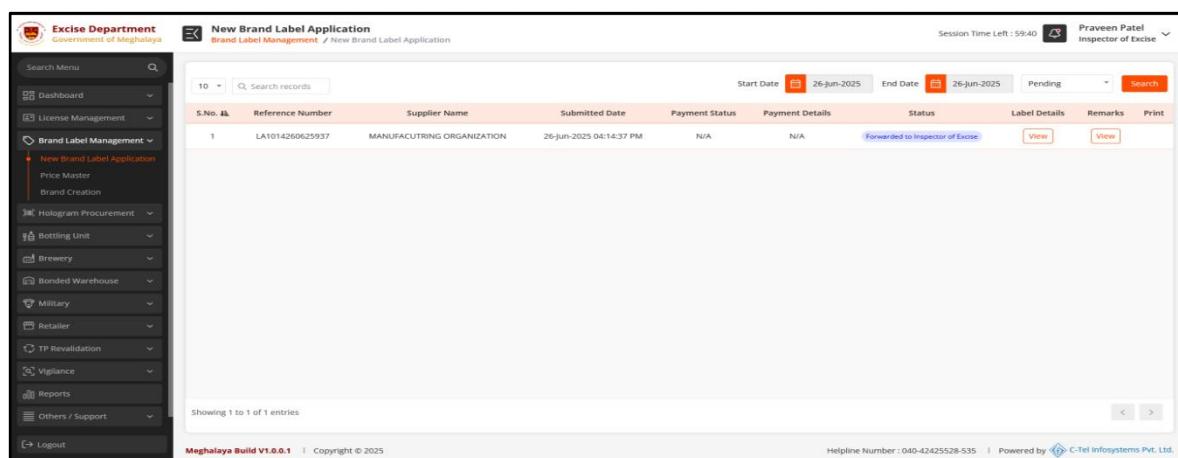
3. Login to the application ,entering valid IOE credentials :



- 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.



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

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

Search Menu

10 Search records

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 Print

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

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

Name Of Company* MANUFACUTRING 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

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

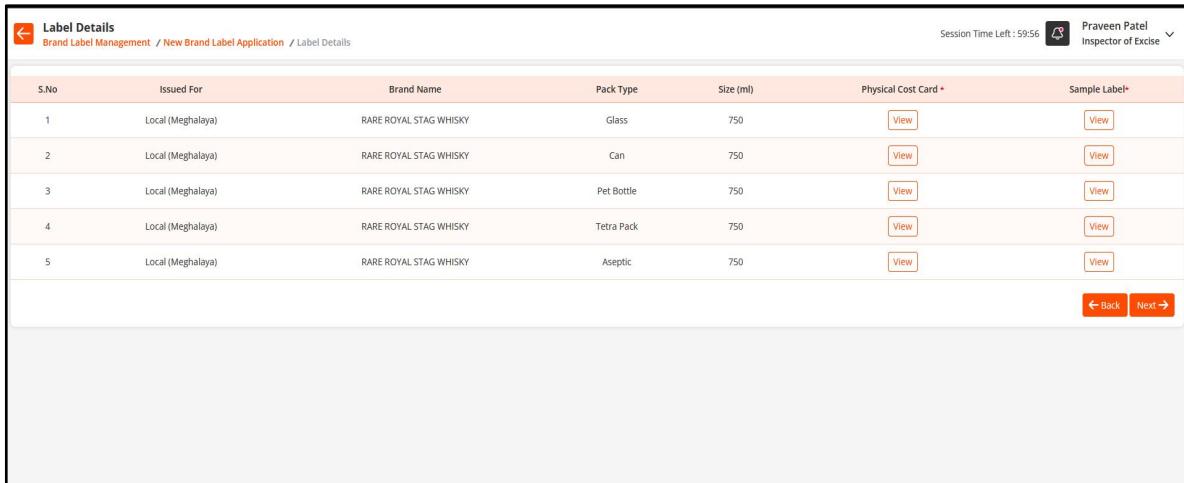
Name Of Company* MANUFACUTRING ORGANIZATION (1014) - IMFL Application Type* Existing Label Registration Financial Year 2025-2026

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.



Label Details

Brand Label Management / New Brand Label Application / Label Details

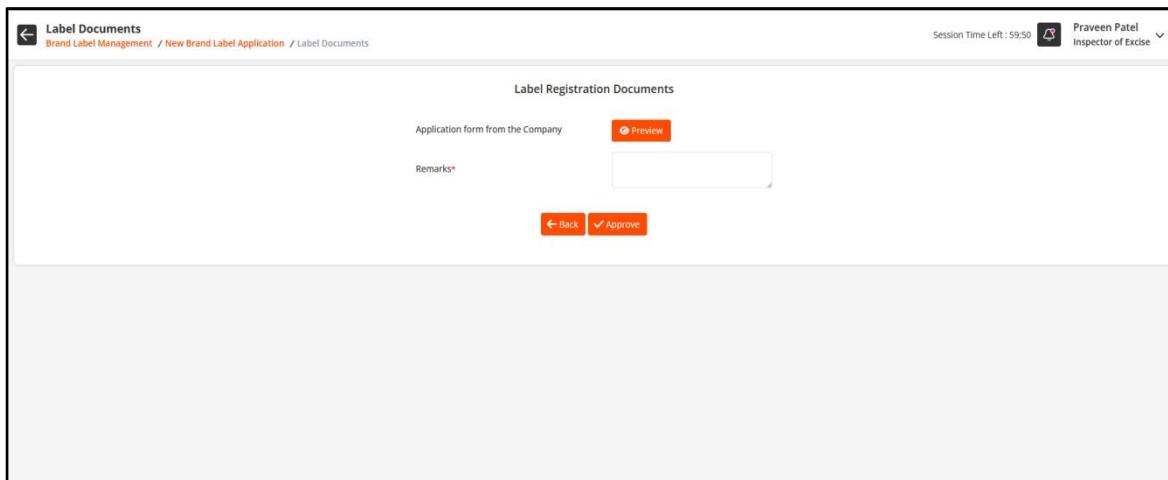
S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Glass	750	View	View
2	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Can	750	View	View
3	Local (Meghalaya)	RARE ROYAL STAG WHISKY	Pet Bottle	750	View	View
4	Local (Meghalaya)	RARE ROYAL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

Session Time Left : 59:56

Praveen Patel
Inspector of Excise

[← Back](#) [Next →](#)

- 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

Label Registration Documents

Application form from the Company [Preview](#)

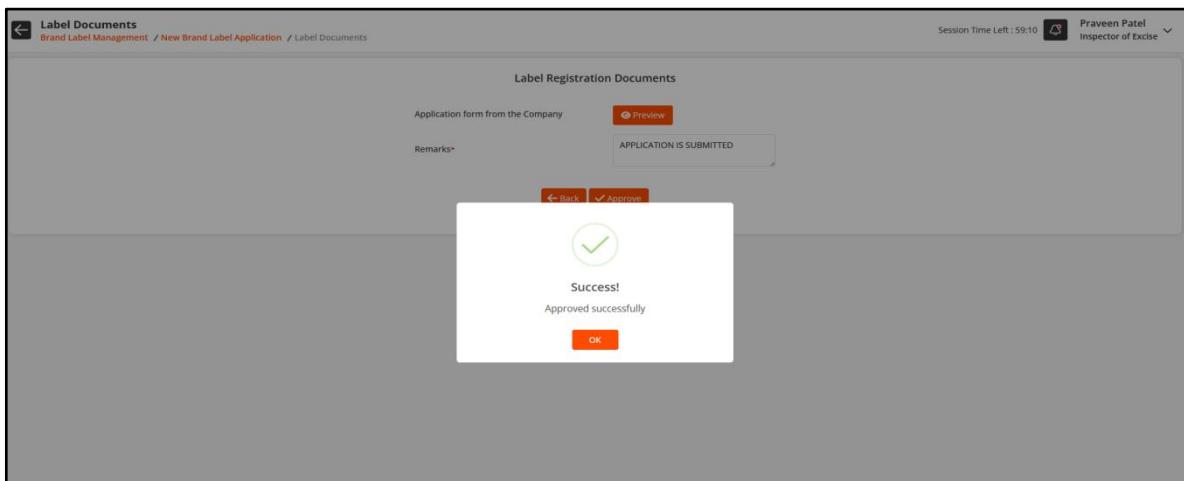
Remarks*

[← Back](#) [✓ Approve](#)

Session Time Left : 59:50

Praveen Patel
Inspector of Excise

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



Label Documents

Brand Label Management / New Brand Label Application / Label Documents

Label Registration Documents

Application form from the Company [Preview](#)

Remarks*

APPLICATION IS SUBMITTED

[← Back](#) [✓ Approve](#)

Success!
Approved successfully

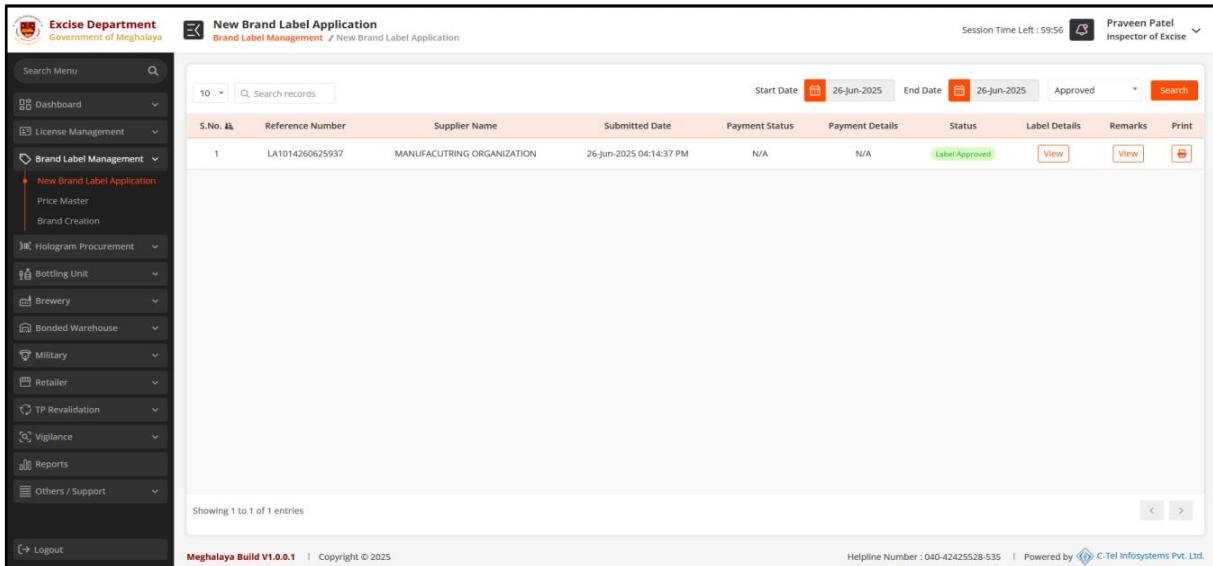
OK

Session Time Left : 59:10

Praveen Patel
Inspector of Excise

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 : 59:56

Praveen Patel
Inspector of Excise

Search Menu

10 Q. Search records

S.No. Reference Number Supplier Name Submitted Date Payment Status Payment Details Status Label Details Remarks Print

1 LA1014260625937 MANUFACUTRING ORGANIZATION 26-Jun-2025 04:37 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, 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

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
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 -----