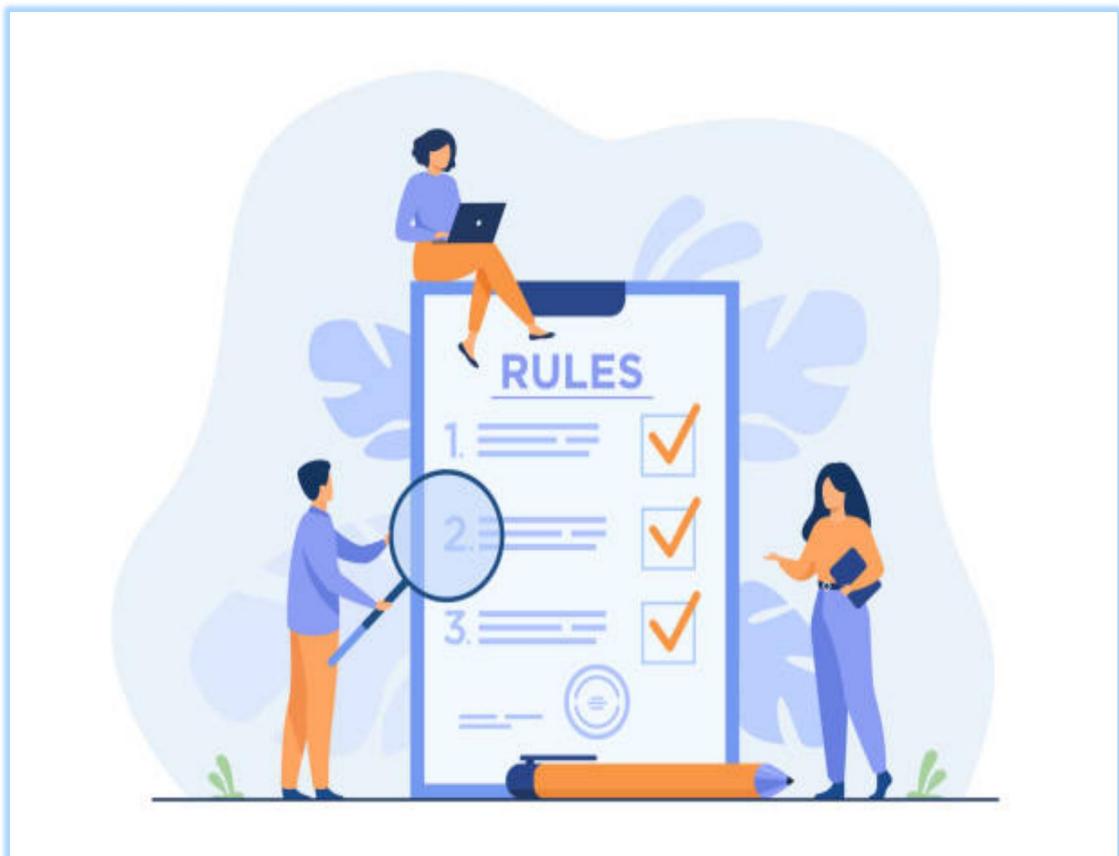


# Brand & Label Registration User Manual



**Excise Department  
Government of Meghalaya**



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

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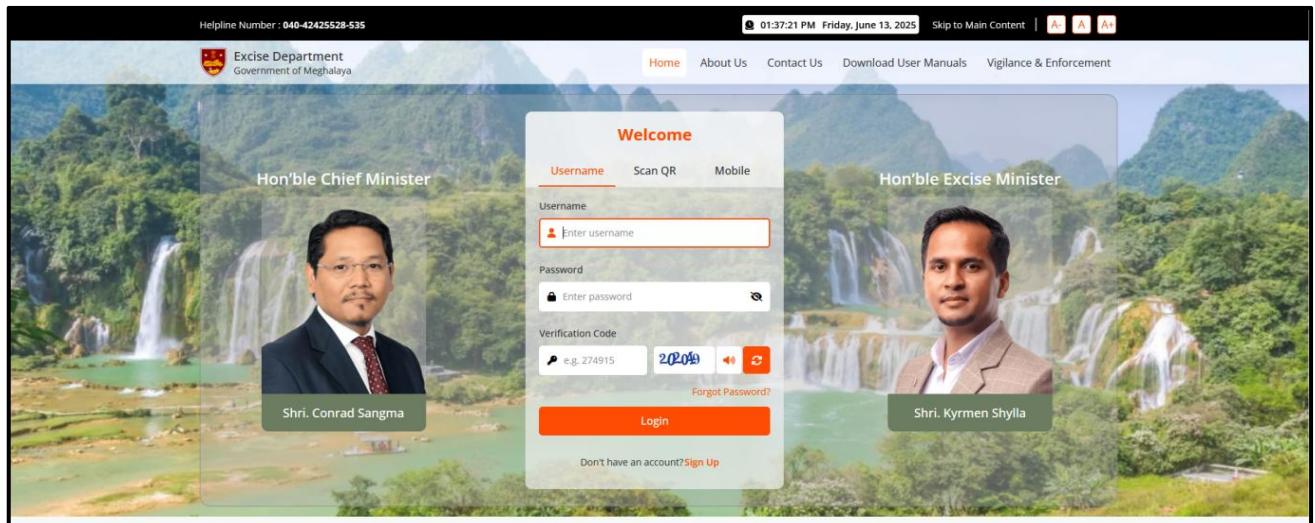
# Brand & Label Registration User Manual

## 1. Over View :

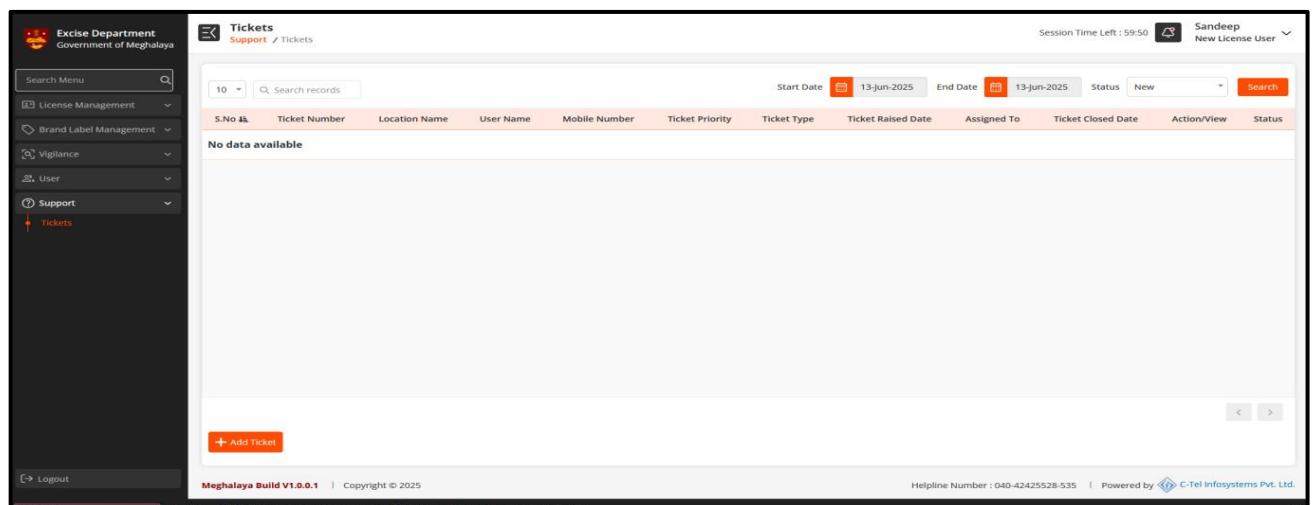
- This document provides a step-by-step guide for users on the brand & label registration process.

## 2. Brand & Label Registration Process :

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

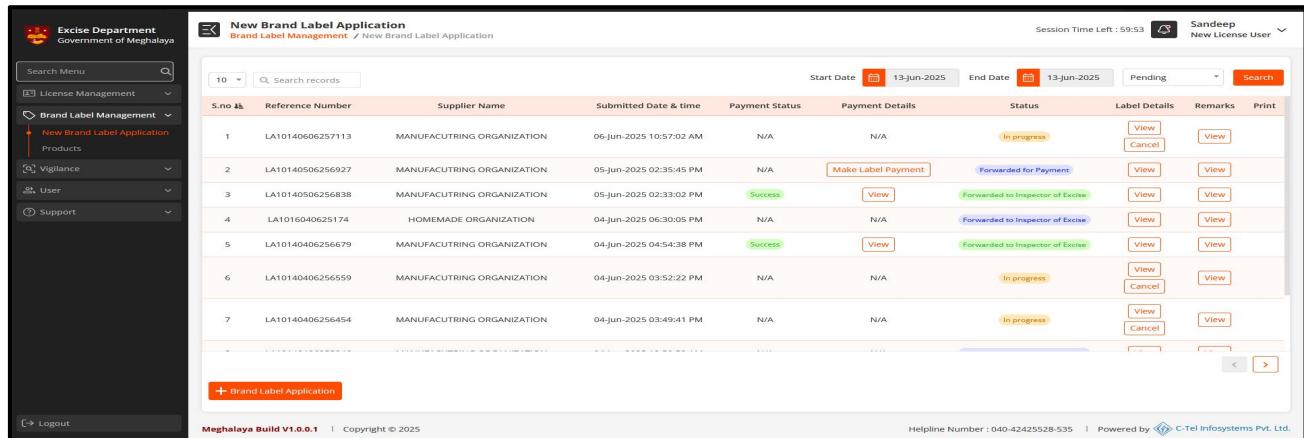


- Once logged in, the user will see the Support screen, user need to click on the Brand Label Management tab to continue.



# Brand & Label Registration User Manual

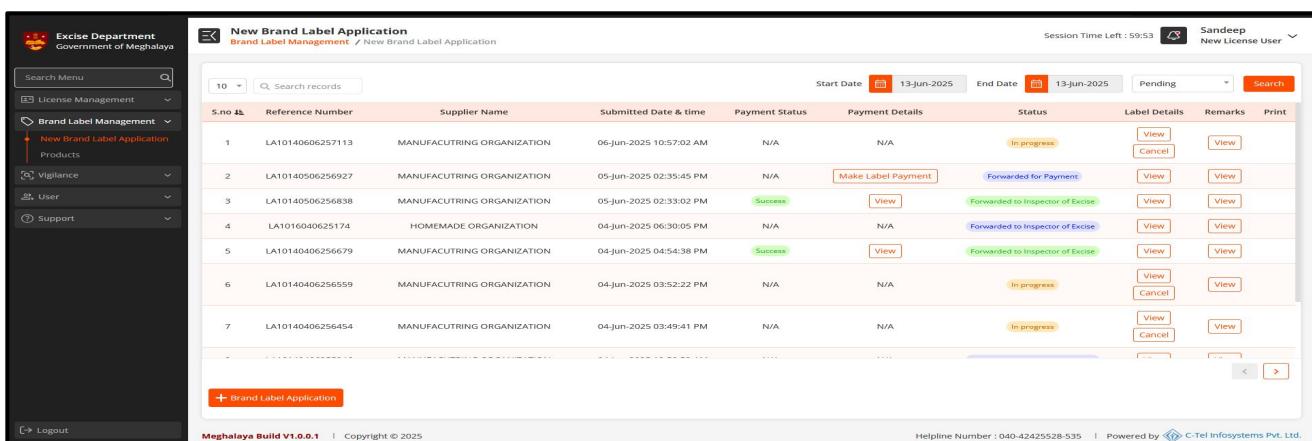
- When the user click on the Brand Label Management tab, it expands. To proceed, user need to click on the New Brand Label Registration tab.



The screenshot shows the 'New Brand Label Application' page. The left sidebar has 'Brand Label Management' expanded, with 'New Brand Label Application' selected. The main content area displays a table of registered 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 left is a red '+ 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	<a href="#">View</a>	<a href="#">Cancel</a>	<a href="#">View</a>
2	LA10140506256927	MANUFACUTRING ORGANIZATION	05-Jun-2025 02:35:45 PM	N/A	<a href="#">Make Label Payment</a>	Forwarded for Payment	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>
3	LA10140506256838	MANUFACUTRING ORGANIZATION	05-Jun-2025 02:33:02 PM	Success	<a href="#">View</a>	Forwarded to Inspector of Excise	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>
4	LA1016040625174	HOMEMADE ORGANIZATION	04-Jun-2025 06:30:05 PM	N/A	N/A	Forwarded to Inspector of Excise	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>
5	LA10140406256679	MANUFACUTRING ORGANIZATION	04-Jun-2025 04:54:38 PM	Success	<a href="#">View</a>	Forwarded to Inspector of Excise	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>
6	LA10140406256559	MANUFACUTRING ORGANIZATION	04-Jun-2025 03:52:22 PM	N/A	N/A	In progress	<a href="#">View</a>	<a href="#">Cancel</a>	<a href="#">View</a>
7	LA10140406256454	MANUFACUTRING ORGANIZATION	04-Jun-2025 03:49:41 PM	N/A	N/A	In progress	<a href="#">View</a>	<a href="#">Cancel</a>	<a href="#">View</a>

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



The screenshot is identical to the one above, showing the 'New Brand Label Application' page. The '+ Brand Label Application' button at the bottom left is highlighted with a red box.

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

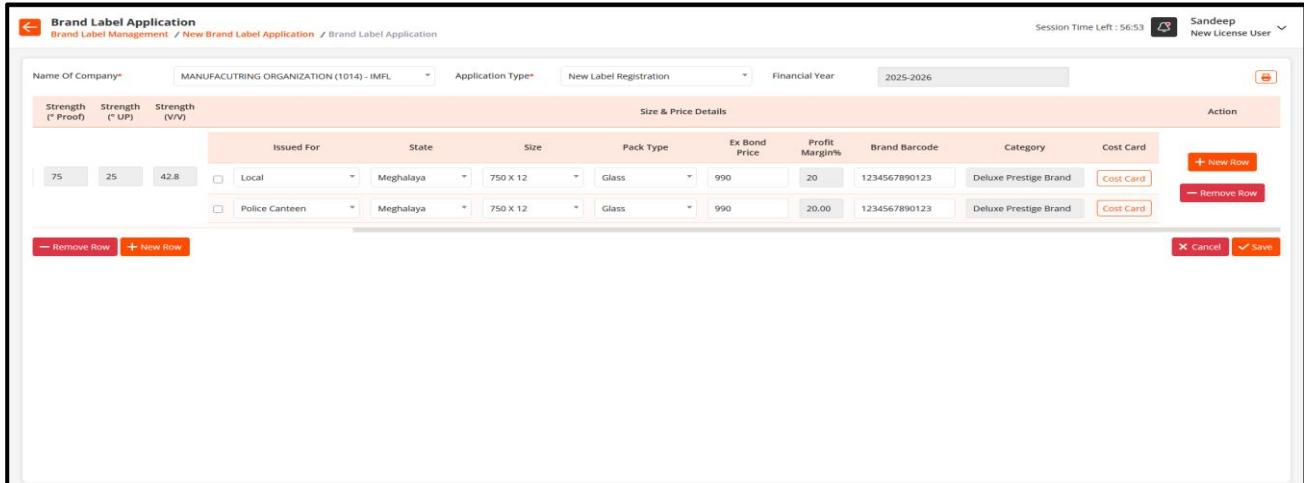
# Brand & Label Registration User Manual

- 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.

## Brand & Label Registration User Manual

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

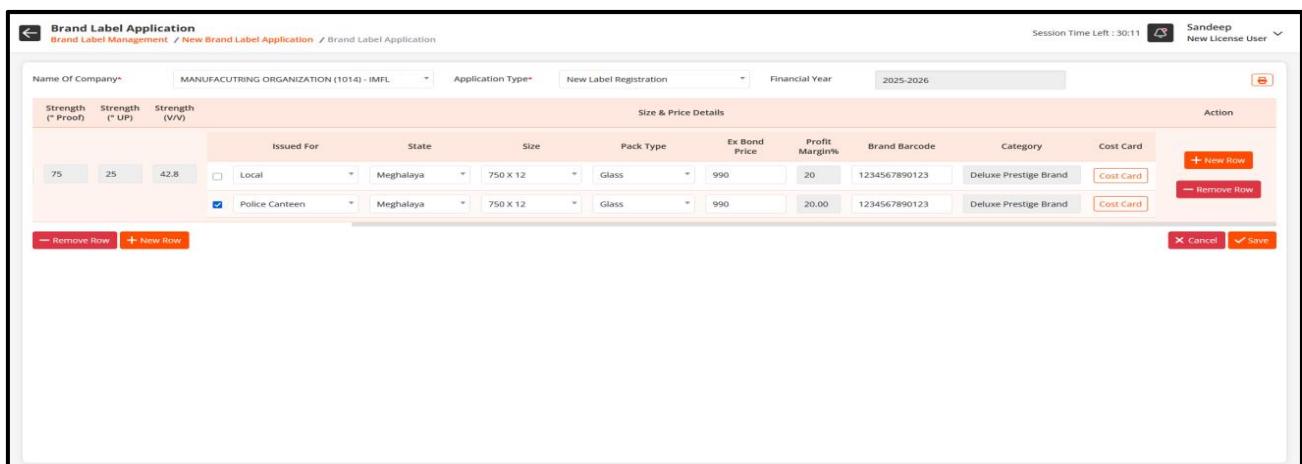


The screenshot shows the 'New Brand Label Application' page. At the top, the company name is 'MANUFACUTRING ORGANIZATION (1014) - IMFL'. The application type is 'New Label Registration' and the financial year is '2025-2026'. The 'Size & Price Details' section contains two rows of data. The first row has 'Issued For' as 'Local', 'State' as 'Meghalaya', 'Size' as '750 X 12', 'Pack Type' as 'Glass', 'Ex Bond Price' as '990', 'Profit Margin%' as '20', 'Brand Barcode' as '1234567890123', 'Category' as 'Deluxe Prestige Brand', and 'Cost Card' as 'Cost Card'. The second row has 'Issued For' as 'Police Canteen', 'State' as 'Meghalaya', 'Size' as '750 X 12', 'Pack Type' as 'Glass', 'Ex Bond Price' as '990', 'Profit Margin%' as '20.00', 'Brand Barcode' as '1234567890123', 'Category' as 'Deluxe Prestige Brand', and 'Cost Card' as 'Cost Card'. On the right side of the table, there are buttons for '+ New Row' and '- Remove Row'. At the bottom, there are buttons for 'Remove Row', '+ New Row', 'Cancel', and 'Save'.

- 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.



The screenshot shows the 'New Brand Label Application' page. The 'Issued For' column for the second row ('Police Canteen') has a checked checkbox. The rest of the data is identical to the previous screenshot. The right side of the table has buttons for '+ New Row' and '- Remove Row'. At the bottom, there are buttons for 'Remove Row', '+ New Row', 'Cancel', and 'Save'.

- 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 :

- Application Type drop-down list includes two options:

# Brand & Label Registration User Manual

## **1.1 New Label Registration :-**

For labels that have never been registered. Users need choose the option from drop-down list as "New Label Registration" in the application type.

## **2. Name Of Company Drop-down List :**

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

## **3. Brand Name :**

3.1 User needs to enter a valid brand number or name in the field and select an option.

3.2 Based on the brand number / name, the system will auto-fetch the brand number , segment and also strength.

# Brand & Label Registration User Manual

The screenshot shows the 'Brand Label Application' page. The 'Name Of Company' dropdown is set to 'MANUFACUTRING ORGANIZATION (1014) - IMFL'. The 'Application Type' dropdown is set to 'New Label Registration'. The 'Financial Year' is '2025-2026'. The main table has a single row for 'ROYAL STAG WHISKY' with details: Brand Number 0372, Segment WHISKY, Strength (° Proof) 75, Strength (° UP) 25, Strength (V/V) 42.8. The 'Issued For' dropdown is currently empty. The 'Size & Price Details' section is visible on the right. Buttons at the bottom include 'Remove Row', 'New Row', 'Cancel', and 'Save'.

- 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.

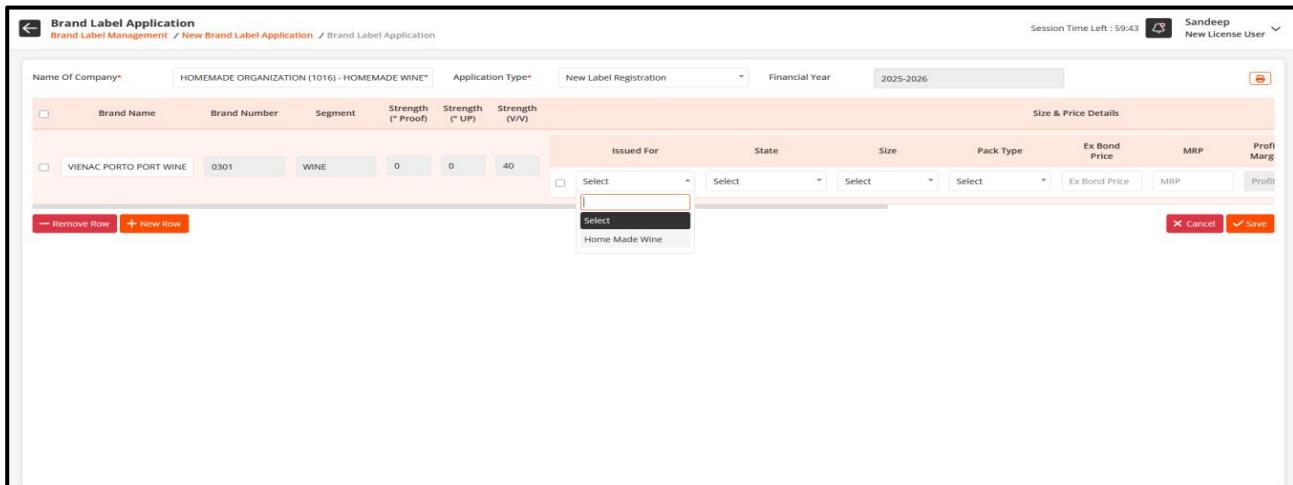
The screenshot shows the 'Brand Label Application' page with the 'Name Of Company' set to 'MANUFACUTRING ORGANIZATION (1014) - IMFL'. The 'Issued For' dropdown menu is open, showing options: Select, Local, Paramilitary Local, Export, Paramilitary Export, and Police Canteen. The 'Save' button is highlighted.

- 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' page with the 'Name Of Company' set to 'IMPORT ORGANIZATION OF PLANT (2004) - IMPORTER'. The 'Issued For' dropdown menu is open, showing options: Select, Foreign (BIO), Import, Military Canteen import, and Paramilitary Import. The 'Import' option is highlighted.

# 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.

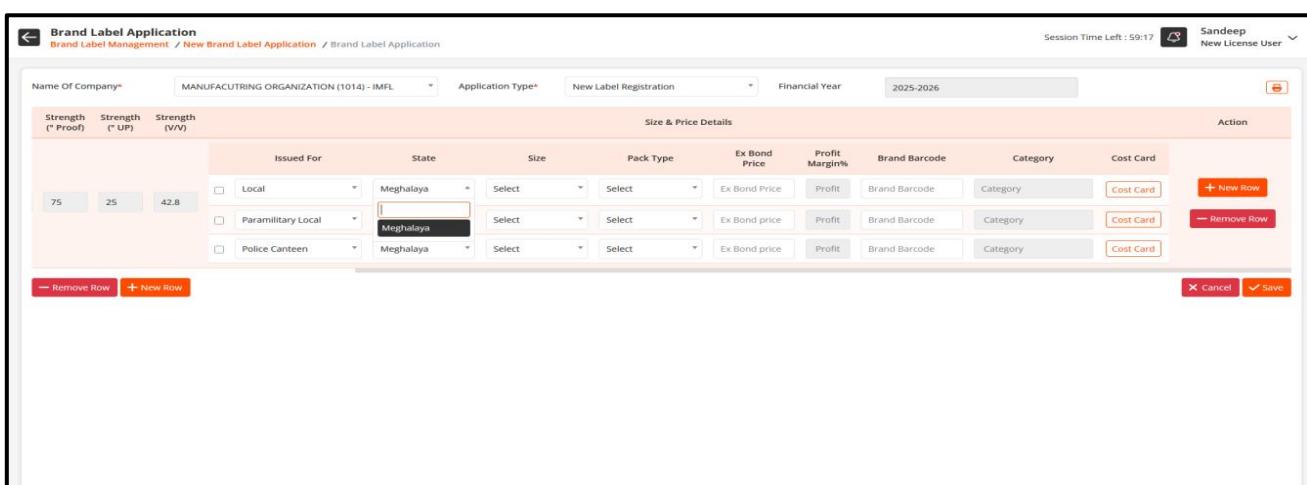


The screenshot shows the 'Brand Label Application' interface. At the top, the company name is listed as 'HOMEMADE ORGANIZATION (1016) - HOMEMADE WINE'. The 'Application Type' is set to 'New Label Registration' and the 'Financial Year' is '2025-2026'. In the 'Size & Price Details' section, there is a table with columns for Brand Name, Brand Number, Segment, Strength (\* Proof), Strength (\* UP), and Strength (V/V). A row is present for 'VIENAC PORTO PORT WINE' with values 0301, WINE, 0, 0, and 40. Below this table, there is a dropdown menu for 'Issued For' with the option 'Home Made Wine' selected. At the bottom right, there 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.

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



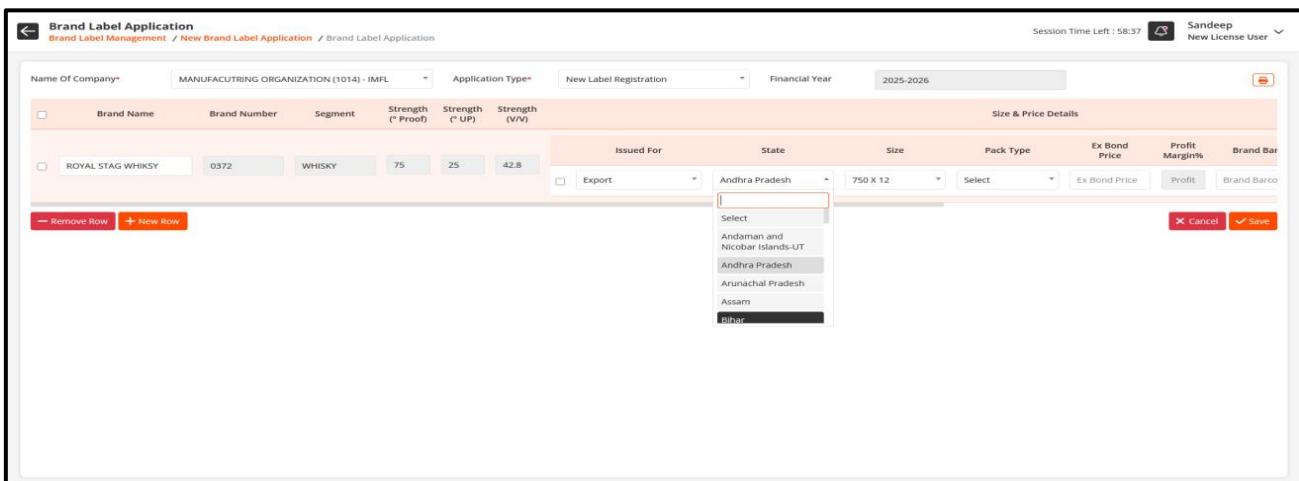
The screenshot shows the 'Brand Label Application' interface. The company name is 'MANUFACUTRING ORGANIZATION (1014) - IMFL'. The 'Application Type' is 'New Label Registration' and the 'Financial Year' is '2025-2026'. In the 'Size & Price Details' section, there is a table with columns for Strength (\* Proof), Strength (\* UP), Strength (V/V), Issued For, State, Size, Pack Type, Ex Bond Price, Profit Margin%, Brand Barcode, Category, and Cost Card. A row is present for '75 25 42.8' with 'Local' selected in the 'Issued For' dropdown and 'Meghalaya' selected in the 'State' dropdown. Another row shows 'Paramilitary Local' selected in 'Issued For' and 'Meghalaya' selected in 'State'. A third row shows 'Police Canteen' selected in 'Issued For' and 'Meghalaya' selected in 'State'. At the bottom right, there are 'Cancel' and 'Save' buttons.

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## 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'**.

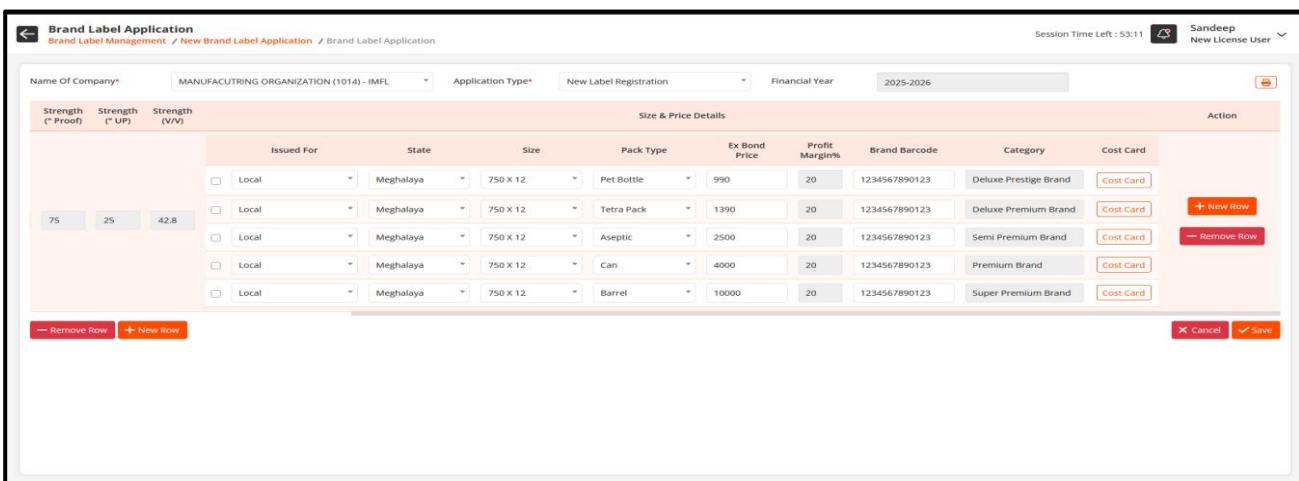


The screenshot shows the 'Brand Label Application' interface. In the 'Issued For' dropdown, 'Export' is selected. A dropdown menu lists several states: Andaman and Nicobar Islands-UT, Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, and Meghalaya. Meghalaya is highlighted in the list.

## 5.1 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.



The screenshot shows the 'Brand Label Application' interface. In the 'Issued For' dropdown, 'Local' is selected. A dropdown menu lists several states: Meghalaya, Bihar, Jharkhand, and West Bengal. Meghalaya is highlighted in the list.

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

Brand Name	VAT	651
Segment	TPF	100
Bottle Capacity	Literage Fee	10
Units Per Case	Total TPF	110
Brand Category	Profit Margin	564.2
Ex Bond Price	Retailer Lifting Fee (RLF)	2
Ad valorem Per Case	Total Per Case	3387.2
	MRP	282

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

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

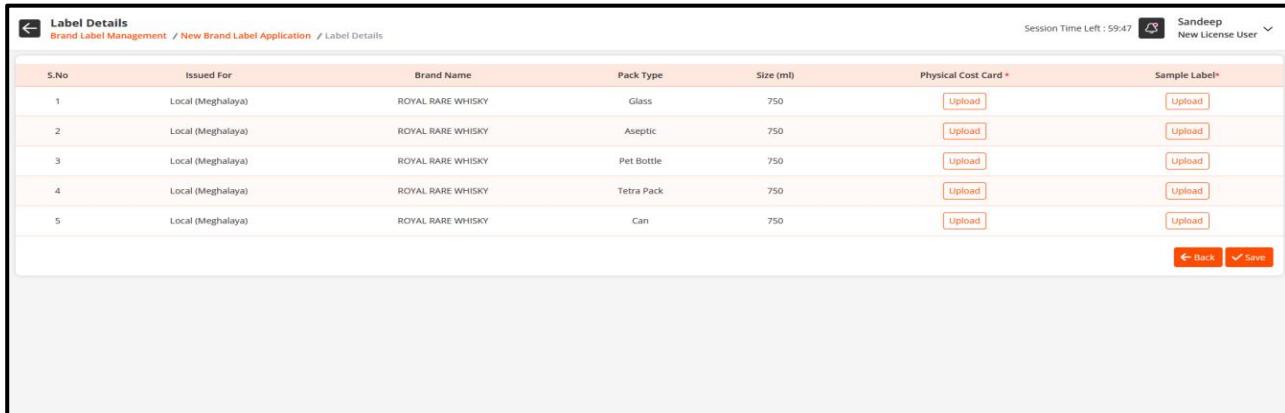
- After click on the 'Save' button, a success pop-up message will be displayed and user need to click on the 'OK' button,To save the new brand registration.

Success!  
Application added successfully

OK

# Brand & Label Registration User Manual

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

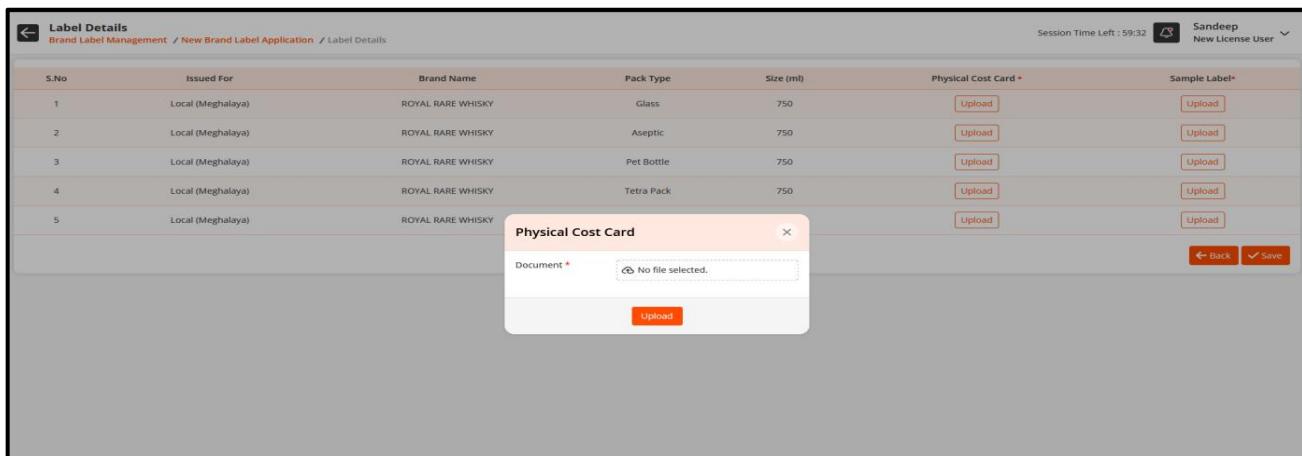


Label Details  
Brand Label Management / New Brand Label Application / Label Details

S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
2	Local (Meghalaya)	ROYAL RARE WHISKY	Aseptic	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
3	Local (Meghalaya)	ROYAL RARE WHISKY	Pet Bottle	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
4	Local (Meghalaya)	ROYAL RARE WHISKY	Tetra Pack	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
5	Local (Meghalaya)	ROYAL RARE WHISKY	Can	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>

Session Time Left : 59:47 Sandeep New License User

- 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.



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

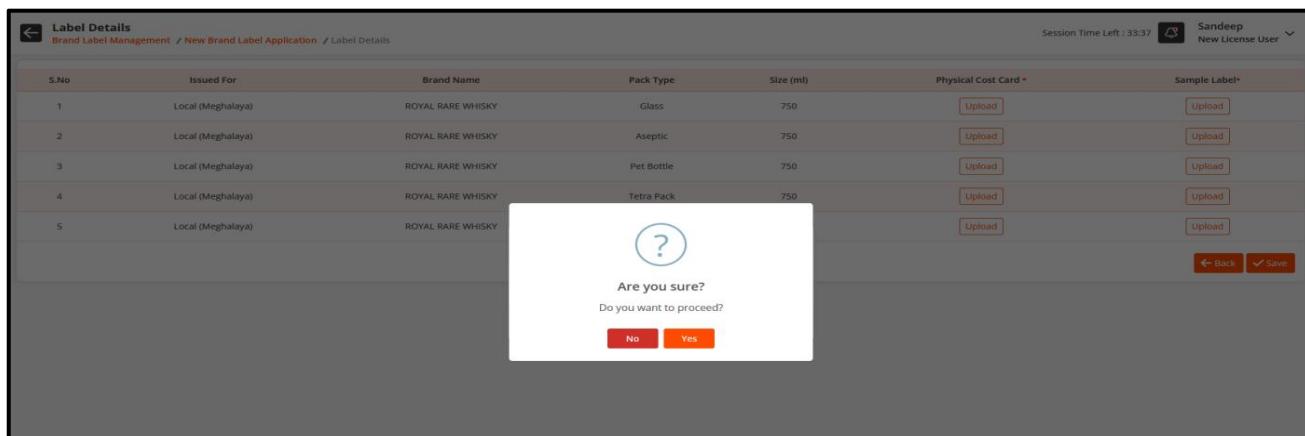
S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
2	Local (Meghalaya)	ROYAL RARE WHISKY	Aseptic	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
3	Local (Meghalaya)	ROYAL RARE WHISKY	Pet Bottle	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
4	Local (Meghalaya)	ROYAL RARE WHISKY	Tetra Pack	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
5	Local (Meghalaya)	ROYAL RARE WHISKY			<input type="button" value="Upload"/>	<input type="button" value="Upload"/>

Physical Cost Card

Document \*

Session Time Left : 59:32 Sandeep New License User

- 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.



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

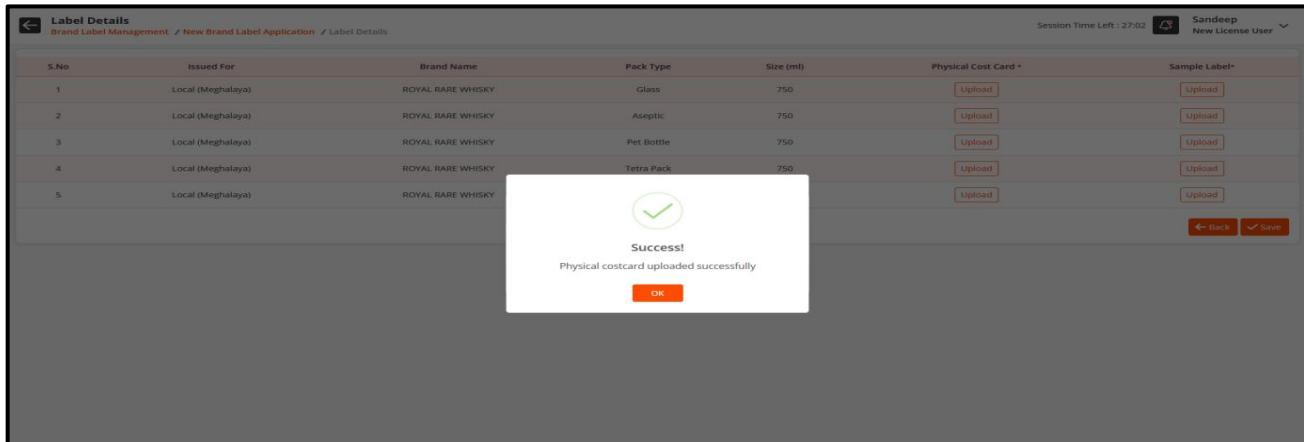
S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
2	Local (Meghalaya)	ROYAL RARE WHISKY	Aseptic	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
3	Local (Meghalaya)	ROYAL RARE WHISKY	Pet Bottle	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
4	Local (Meghalaya)	ROYAL RARE WHISKY	Tetra Pack	750	<input type="button" value="Upload"/>	<input type="button" value="Upload"/>
5	Local (Meghalaya)	ROYAL RARE WHISKY			<input type="button" value="Upload"/>	<input type="button" value="Upload"/>

Are you sure?  
Do you want to proceed?

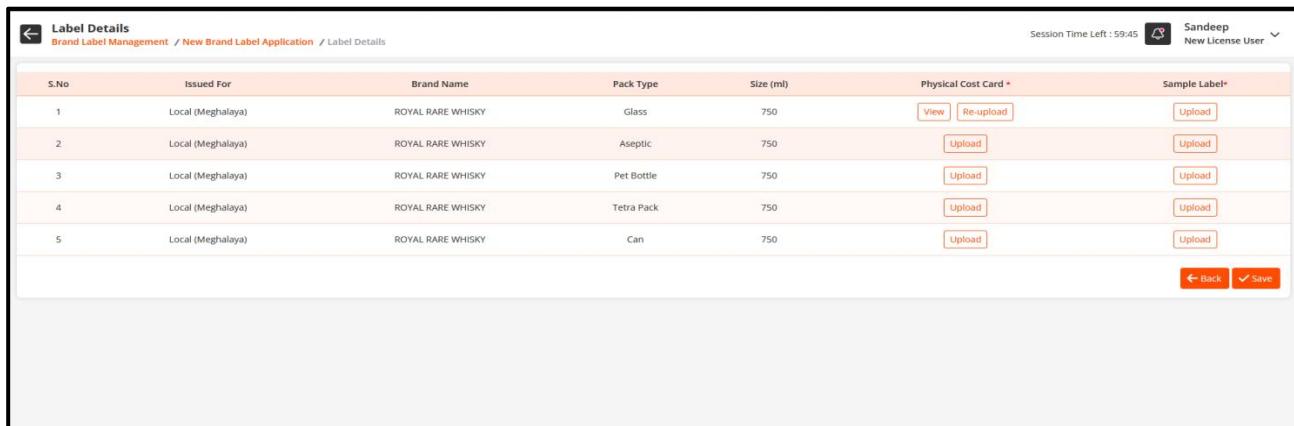
Session Time Left : 33:37 Sandeep New License User

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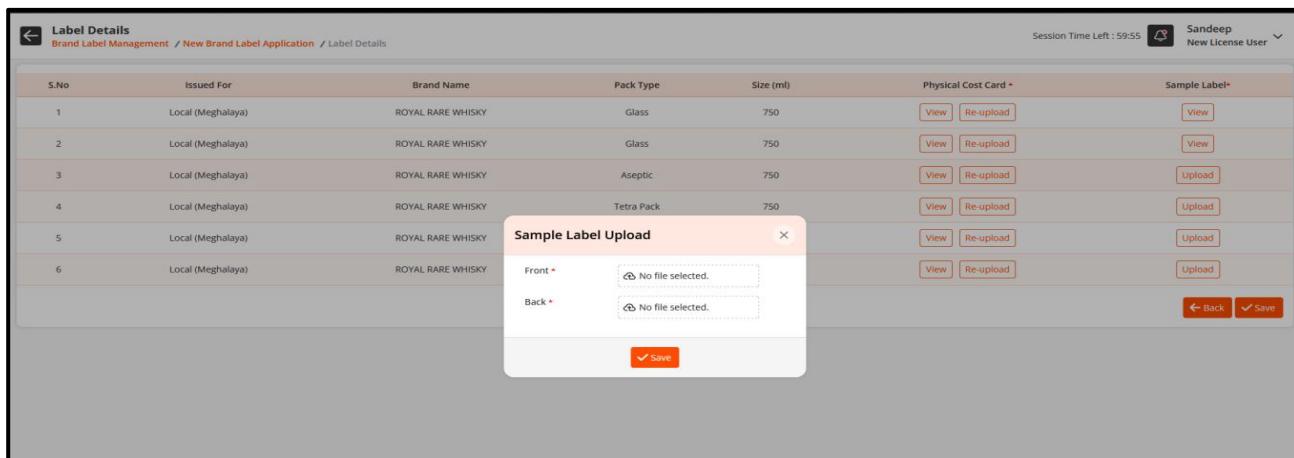
- After click on the 'Yes' button, the next screen will appear.



- 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 .

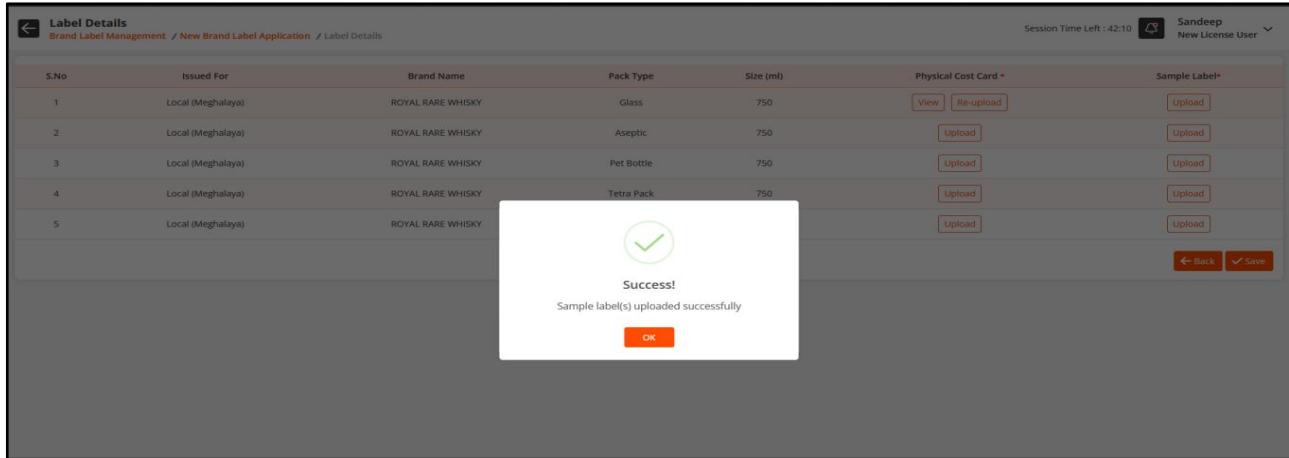


- User needs to upload the file in the Sample Label, click on the 'Upload' button ,in the pop-up window , select 'No file selected' for both front and back fields.



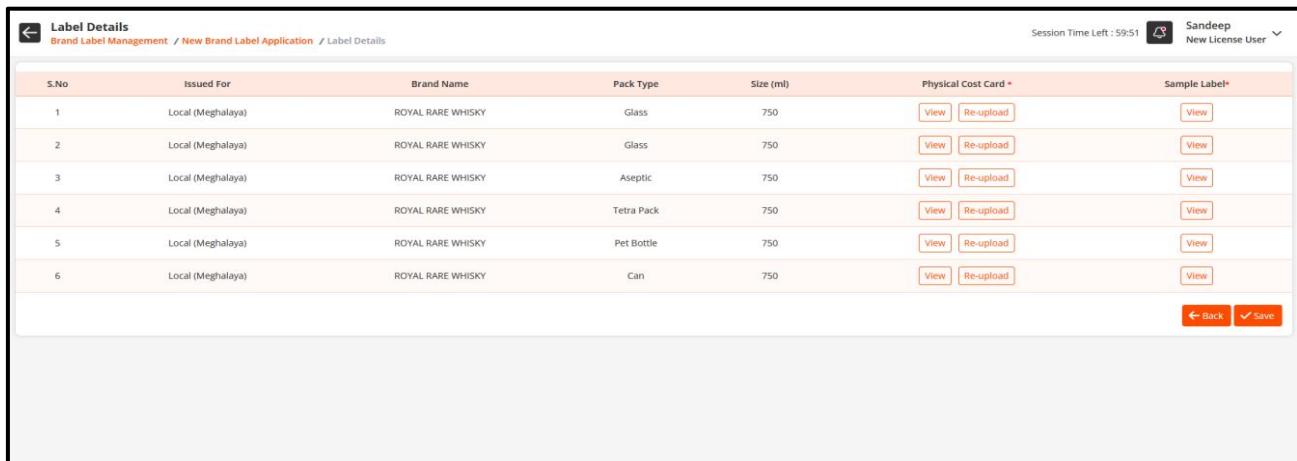
# Brand & Label Registration User Manual

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



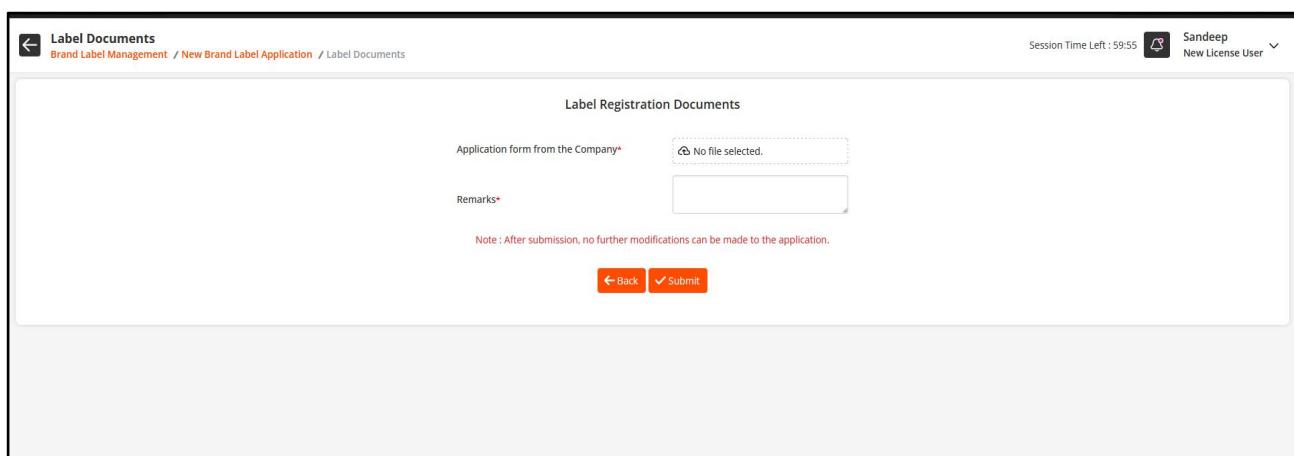
The screenshot shows a table of label details with 5 rows. The last row, which has 'Tetra Pack' as the pack type and '750' as the size, has a modal dialog box overlaid. The dialog box contains a green checkmark icon, the word 'Success!', and the text 'Sample label(s) uploaded successfully'. At the bottom of the dialog is an 'OK' button. The top right corner of the page shows the session time as 'Session Time Left : 42:10' and the user as 'Sandeep New License User'.

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



The screenshot shows the same 'Label Details' table as the previous screenshot, but the modal dialog is no longer present. The 'OK' button is now visible at the bottom right of the page. The session time and user information remain the same.

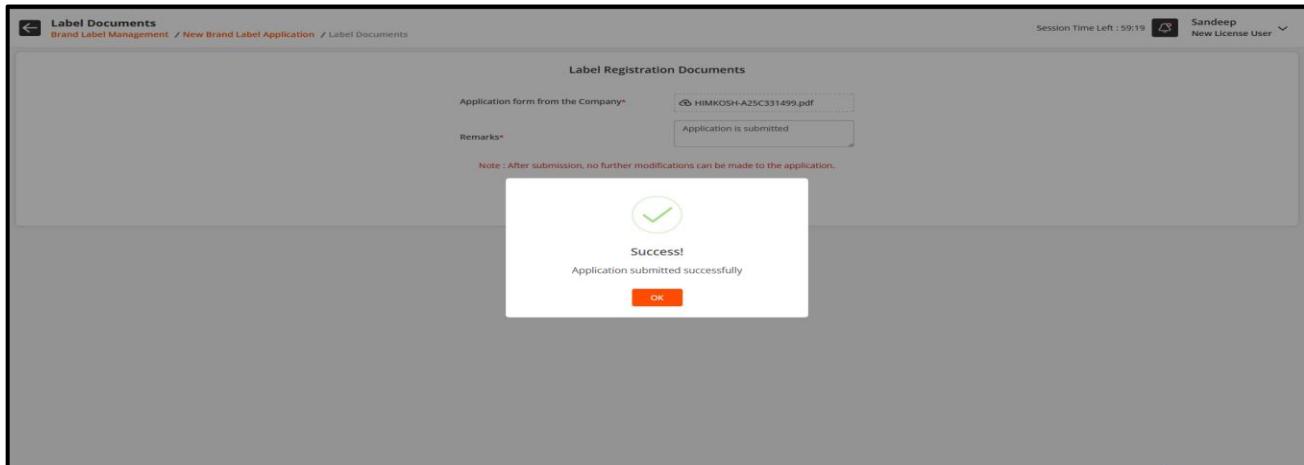
- After clicking the Save button, navigate to the 'Label Documents' page. User need to click on the "No file selected" and providing remarks in the text field , and then click the Submit button.



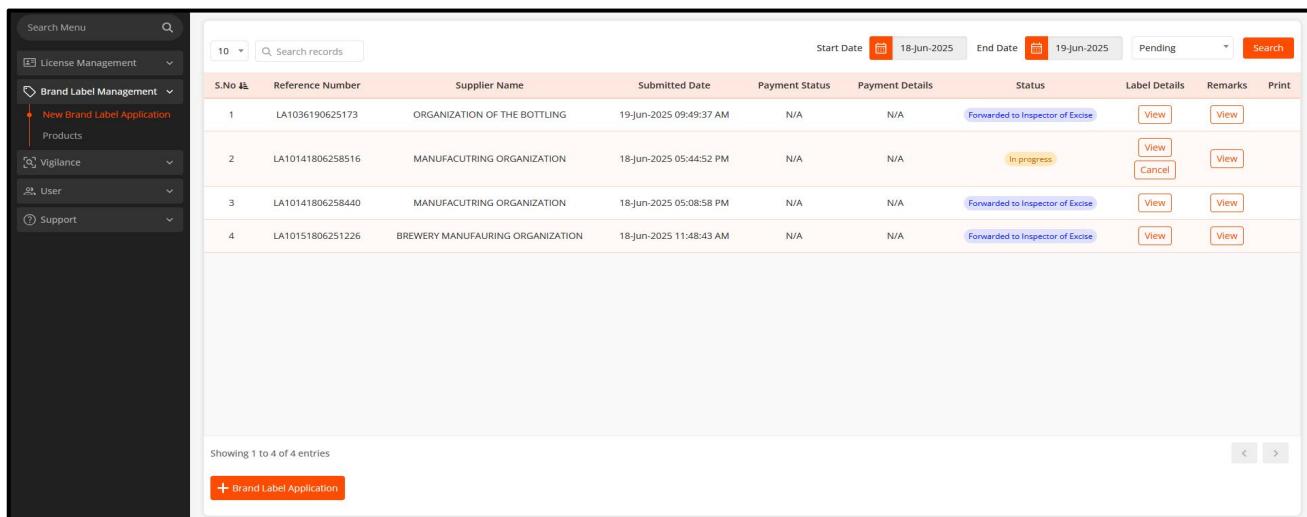
The screenshot shows the 'Label Documents' page. It has a form with two main fields: 'Application form from the Company\*' and 'Remarks\*'. The 'Application form from the Company\*' field contains the text 'No file selected.' and has a file upload icon. The 'Remarks\*' field is an empty text area. Below the form is a note: 'Note : After submission, no further modifications can be made to the application.' At the bottom are 'Back' and 'Submit' buttons. The top right corner shows the session time as 'Session Time Left : 59:55' and the user as 'Sandeep New License User'.

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



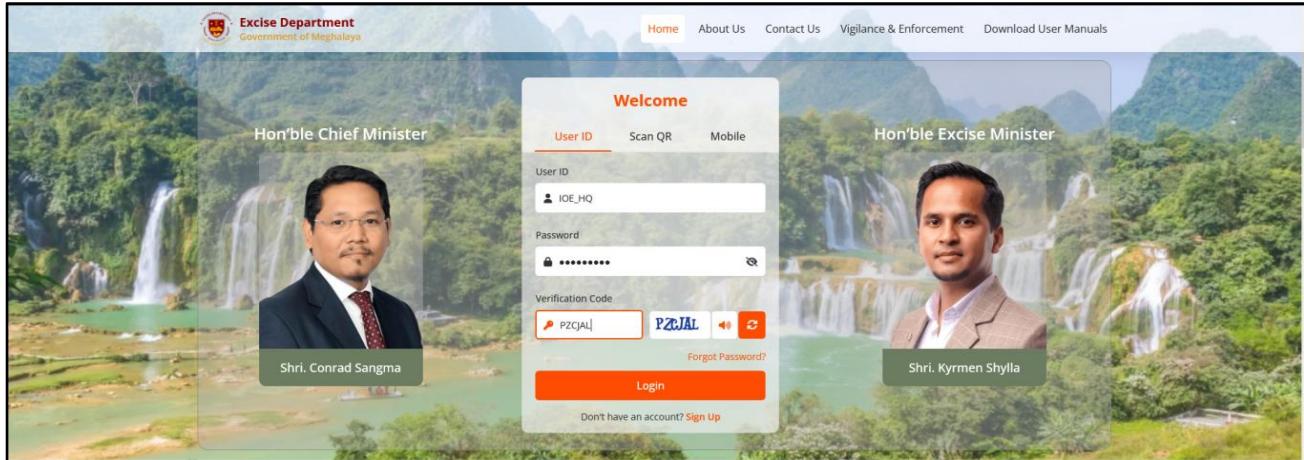
- After click on the 'OK' button, the new brand details will be shown on the next screen.



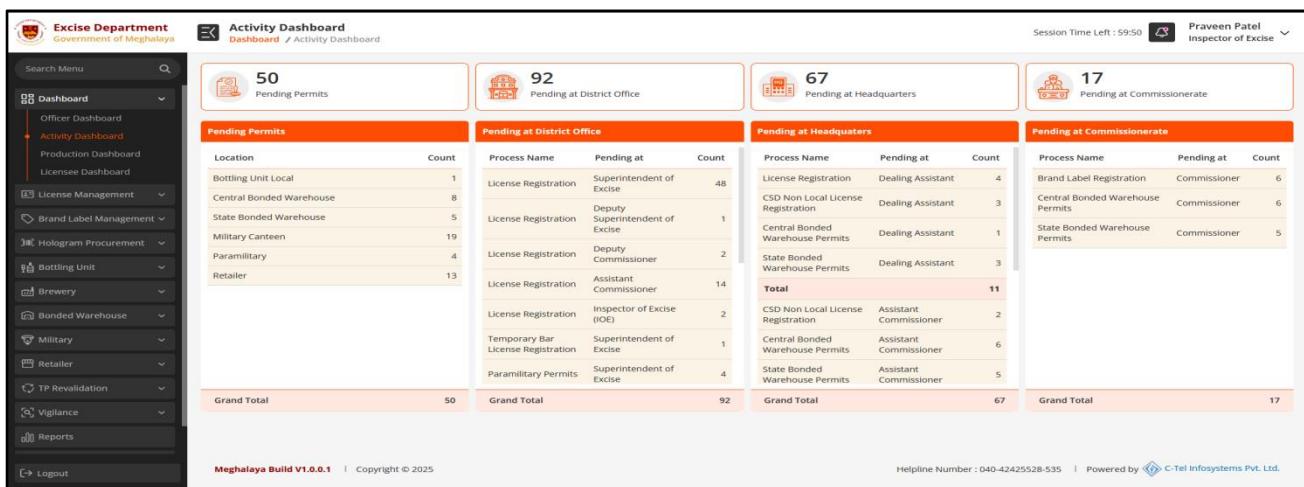
Note : Application is submitted than it will forwarded to Inspector of Excise .

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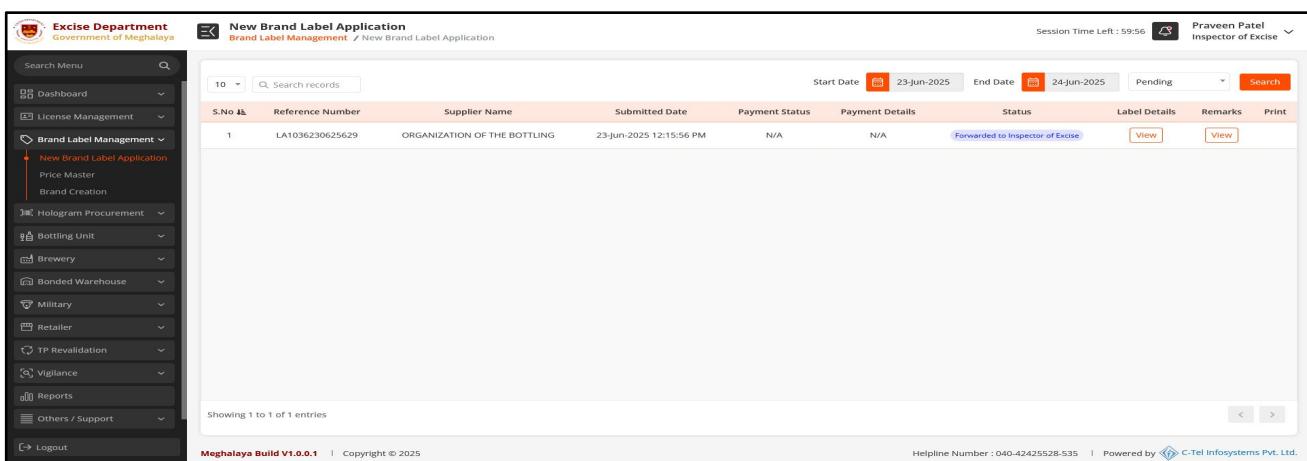
## 3. Login to the application, entering valid IOE credentials :



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

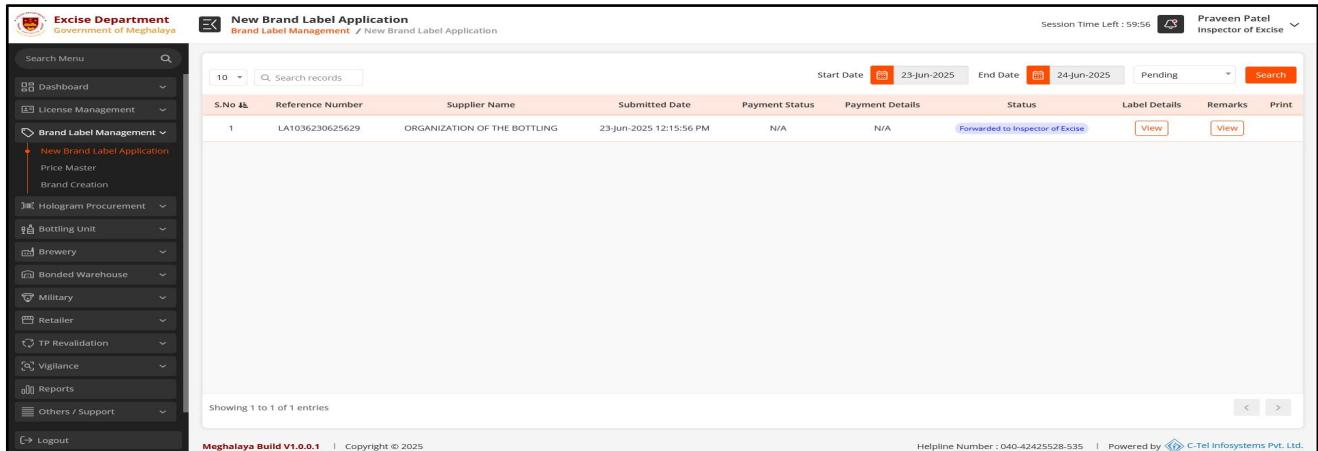


- When the user click on the Brand Label Management tab, it expands. To proceed, user need to click on the New Brand Label Registration tab.



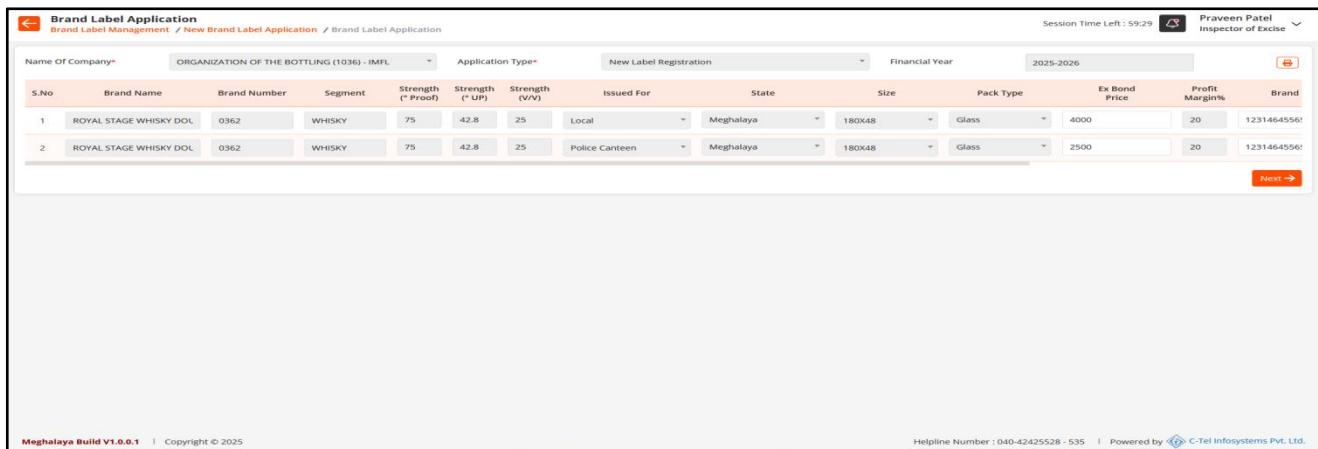
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- To proceed with the brand label registration payment, please click the '[View]' button.



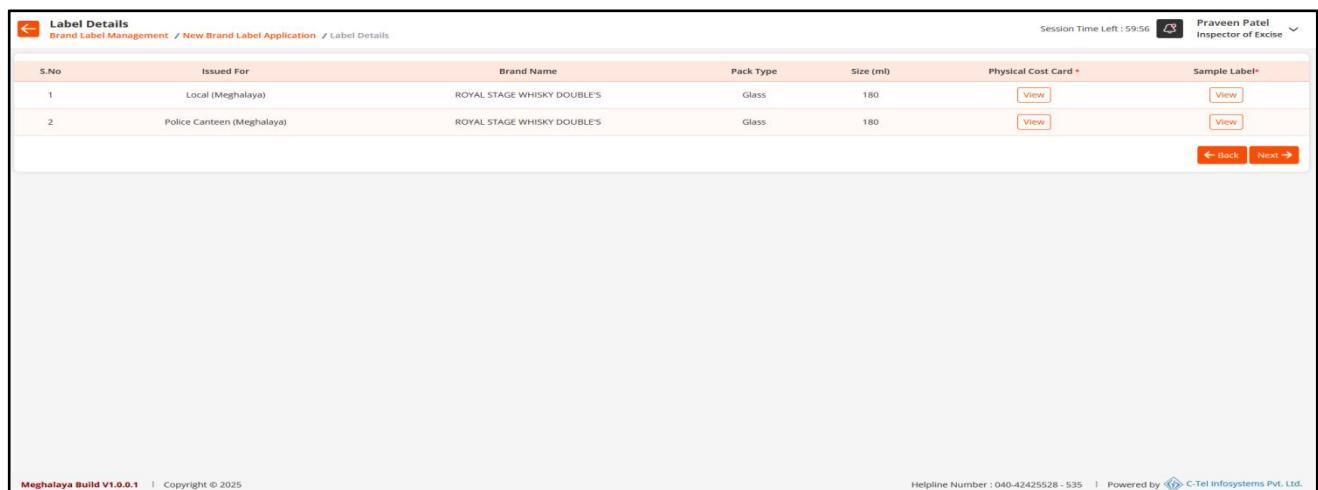
The screenshot shows the 'New Brand Label Application' page. The left sidebar has a tree structure with 'Excise Department Government of Meghalaya' at the top, followed by 'Dashboard', 'License Management', 'Brand Label Management' (selected), 'Hologram Procurement', 'Bottling Unit', 'Brewery', 'Bonded Warehouse', 'Military', 'Retailer', 'TP Revalidation', 'Vigilance', 'Reports', 'Others / Support', and 'Logout'. The main content area has a header 'New Brand Label Application' with a search bar. Below is a table with columns: S.No, Reference Number, Supplier Name, Submitted Date, Payment Status, Payment Details, Status, Label Details, Remarks, and Print. One row is shown: S.No 1, Reference Number LA1036230625629, Supplier Name ORGANIZATION OF THE BOTTLING, Submitted Date 23-Jun-2025 12:15:56 PM, Payment Status N/A, Payment Details N/A, Status Forwarded to Inspector of Excise, Label Details, Remarks, and Print buttons. The footer shows 'Meghalaya Build V1.0.0.1 | Copyright © 2025' and 'Helpline Number : 040-42425528-535 | Powered by C-Tel Infosystems Pvt. Ltd.'

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



The screenshot shows the 'Brand Label Application' page. The left sidebar has a tree structure with 'Excise Department Government of Meghalaya' at the top, followed by 'Dashboard', 'License Management', 'Brand Label Management' (selected), 'Hologram Procurement', 'Bottling Unit', 'Brewery', 'Bonded Warehouse', 'Military', 'Retailer', 'TP Revalidation', 'Vigilance', 'Reports', 'Others / Support', and 'Logout'. The main content area has a header 'Brand Label Application' with a search bar. Below is a table with columns: Name Of Company\*, Application Type\*, New Label Registration, Financial Year, 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%, and Brand. Two rows are shown: 1. ROYAL STAGE WHISKY DOL, 0362, WHISKY, 75, 42.8, 25, Local, Meghalaya, 180X48, Glass, 4000, 20, 1231464556; 2. ROYAL STAGE WHISKY DOL, 0362, WHISKY, 75, 42.8, 25, Police Canteen, Meghalaya, 180X48, Glass, 2500, 20, 1231464556. A 'Next' button is at the bottom right. The footer shows 'Meghalaya Build V1.0.0.1 | Copyright © 2025' and 'Helpline Number : 040-42425528 - 535 | Powered by C-Tel Infosystems Pvt. Ltd.'

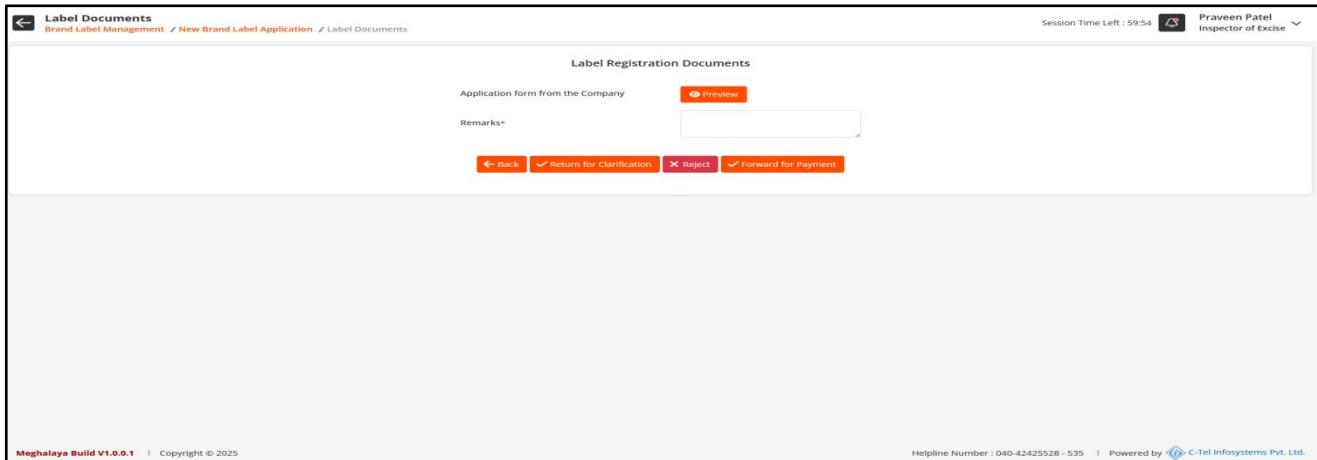
- User can view and verify the details, then click the Next button to proceed.



The screenshot shows the 'Label Details' page. The left sidebar has a tree structure with 'Excise Department Government of Meghalaya' at the top, followed by 'Dashboard', 'License Management', 'Brand Label Management' (selected), 'Hologram Procurement', 'Bottling Unit', 'Brewery', 'Bonded Warehouse', 'Military', 'Retailer', 'TP Revalidation', 'Vigilance', 'Reports', 'Others / Support', and 'Logout'. The main content area has a header 'Label Details' with a search bar. Below is a table with columns: S.No, Issued For, Brand Name, Pack Type, Size (ml), Physical Cost Card\*, and Sample Label\*. Two rows are shown: 1. Local (Meghalaya), ROYAL STAGE WHISKY DOUBLE'S, Glass, 180, View, View; 2. Police Canteen (Meghalaya), ROYAL STAGE WHISKY DOUBLE'S, Glass, 180, View, View. A 'Back' and 'Next' button are at the bottom right. The footer shows 'Meghalaya Build V1.0.0.1 | Copyright © 2025' and 'Helpline Number : 040-42425528 - 535 | Powered by C-Tel Infosystems Pvt. Ltd.'

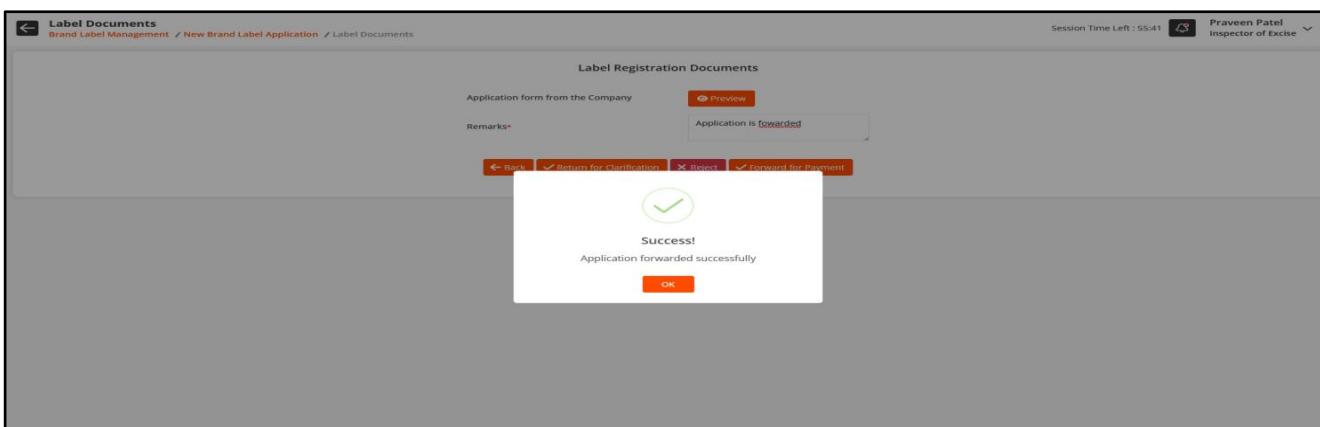
# Brand & Label Registration User Manual

- User can view and verify the details, enter remarks if needed, and then click the 'Forward for Payment' button to proceed.



The screenshot shows the 'Label Registration Documents' page. At the top, there is a header with 'Label Documents', 'Brand Label Management', 'New Brand Label Application', and 'Label Documents'. On the right, it shows 'Session Time Left: 59:54', 'Praveen Patel', 'Inspector of Excise', and a user icon. Below the header, the page title is 'Label Registration Documents'. It has a sub-section 'Application form from the Company' with a 'Preview' button. A 'Remarks\*' input field is present. At the bottom, there are several buttons: 'Back', 'Return for Clarification', 'Reject', and 'Forward for Payment'. The 'Forward for Payment' button is highlighted with a red border. The footer contains 'Meghalaya Build V1.0.0.1', 'Copyright © 2025', 'Helpline Number: 040-42425528 - 535', and 'Powered by C-Tel Infosystems Pvt. Ltd.'

- After clicking the 'Forward for Payment' button, a confirmation message will be displayed.

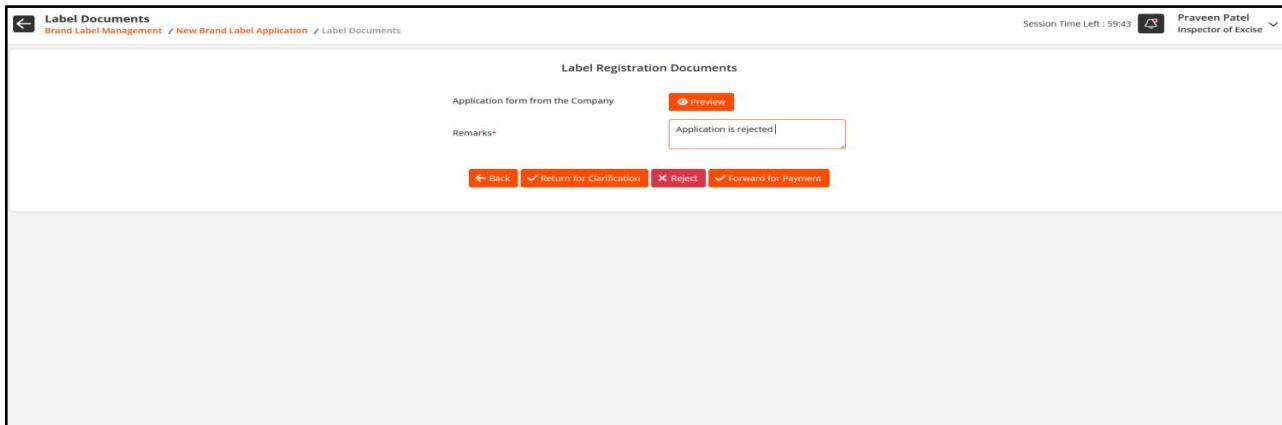


The screenshot shows the 'Label Registration Documents' page after the application has been forwarded. The 'Remarks\*' input field now contains the text 'Application is forwarded'. The 'Forward for Payment' button is no longer highlighted. A modal dialog box is displayed in the center, showing a green checkmark icon and the text 'Success! Application forwarded successfully' with an 'OK' button. The footer is identical to the previous screenshot.

# Brand & Label Registration User Manual

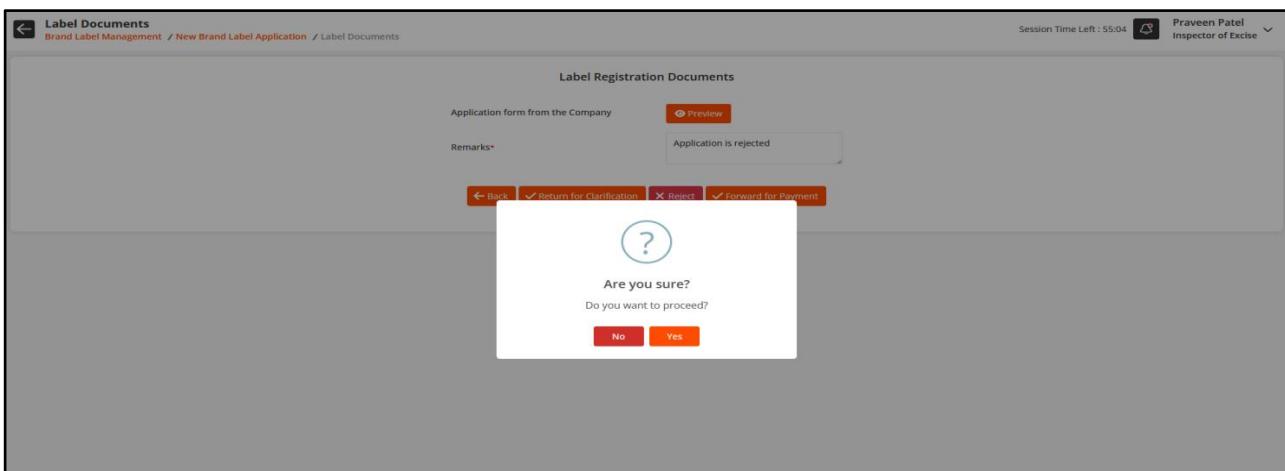
Note: The Inspector of Excise may '**Reject**' the application. In such cases, the following screen will be displayed.

- User can view and verify the details, enter remarks if needed, and then click the '**Reject**' button to proceed.



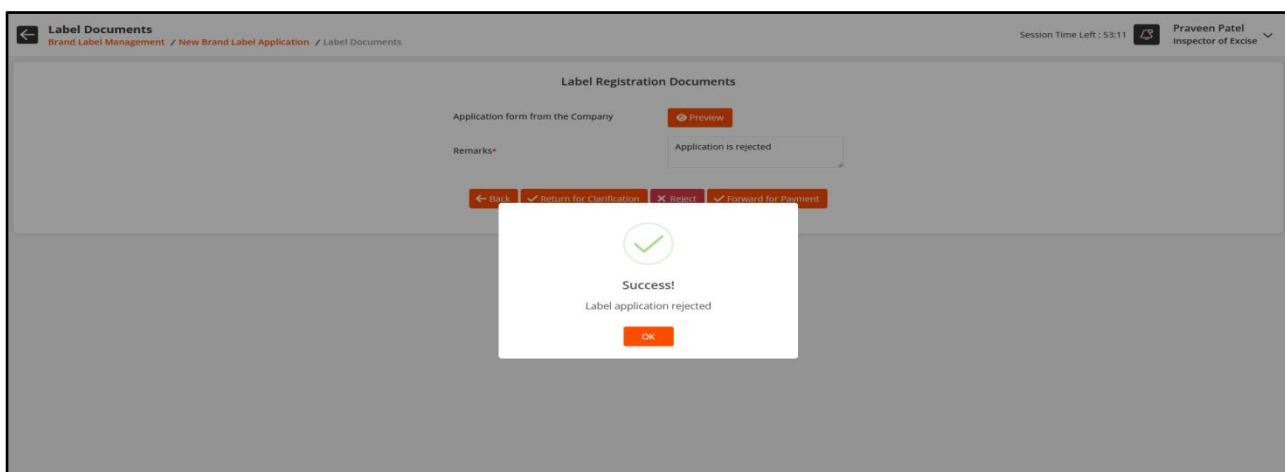
The screenshot shows the 'Label Registration Documents' page. At the top, there is a 'Remarks\*' field containing 'Application is rejected'. Below the field are several buttons: 'Back', 'Return for Clarification', 'Reject' (highlighted in red), and 'Forward for Payment'. The 'Reject' button is the primary focus.

- After click on '**Reject**' button , a confirmation pop-up window displayed.



The screenshot shows the 'Label Registration Documents' page with a confirmation dialog box in the center. The dialog box contains a question 'Are you sure?' and a sub-question 'Do you want to proceed?'. It has 'No' and 'Yes' buttons. The 'Yes' button is highlighted in red.

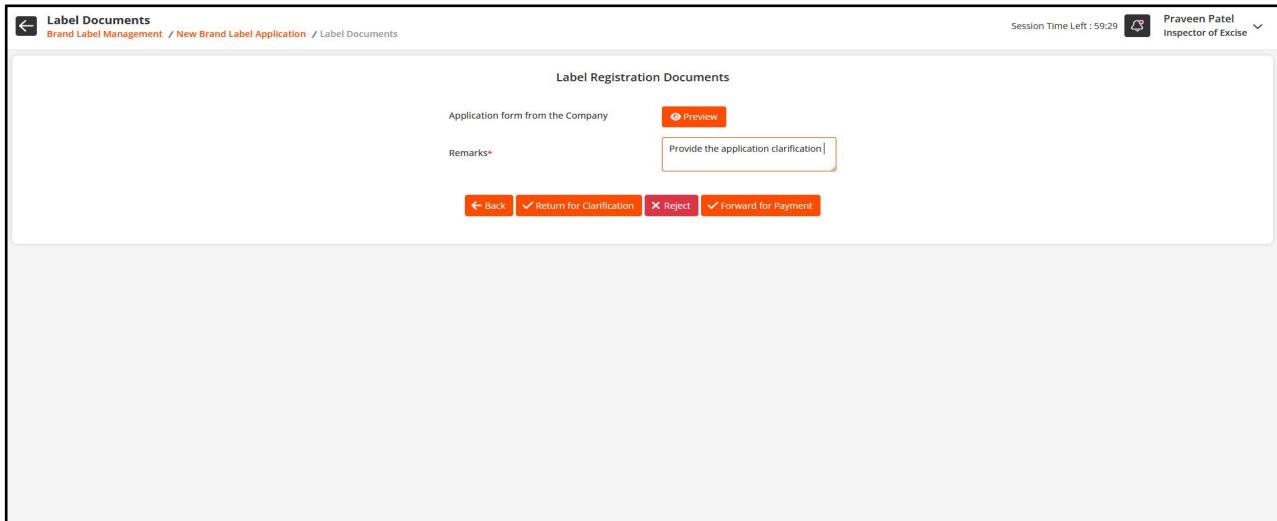
- After click on '**Yes**' button , a success pop-up window displayed.



The screenshot shows the 'Label Registration Documents' page with a success dialog box in the center. The dialog box contains a green checkmark icon, the text 'Success!', and the message 'Label application rejected'. It has an 'OK' button at the bottom.

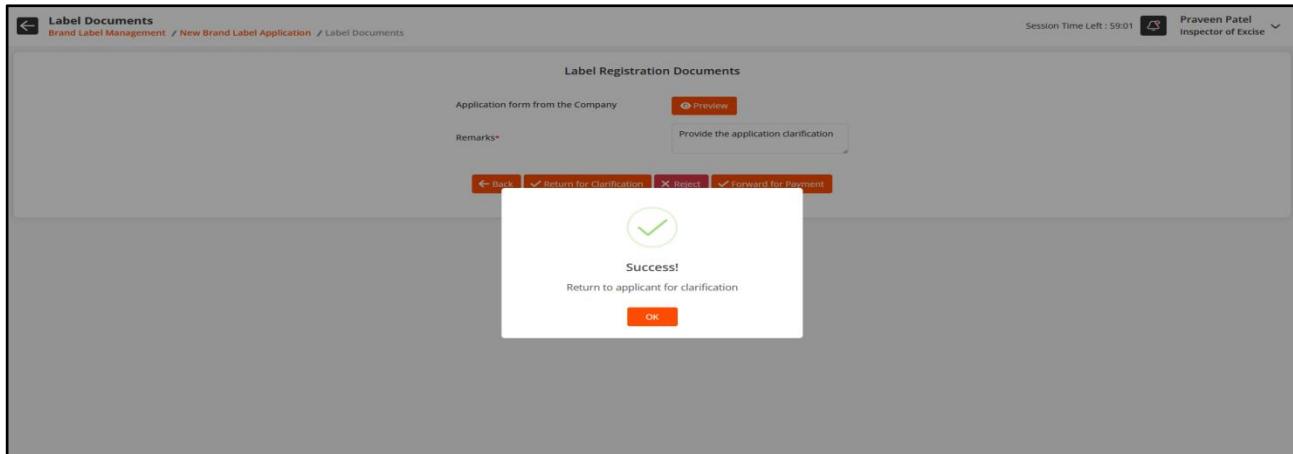
# Brand & Label Registration User Manual

Note: The Inspector of Excise may '**Return the application**' for clarification.  
In such cases, the following screen will be displayed.



The screenshot shows a web-based application interface for 'Label Registration Documents'. At the top, there are navigation links: 'Label Documents', 'Brand Label Management / New Brand Label Application / Label Documents', and a session status 'Session Time Left: 59:29'. On the right, the user is identified as 'Praveen Patel Inspector of Excise'. The main content area is titled 'Label Registration Documents' and contains a form with fields: 'Application form from the Company' (with a 'Preview' button), 'Remarks\*', and a text input box 'Provide the application clarification'. Below the form are several buttons: 'Back', 'Return for Clarification' (highlighted in red), 'Reject', and 'Forward for Payment'. The background of the page is light grey.

- After click on '**Return for clarification**' button , a success pop-up window displayed.

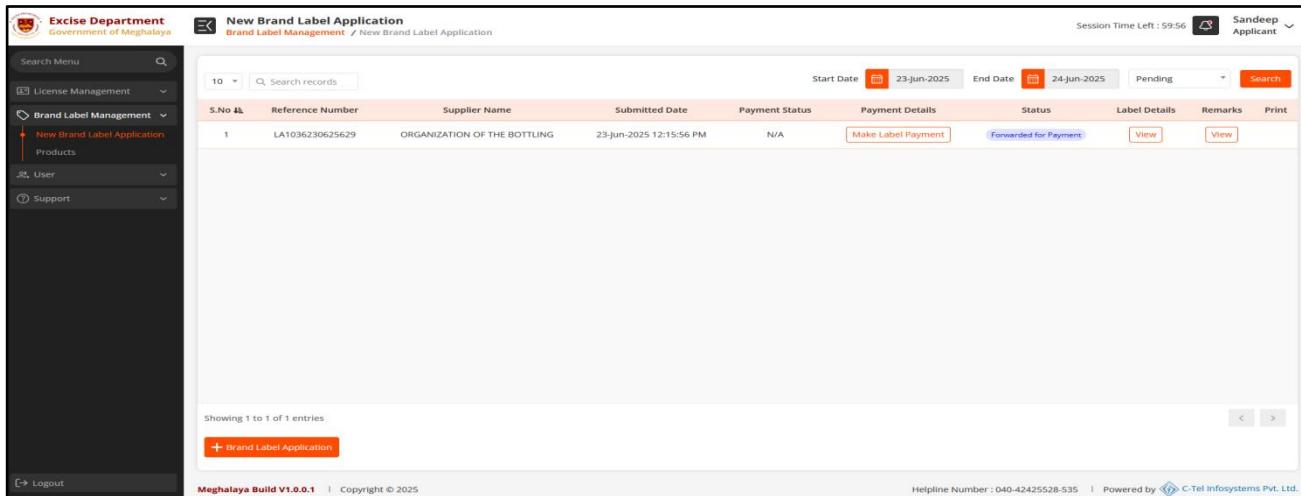


The screenshot shows the same 'Label Registration Documents' page as the previous one, but with a prominent success pop-up window in the center. The pop-up has a green checkmark icon and the word 'Success!'. Below it, the text 'Return to applicant for clarification' is visible. At the bottom of the pop-up is an 'OK' button. The background of the page is dark grey, and the overall interface is consistent with the first screenshot.

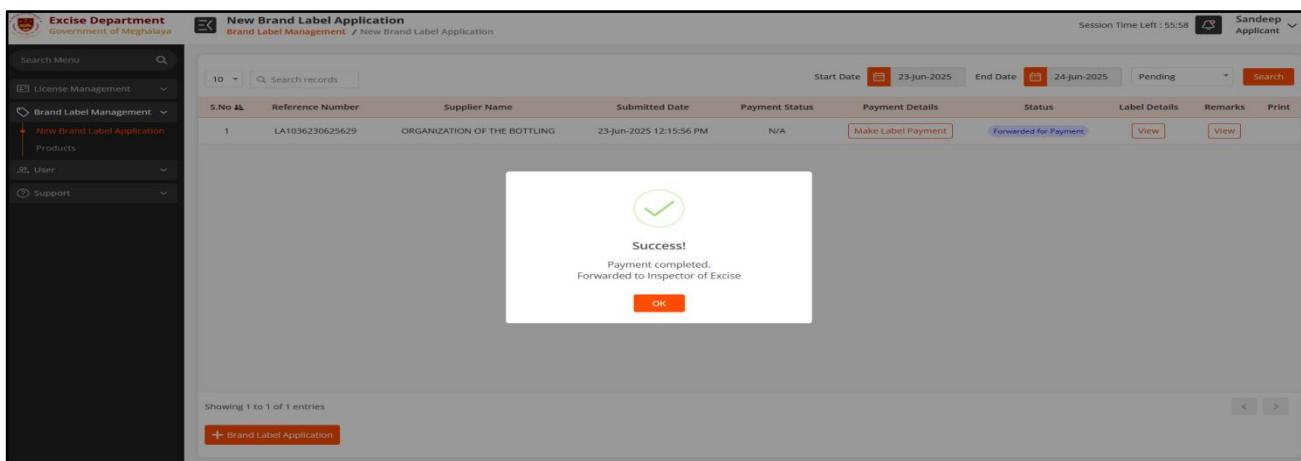
# Brand & Label Registration User Manual

Note: After clicking the 'OK' button, the application will be forwarded to the applicant for making the necessary changes.

- User able verify the payment details do payment for the brand registration and click on the make label payment button.



- After the payment is done a success pop-up window displayed .



- After the payment is done application is forwarded to IOE\_HQ.
- To proceed with forwarding the brand label registration to the Joint Commissioner, please click the '[View]' button.

# Brand & Label Registration User Manual

The screenshot shows the 'New Brand Label Application' page. The left sidebar has a dark theme with various menu items. The main area displays a table with one row. The row contains the following data:

S.No	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1036230625629	ORGANIZATION OF THE BOTTLING	23-Jun-2025 12:15:56 PM	Success		Forwarded to Inspector of Excise			

Below the table, there is a message: 'Showing 1 to 1 of 1 entries'. At the bottom, it says 'Meghalaya Build V1.0.0.1 | Copyright © 2025' and 'Helpline Number : 040-42425528-535 | Powered by C-Tel Infosystems Pvt. Ltd.'

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

The screenshot shows the 'Brand Label Application' page. The left sidebar has a dark theme with various menu items. The main area displays a table with two rows of product details. The table columns are: Segment, Strength (\* Proof), Strength (\*° UP), Strength (\*° V/V), Issued For, State, Size, Pack Type, Ex Bond Price, Profit Margin%, Brand Barcode, Category, and Cost Card. The 'Next' button is visible at the bottom right.

Segment	Strength (* Proof)	Strength (*° UP)	Strength (*° V/V)	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card
WHISKY	75	42.8	25	Local	Meghalaya	180X48	Glass	4000	20	1231464556544	Premium Brand	Cost Card
WHISKY	75	42.8	25	Police Canteen	Meghalaya	180X48	Glass	2500	20	1231464556544	Semi Premium Brand	Cost Card

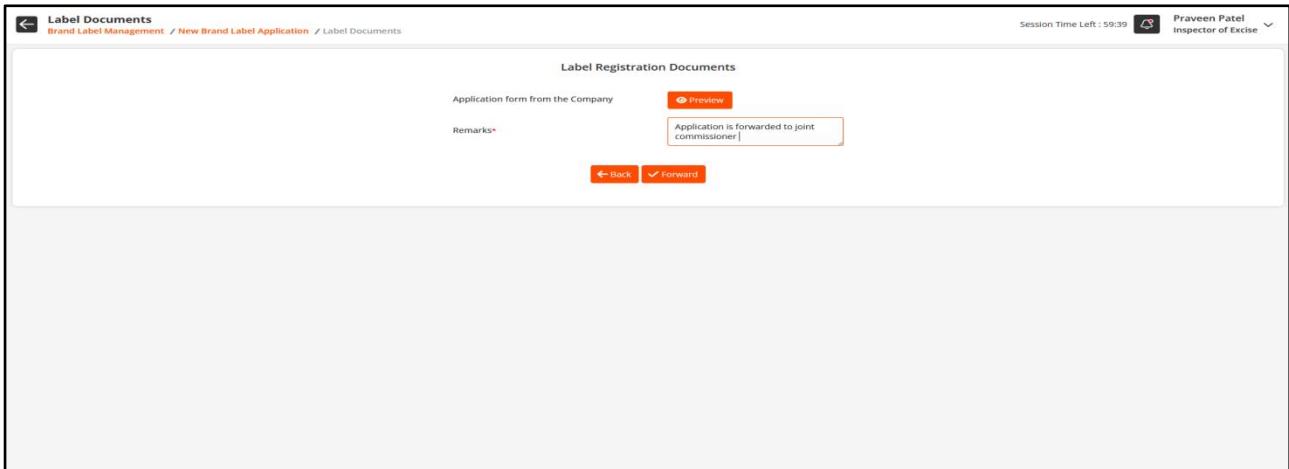
- User can view and verify the details, then click the Next button to proceed.

The screenshot shows the 'Label Details' page. The left sidebar has a dark theme with various menu items. The main area displays a table with two rows of label details. The table columns are: S.No, Issued For, Brand Name, Pack Type, Size (ml), Physical Cost Card, and Sample Label. The 'Next' button is visible at the bottom right.

S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card	Sample Label
1	Local (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	<a href="#">View</a>	<a href="#">View</a>
2	Police Canteen (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	<a href="#">View</a>	<a href="#">View</a>

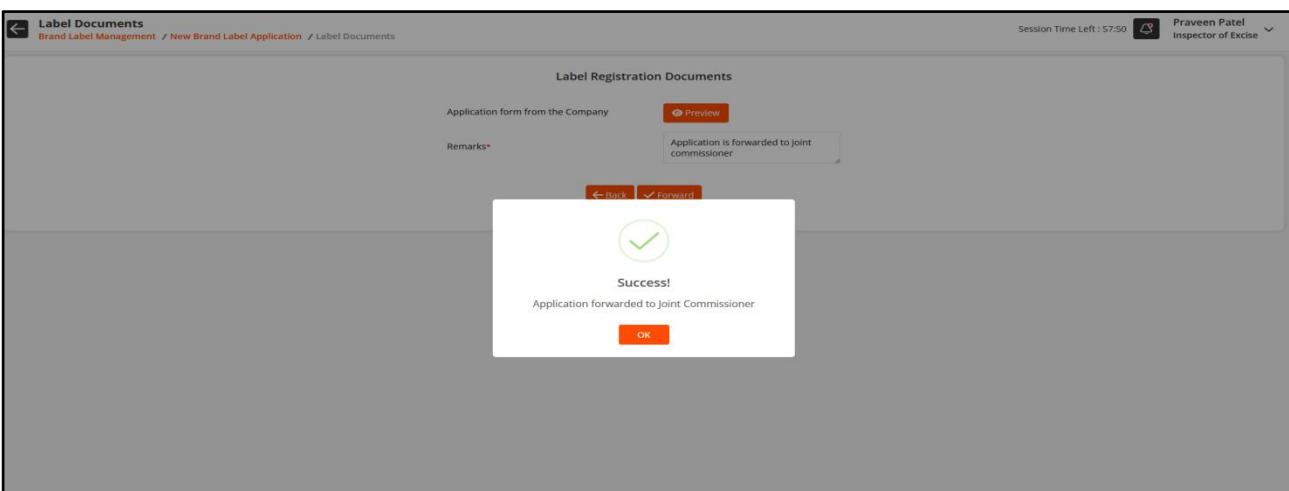
## Brand & Label Registration User Manual

- User can view and verify the details, enter remarks if needed, and then click the 'Forward' button to proceed.



The screenshot shows the 'Label Registration Documents' page. At the top, there are navigation links: 'Label Documents', 'Brand Label Management / New Brand Label Application / Label Documents', and user information 'Session Time Left : 59:39' and 'Praveen Patel Inspector of Excise'. The main content area is titled 'Label Registration Documents' and contains a form. The form includes fields for 'Application form from the Company' (with a 'Preview' button), 'Remarks\*' (with a text input box containing 'Application is forwarded to joint commissioner'), and 'Back' and 'Forward' buttons. The 'Forward' button is highlighted with a red border.

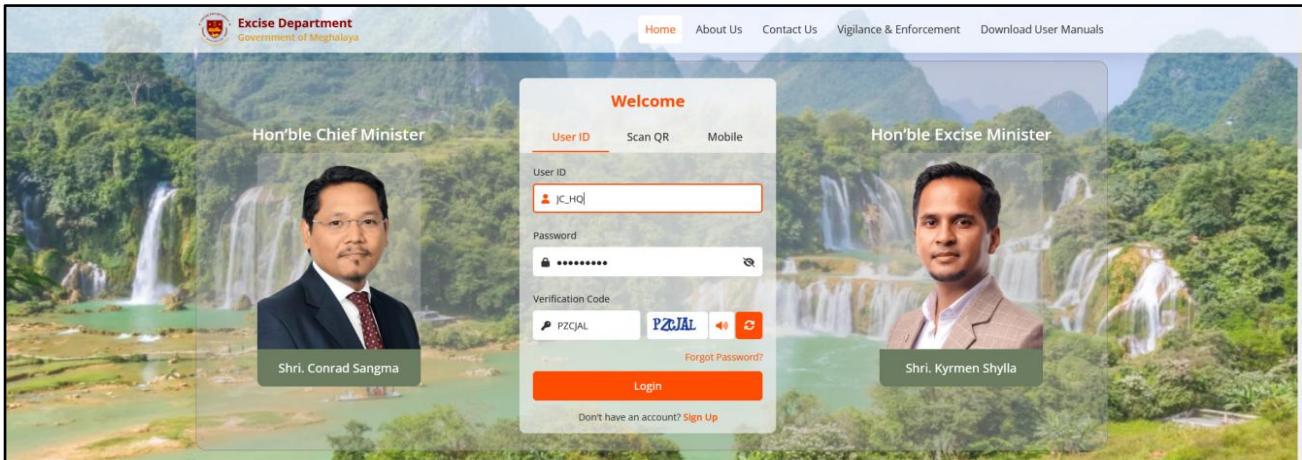
- After clicking the 'Forward for Payment' button, a confirmation message will be displayed.



The screenshot shows the 'Label Registration Documents' page with a modal dialog box in the foreground. The dialog box has a green checkmark icon and the text 'Success! Application forwarded to Joint Commissioner'. It also contains an 'OK' button. The background of the page is grayed out, indicating it is inactive while the modal is open.

# Brand & Label Registration User Manual

## 4. Login to the application, entering valid Joint Commissioner credentials :



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

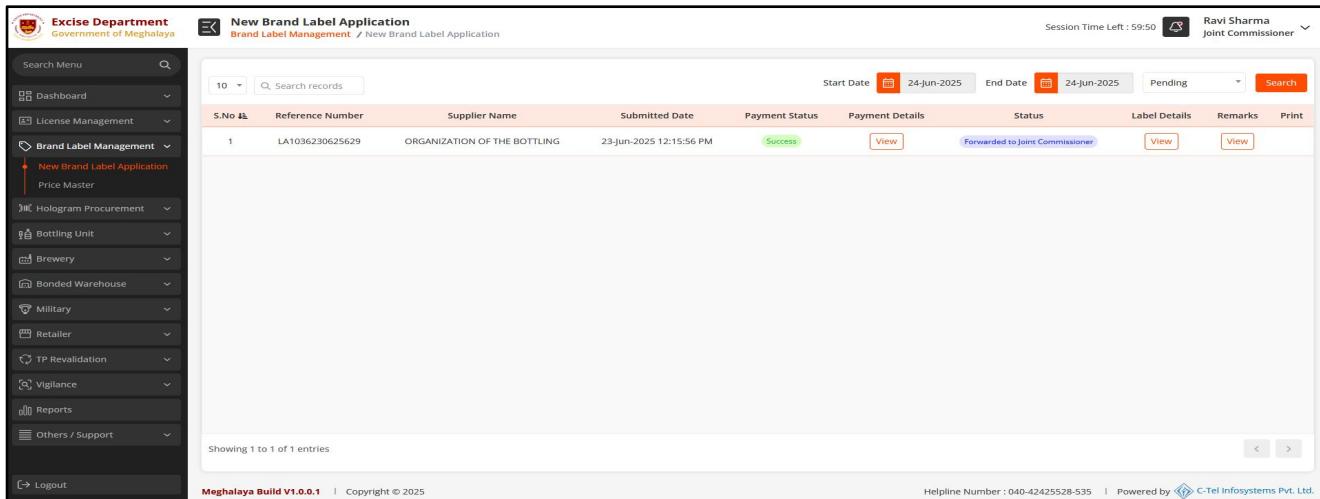
Pending Permits		Pending at District Office			Pending at Headquarters			Pending at Commissionerate		
Location	Count	Process Name	Pending at	Count	Process Name	Pending at	Count	Process Name	Pending at	Count
Bottling Unit Local	1	License Registration	Superintendent of Excise	48	License Registration	Dealing Assistant	4	Brand Label Registration	Commissioner	6
Central Bonded Warehouse	8	License Registration	Deputy Superintendent of Excise	1	CSD Non Local License Registration	Dealing Assistant	3	Central Bonded Warehouse Permits	Commissioner	6
State Bonded Warehouse	5	License Registration	Deputy Commissioner	2	Central Bonded Warehouse Permits	Dealing Assistant	1	State Bonded Warehouse Permits	Commissioner	5
Military Canteen	19	License Registration	Assistant Commissioner	14	State Bonded Warehouse Permits	Dealing Assistant	3			
Paramilitary	4	License Registration	Inspector of Excise (IOE)	2	Total		11			
Retailer	13	Temporary Bar License Registration	Superintendent of Excise	1	CSD Non Local License Registration	Assistant Commissioner	2			
		Paramilitary Permits	Superintendent of Excise	4	Central Bonded Warehouse Permits	Assistant Commissioner	6			
					State Bonded Warehouse Permits	Assistant Commissioner	5			
					Grand Total		67	Grand Total		17

- 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	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1036230625629	ORGANIZATION OF THE BOTTLING	23-Jun-2025 12:15:56 PM	Success		Forwarded to Joint Commissioner			

# Brand & Label Registration User Manual

- To proceed with forwarding the brand label registration to the Joint Commissioner, please click the '[View]' button.

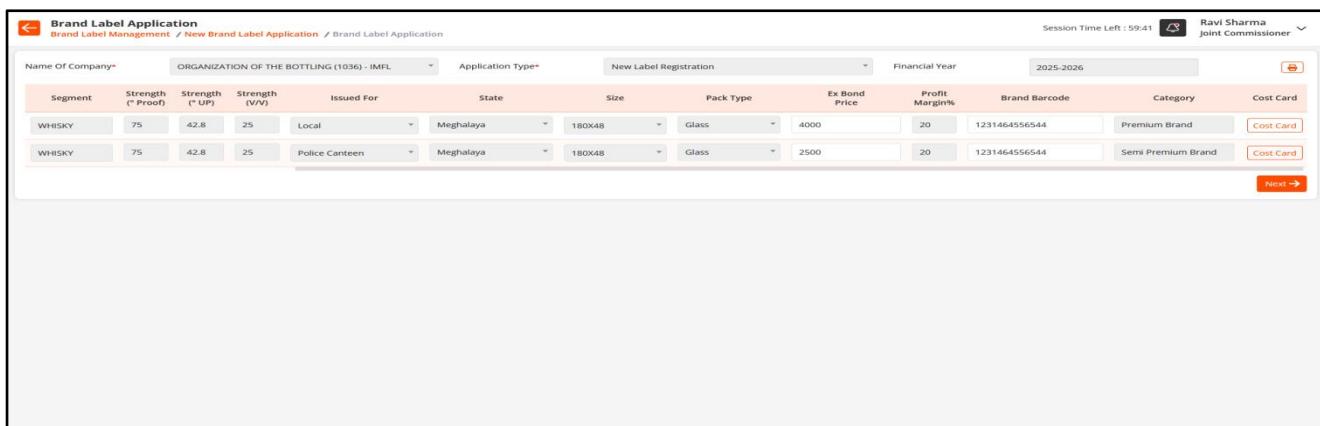


The screenshot shows the 'New Brand Label Application' page. The left sidebar has a 'Brand Label Management' section with 'New Brand Label Application' selected. The main table has one entry:

S.No	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1036230625629	ORGANIZATION OF THE BOTTLING	23-Jun-2025 12:15:56 PM	Success	<a href="#">View</a>	Forwarded to Joint Commissioner	<a href="#">View</a>	<a href="#">View</a>	<a href="#">Print</a>

At the bottom, it says 'Showing 1 to 1 of 1 entries'.

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

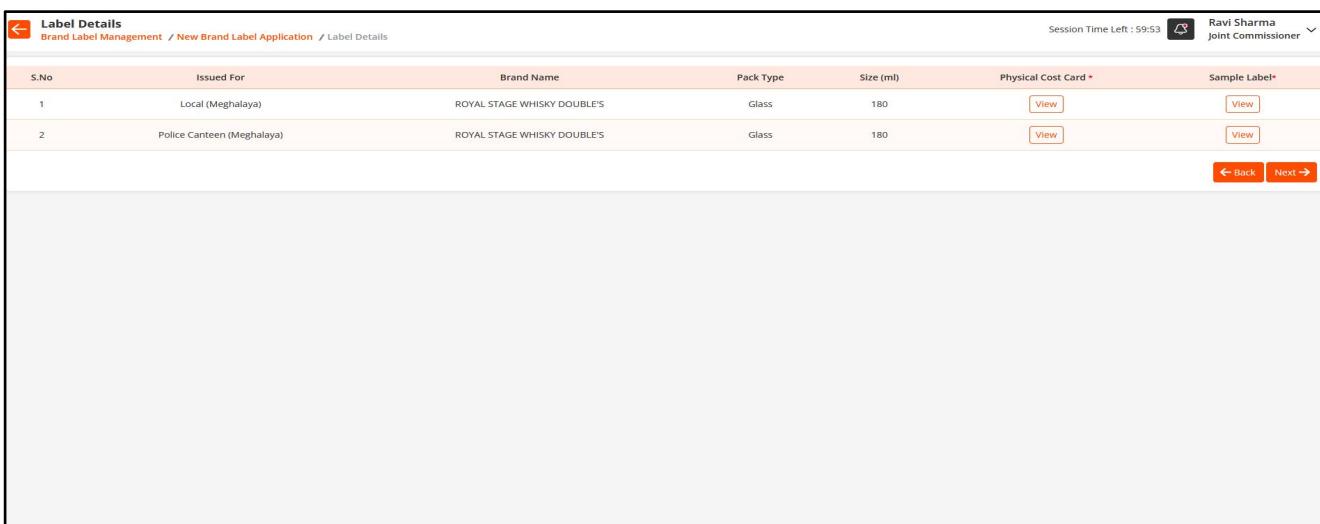


The screenshot shows the 'Brand Label Application' page. The table contains two entries for 'WHISKY' with different issued locations and pack types:

Name Of Company*	ORGANIZATION OF THE BOTTLING (1036) - IMFL	Application Type*	New Label Registration	Financial Year	2025-2026							
Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card
WHISKY	75	42.8	25	Local	Meghalaya	180X48	Glass	4000	20	1231464556544	Premium Brand	<a href="#">Cost Card</a>
WHISKY	75	42.8	25	Police Canteen	Meghalaya	180X48	Glass	2500	20	1231464556544	Semi Premium Brand	<a href="#">Cost Card</a>

At the bottom right is a 'Next' button.

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



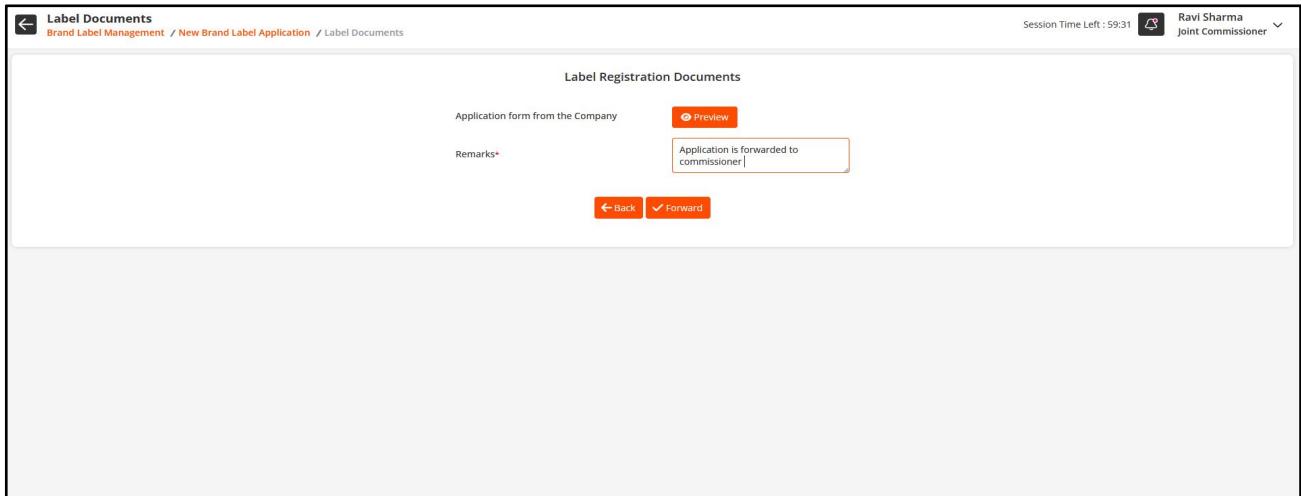
The screenshot shows the 'Label Details' page. The table contains two entries for 'ROYAL STAGE WHISKY DOUBLE'S' with different issued locations and pack types:

S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card *	Sample Label*
1	Local (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	<a href="#">View</a>	<a href="#">View</a>
2	Police Canteen (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	<a href="#">View</a>	<a href="#">View</a>

At the bottom right are 'Back' and 'Next' buttons.

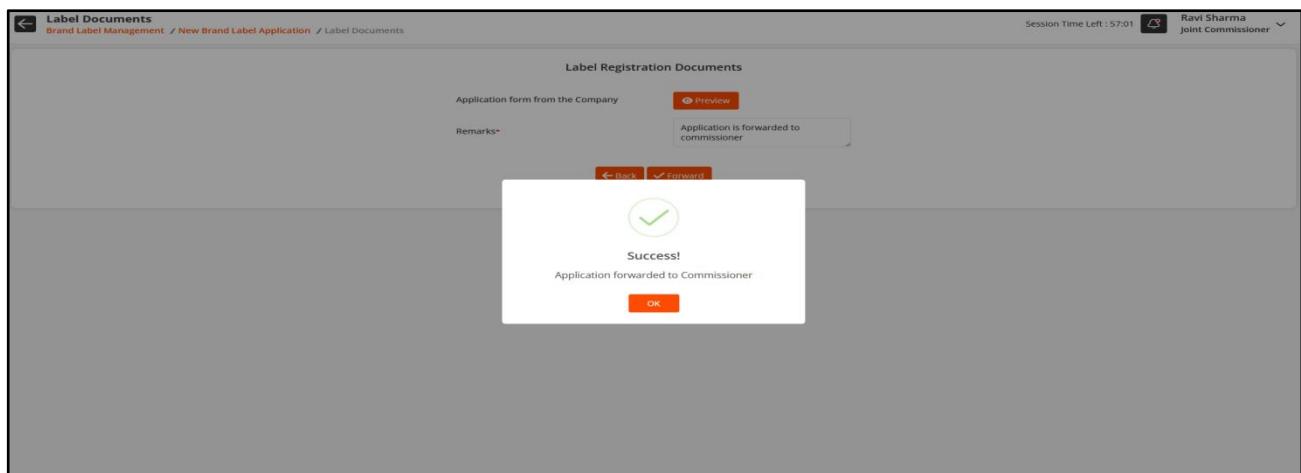
# Brand & Label Registration User Manual

- User can view and verify the details, enter remarks , and then click the 'Forward' button to proceed.



The screenshot shows a user interface for 'Label Registration Documents'. At the top, there are navigation links: 'Label Documents', 'Brand Label Management / New Brand Label Application / Label Documents', and a session status 'Session Time Left: 59:31'. On the right, a user profile for 'Ravi Sharma, Joint Commissioner' is displayed. The main area is titled 'Label Registration Documents' and contains a form with fields: 'Application form from the Company' (with a 'Preview' button), 'Remarks\*', and a text input box containing 'Application is forwarded to commissioner'. Below the form are 'Back' and 'Forward' buttons. The 'Forward' button is highlighted with a red border.

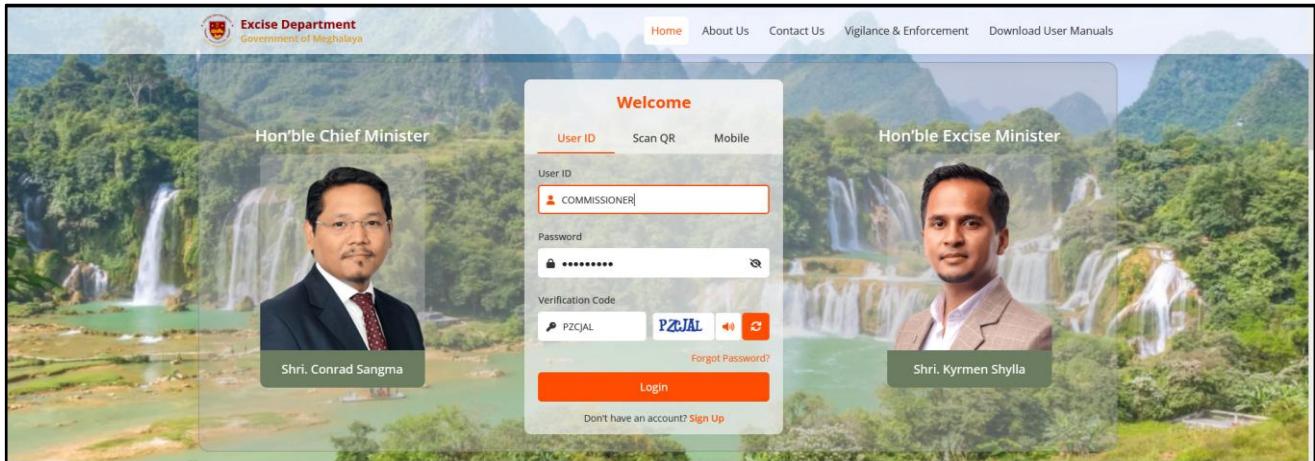
- After clicking the 'Forward' button, a confirmation message will be displayed.



The screenshot shows the same 'Label Registration Documents' page as the previous one, but with a modal dialog box in the center. The dialog box has a green checkmark icon and the word 'Success!' above the text 'Application forwarded to Commissioner'. At the bottom of the dialog is an 'OK' button. The background of the page is grayed out.

# Brand & Label Registration User Manual

## 5. Login to the application ,entering valid Commissioner credentials :



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

Pending Permits			Pending at District Office			Pending at Headquarters			Pending at Commissionerate				
Location	Count	Process Name	Pending at	Count	Process Name	Pending at	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	CSD Non Local License Registration	Dealing Assistant	3	Brand Label Registration	Commissioner	6
Central Bonded Warehouse	8		Deputy Superintendent of Excise	1				Central Bonded Warehouse Permits	Dealing Assistant	1	Central Bonded Warehouse Permits	Commissioner	6
State Bonded Warehouse	5	License Registration	Deputy Commissioner	2				State Bonded Warehouse Permits	Dealing Assistant	3	State Bonded Warehouse Permits	Commissioner	5
Military Canteen	19		Assistant Commissioner	14									
Paramilitary	4	License Registration	Inspector of Excise (IOE)	2				CSD Non Local License Registration	Assistant Commissioner	2			
Retailer	13		Temporary Bar License Registration	1				Central Bonded Warehouse Permits	Assistant Commissioner	6			
			Paramilitary Permits	4				State Bonded Warehouse Permits	Assistant Commissioner	5			
		Grand Total	50		Grand Total	92		Grand Total	67		Grand Total	17	

- 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

Excise Department Government of Meghalaya

New Brand Label Application

Session Time Left : 59:57 Pravin Bakshi, IAS Commissioner

Start Date: 24-Jun-2025 End Date: 24-Jun-2025 Status: Pending

Search

S.No	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1036230625629	ORGANIZATION OF THE BOTTLING	23-Jun-2025 12:15:56 PM	Success	<a href="#">View</a>	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	
2	LA1029120625288	CTIS PVT LTD	12-Jun-2025 10:27:11 AM	Success	<a href="#">View</a>	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	
3	LA1019240525217	CMJ BREWERIES PVT LTD BEER	24-May-2025 03:11:12 PM	Success	<a href="#">View</a>	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	
4	LA1014230525130	MANUFACUTRING ORGANIZATION	23-May-2025 10:28:51 AM	Success	<a href="#">View</a>	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	
5	LA2004220525568	IMPORT ORGANIZATION OF PLANT	22-May-2025 05:52:02 PM	Success	<a href="#">View</a>	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	
6	LA1014190525485	MANUFACUTRING ORGANIZATION	19-May-2025 10:46:44 AM	N/A	N/A	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	
7	LA1014190525389	MANUFACUTRING ORGANIZATION	19-May-2025 10:44:59 AM	N/A	N/A	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	

Showing 1 to 7 of 7 entries

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- To proceed with forwarding the brand label registration to the Joint Commissioner, please click the '[View]' button.

Excise Department Government of Meghalaya

New Brand Label Application

Session Time Left : 59:54 Pravin Bakshi, IAS Commissioner

Start Date: 23-Jun-2025 End Date: 24-Jun-2025 Status: Pending

Search

S.No	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1036230625629	ORGANIZATION OF THE BOTTLING	23-Jun-2025 12:15:56 PM	Success	<a href="#">View</a>	Forwarded to Commissioner	<a href="#">View</a>	<a href="#">View</a>	

Showing 1 to 1 of 1 entries

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

Brand Label Application

Session Time Left : 59:47 Pravin Bakshi, IAS Commissioner

Name Of Company\* ORGANIZATION OF THE BOTTLING (1036) - IMFL Application Type\* New Label Registration Financial Year 2025-2026

Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost C
WHISKY	75	42.8	25	Local	Meghalaya	180X48	Glass	4000	20	1231464556544	Premium Brand	<a href="#">Cost C</a>
WHISKY	75	42.8	25	Police Canteen	Meghalaya	180X48	Glass	2500	20	1231464556544	Semi Premium Brand	<a href="#">Cost C</a>

Next →

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## 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)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	<a href="#">View</a>	<a href="#">View</a>
2	Police Canteen (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	<a href="#">View</a>	<a href="#">View</a>

[Back](#) [Next](#)

- User can view and verify the details, enter remarks , and then click the 'Approve' button to proceed.

Label Registration Documents

Application form from the Company [Preview](#)

Remarks\*

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

- After clicking the 'Approve' button, a confirmation message will be displayed.

Label Registration Documents

Application form from the Company [Preview](#)

Remarks\*

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

Success!

Approved successfully

[OK](#)

# Brand & Label Registration User Manual

- Once the application is approved, it will be stored in the 'Approved' drop-down list. Select the appropriate filter and click the 'Search' button to proceed.

- After selecting the 'Approved' drop-down list, the user will be able to view the approved records.

- To preview the final label print.

# Brand & Label Registration User Manual

## Label Application Print

[ This print is generated after application is submit ]

M/S ORGANIZATION OF THE BOTTLING (Sdfds, Sdfds, Ew, 23423423423, 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 , Sdfds, Ew, 23423423423

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

# Brand & Label Registration User Manual

## Label Final Print

[ This print will generated after approved ]

- After click the print icon on the screen below.

EXCISE DEPARTMENT GOVERNMENT OF MEGHALAYA Label Final Print																							
No. MEG/CE-206/2023/52,					Dated Shillong, the 24-Jun-2025 10:23:44 AM																		
<p><b>To:</b> ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsdf, Ew, 23423423423423 <b>Subject:</b> Registration of Brands for the year 2025-2026.</p> <p>With reference to your application, dt. 23-Jun-2025 12:15:56 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:-</p> <ol style="list-style-type: none"><li>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.</li><li>2. The registration will be valid for a period till the 31 March, 2026.</li><li>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.</li><li>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.</li><li>5. Security Deposit of pledge in favour of the Commissioner of Excise, Meghalaya, Shillong for a period of 5 (five) years.</li></ol> <p>You are, therefore directed to pay the registration fee amounting to</p> <table border="1"><thead><tr><th>SL No.</th><th>Brand's Name</th><th>Size</th><th>Issued For</th><th>MRP</th><th>Name of Manufacturing Unit</th></tr></thead><tbody><tr><td>1</td><td>ROYAL STAGE WHISKY DOUBLE'S</td><td>180</td><td>Local</td><td>199.00</td><td>ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsdf, Ew, 23423423423423</td></tr><tr><td>2</td><td>ROYAL STAGE WHISKY DOUBLE'S</td><td>180</td><td>Police Canteen</td><td>137.00</td><td>ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsdf, Ew, 23423423423423</td></tr></tbody></table> <p>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.</p> <p> <span style="float: right;">Pravin Bakshi, IAS Commissioner of Excise, Meghalaya, Shillong. Dated Shillong, the 24-Jun-2025 10:23:44 AM.</span></p>						SL No.	Brand's Name	Size	Issued For	MRP	Name of Manufacturing Unit	1	ROYAL STAGE WHISKY DOUBLE'S	180	Local	199.00	ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsdf, Ew, 23423423423423	2	ROYAL STAGE WHISKY DOUBLE'S	180	Police Canteen	137.00	ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsdf, Ew, 23423423423423
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----- Thank You -----