

# Brand & Label Registration User Manual



## Excise Department Government of Meghalaya

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C-TEL INFOSYSTEM PVT.LTD  
Hyderabad , Telangana

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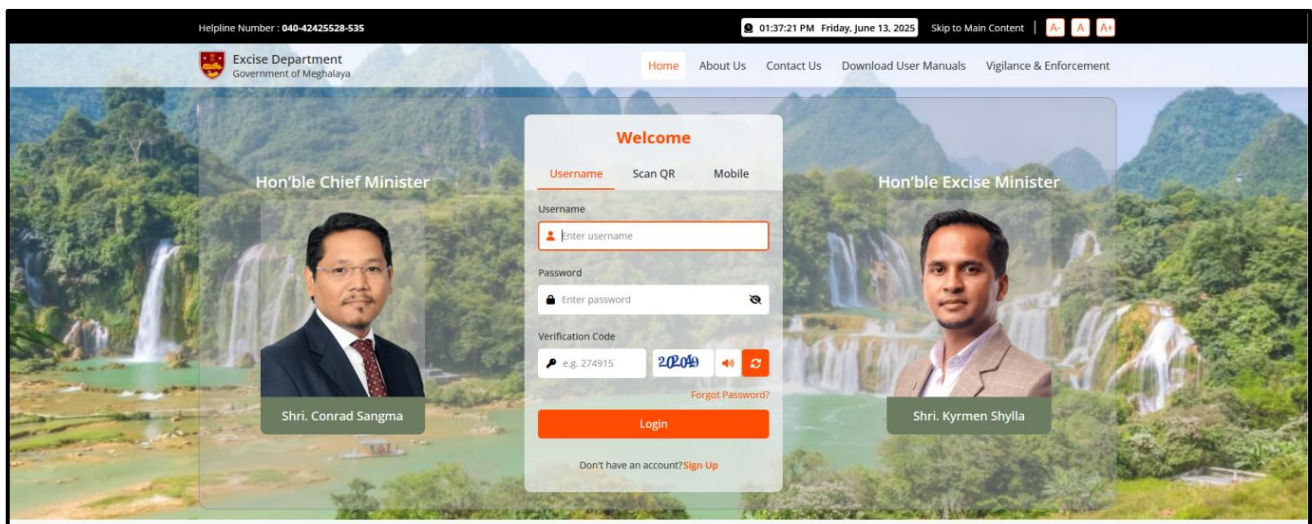
# Brand & Label Registration User Manual

## 1. Over View :

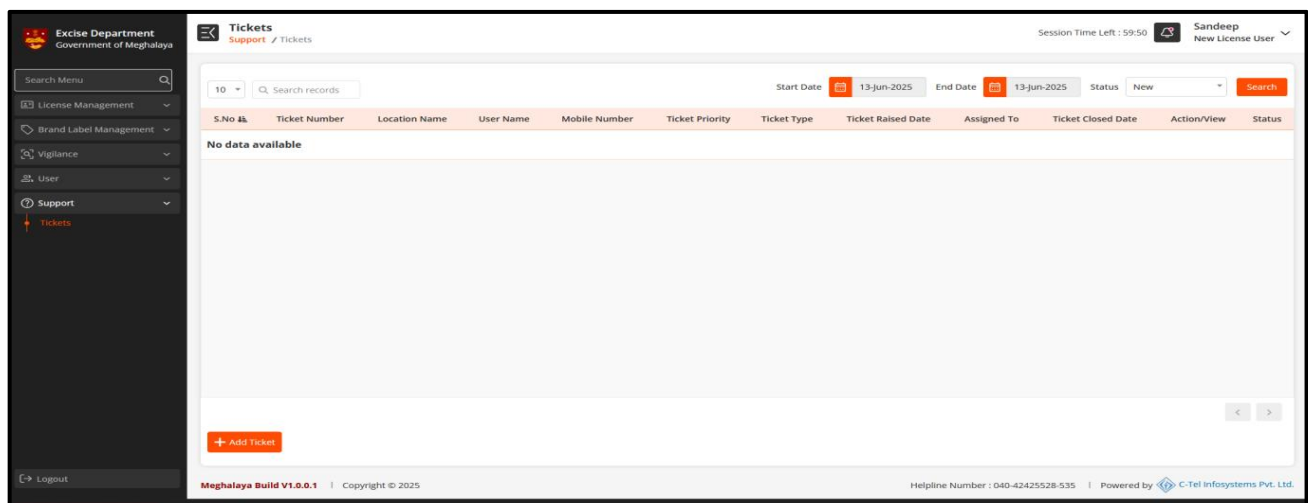
- This document provides a step-by-step guide for users on the brand & label registration process.

## 2. Brand & Label Registration Process :

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



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



# Brand & Label Registration User Manual

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

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

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

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

This screenshot is identical to the one above, showing the 'New Brand Label Application' interface with the same table of applications and sidebar menu.

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

# Brand & Label Registration User Manual

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

Session Time Left : 59:47 | Sandeep New License User

Name Of Company\*  Select Supplier  Application Type\*  Select Financial Year 2025-2026

Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details						
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

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

Session Time Left : 59:53 | Sandeep New License User

Name Of Company\*  Select Application Type\*  Select Financial Year 2025-2026

Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details						
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

Session Time Left : 59:07 | Sandeep New License User

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

Brand Name	Brand Number	Segment	Strength (* Proof)	Strength (* UP)	Strength (V/V)	Size & Price Details						
<input type="checkbox"/> ROYAL STAG WHISKY	0372	WHISKY	75	25	42.8	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode
<input type="checkbox"/> ROYAL STAG WHISKY	0372	WHISKY	75	25	42.8	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input checked="" type="checkbox"/> ROYAL STAG WHISKY Brand with segment combination already taken	0372	WHISKY	75	25	42.8	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> NEW BRANDY	0355	BRANDY	75	25	42.8	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## 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.

Brand Label Application

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

Session Time Left : 56:53 Sandeep New License User

Name Of Company\* MANUFACTURING ORGANIZATION (1014) - IMFL Application Type\* New 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
75	25	42.8	<input type="checkbox"/> Local	Meghalaya	750 X 12	Glass	990	20	1234567890123	Deluxe Prestige Brand	Cost Card
			<input type="checkbox"/> Police Canteen	Meghalaya	750 X 12	Glass	990	20.00	1234567890123	Deluxe Prestige Brand	Cost Card

+ New Row - Remove Row

X Cancel ✓ 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.

Brand Label Application

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

Session Time Left : 30:11 Sandeep New License User

Name Of Company\* MANUFACTURING ORGANIZATION (1014) - IMFL Application Type\* New 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
75	25	42.8	<input type="checkbox"/> Local	Meghalaya	750 X 12	Glass	990	20	1234567890123	Deluxe Prestige Brand	Cost Card
			<input checked="" type="checkbox"/> Police Canteen	Meghalaya	750 X 12	Glass	990	20.00	1234567890123	Deluxe Prestige Brand	Cost Card

- Remove Row + New Row

X Cancel ✓ 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 :

1. **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

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

Session Time Left : 15:37 | Sandeep New License User

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

Brand Name	Brand Number	Segment	Strength (" Proof)	Strength (" UP)	Strength (V/V)	Size & Price Details						
ROYAL STAG WHISKY	0372	WHISKY	75	25	42.8	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand B
						Select	Select State	Select Size	Select Packtype	Ex Bond Price	Profit	Brand Bar

Remove Row | New Row | Cancel | 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.

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

Session Time Left : 53:51 | Sandeep New License User

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

Brand Name	Brand Number	Segment	Strength (" Proof)	Strength (" UP)	Strength (V/V)	Size & Price Details						
ROYAL STAG WHISKY	0372	WHISKY	75	25	42.8	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Bar
						Select	Select	Select	Select	Ex Bond Price	Profit	Brand Bar

Remove Row | New Row | Cancel | Save

Issued For dropdown options: Select, Local, Paramilitary Local, Export, Paramilitary Export, Police Canteen

- 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

Session Time Left : 58:51 | Sandeep New License User

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

Brand Name	Brand Number	Segment	Strength (" Proof)	Strength (" UP)	Strength (V/V)	Size & Price Details						
ROYAL STAG WHISKY	0372	WHISKY	75	25	42.8	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand B
						Select	Select	Select	Select	Ex Bond Price	Profit	Brand B

Remove Row | New Row | Cancel | Save

Issued For dropdown options: Select, Foreign (BIO), Import, Military Canteen Import, Paramilitary Import



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

The screenshot shows the 'Brand Label Application' form. The 'Name Of Company' is set to 'HOMEMADE ORGANIZATION (1016) - HOMEMADE WINE'. The 'Application Type' is 'New Label Registration' and the 'Financial Year' is '2025-2026'. The table below shows a single row with the following details:

Brand Name	Brand Number	Segment	Strength (" Proof)	Strength (" UP)	Strength (V/V)	Issued For	State	Size	Pack Type	Ex Bond Price	MRP	Profit Marg
VINAC PORTO PORT WINE	0301	WINE	0	0	40	Select	Select	Select	Select	Ex Bond Price	MRP	Profit

The 'Issued For' dropdown menu is open, showing the option 'Home Made Wine'.

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' form. The 'Name Of Company' is set to 'MANUFACTURING ORGANIZATION (1014) - IMFL'. The 'Application Type' is 'New Label Registration' and the 'Financial Year' is '2025-2026'. The table below shows a single row with the following details:

Strength (" Proof)	Strength (" UP)	Strength (V/V)	Issued For	State	Size	Pack Type	Ex Bond Price	Profit Margin%	Brand Barcode	Category	Cost Card	Action
75	25	42.8	Local	Meghalaya	Select	Select	Ex Bond Price	Profit	Brand Barcode	Category	Cost Card	+ New Row
			Paramilitary Local	Meghalaya	Select	Select	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	- Remove Row
			Police Canteen	Meghalaya	Select	Select	Ex Bond price	Profit	Brand Barcode	Category	Cost Card	

The 'Issued For' dropdown menu is open, showing the options 'Local', 'Paramilitary Local', and 'Police Canteen'.

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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' form. The 'Issued For' dropdown is open, showing a list of states including Meghalaya. The 'State' field is currently set to 'Andhra Pradesh'. The 'Size' field is '750 X 12'. The 'Pack Type' is 'Select'. The 'Ex Bond Price' is 'Ex Bond Price'. The 'Profit Margin%' is 'Profit'. The 'Brand Barcode' is 'Brand Barcode'. The 'Cost Card' is 'Cost Card'. The 'Remove Row' and 'New Row' buttons are visible at the bottom left.

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' form. The 'Issued For' dropdown is open, showing a list of options including Local. The 'State' field is currently set to 'Meghalaya'. The 'Size' field is '750 X 12'. The 'Pack Type' is 'Pet Bottle'. The 'Ex Bond Price' is '990'. The 'Profit Margin%' is '20'. The 'Brand Barcode' is '1234567890123'. The 'Category' is 'Deluxe Prestige Brand'. The 'Cost Card' is 'Cost Card'. The 'Remove Row' and 'New Row' buttons are visible at the bottom left.

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

**Cost Card**

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

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

**Local Cost Card**

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

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

- 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

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

The screenshot shows the 'Label Details' screen with a table containing 5 rows of brand information. Each row has columns for S.No, Issued For, Brand Name, Pack Type, Size (ml), Physical Cost Card, and Sample Label. The Physical Cost Card and Sample Label columns have 'Upload' buttons. At the bottom right, there are 'Back' and 'Save' buttons.

S.No	Issued For	Brand Name	Pack Type	Size (ml)	Physical Cost Card	Sample Label
1	Local (Meghalaya)	ROYAL RARE WHISKY	Glass	750	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	Can	750	Upload	Upload

- 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.

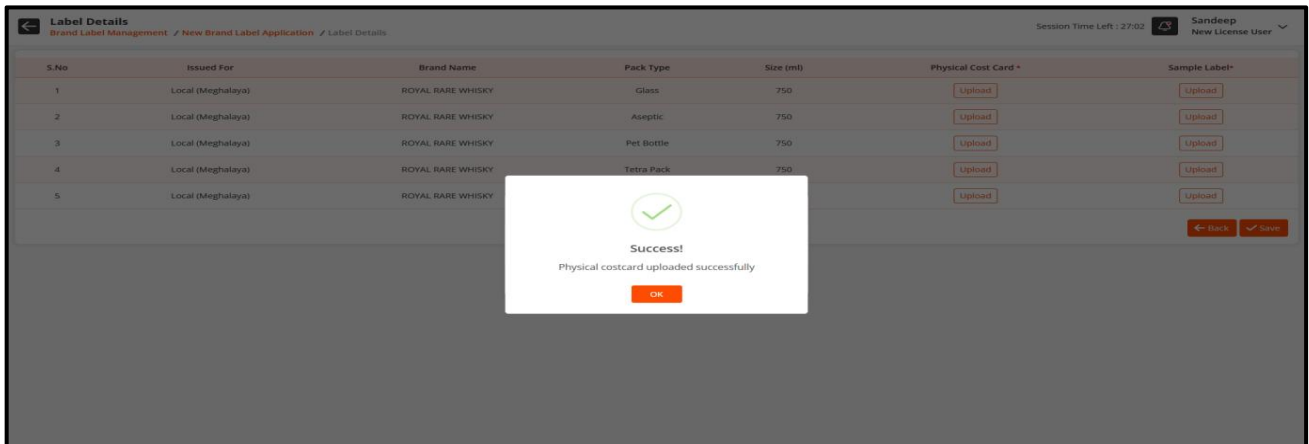
The screenshot shows the 'Label Details' screen with a 'Physical Cost Card' pop-up window. The pop-up window has a 'Document' field with a file icon and the text 'No file selected.' Below this is an 'Upload' button. The background table is dimmed.

- 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.

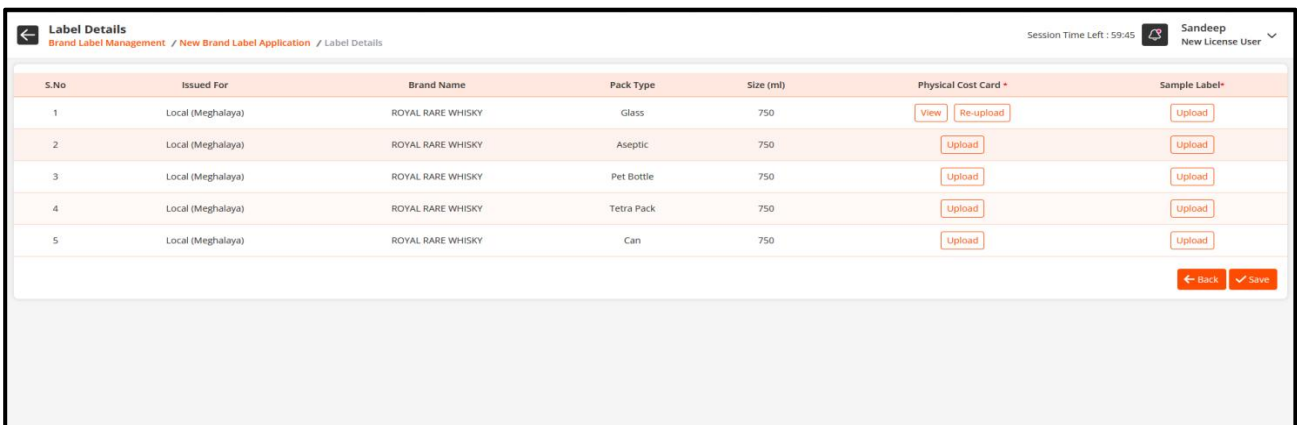
The screenshot shows the 'Label Details' screen with a confirmation pop-up window. The pop-up window has a question mark icon and the text 'Are you sure? Do you want to proceed?'. Below this are 'No' and 'Yes' buttons. The background table is dimmed.

# Brand & Label Registration User Manual

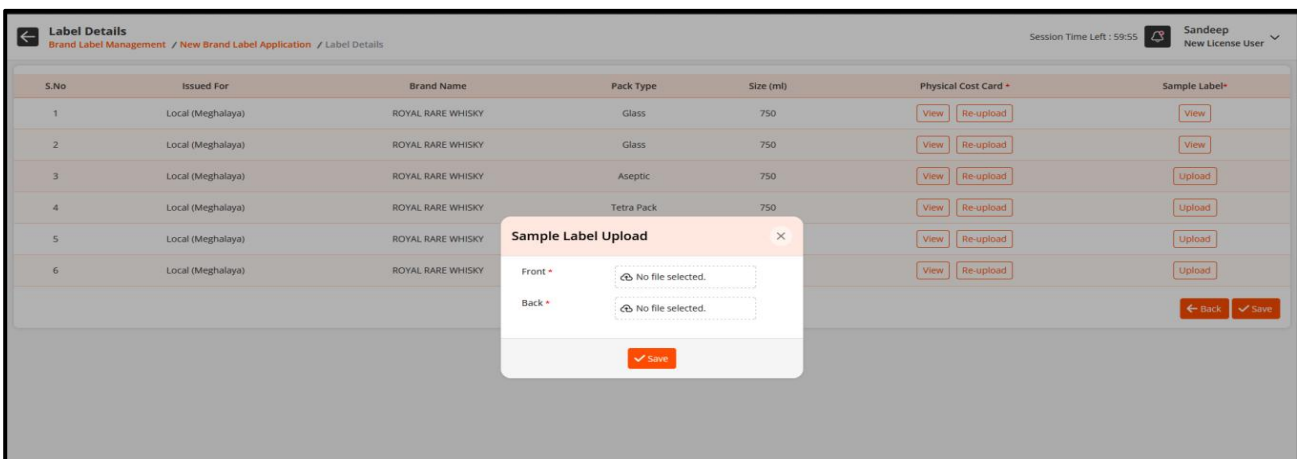
- After click on the 'Yes' button, the next screen will appear.



- After clicking 'Upload file,' the next screen will appear. To re-upload, click on the re-upload button, a pop window appears. User needs to 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 the 'Label Details' page with a table of 5 rows. A modal dialog is displayed in the center with a green checkmark icon and the text: 'Success! Sample label(s) uploaded successfully'. Below the text is an 'OK' button. The table has columns: S.No, Issued For, Brand Name, Pack Type, Size (ml), Physical Cost Card, and Sample Label. The 'Physical Cost Card' column contains 'View' and 'Re-upload' buttons. The 'Sample Label' column contains 'Upload' buttons. At the bottom right of the table are 'Back' and 'Save' buttons.

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

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

The screenshot shows the 'Label Details' page with a table of 6 rows. The table has columns: S.No, Issued For, Brand Name, Pack Type, Size (ml), Physical Cost Card, and Sample Label. The 'Physical Cost Card' column contains 'View' and 'Re-upload' buttons. The 'Sample Label' column contains 'View' buttons. At the bottom right of the table are 'Back' and 'Save' buttons.

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

- 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 section titled 'Label Registration Documents'. Below this, there are two fields: 'Application form from the Company\*' and 'Remarks\*'. The 'Application form from the Company\*' field has a placeholder text 'No file selected.' and a file upload icon. The 'Remarks\*' field is a text input area. Below these fields is a note: 'Note : After submission, no further modifications can be made to the application.' At the bottom are 'Back' and 'Submit' buttons.

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

The screenshot shows the 'Label Registration Documents' interface. At the top, there's a breadcrumb trail: 'Label Documents' > 'Brand Label Management' > 'New Brand Label Application' > 'Label Documents'. The session time left is 59:19, and the user is Sandeep, a New License User. The main area displays 'Label Registration Documents' with fields for 'Application form from the Company\*' (HIMKOSH-A25C331499.pdf) and 'Remarks\*' (Application is submitted). A note states: 'Note : After submission, no further modifications can be made to the application.' A large green checkmark icon is centered, with the text 'Success! Application submitted successfully' and an 'OK' button below it.

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

The screenshot shows the 'Brand Label Management' screen. On the left is a sidebar with a 'Search Menu' and options: 'License Management', 'Brand Label Management' (selected), 'New Brand Label Application', 'Products', 'Vigilance', 'User', and 'Support'. The main area has a search bar, filters for 'Start Date' (18-Jun-2025), 'End Date' (19-Jun-2025), and 'Status' (Pending), and a 'Search' button. Below is a table with 4 entries.

S.No	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label Details	Remarks	Print
1	LA1036190625173	ORGANIZATION OF THE BOTTLING	19-jun-2025 09:49:37 AM	N/A	N/A	Forwarded to Inspector of Excise	View	View	
2	LA10141806258516	MANUFACUTRING ORGANIZATION	18-jun-2025 05:44:52 PM	N/A	N/A	In progress	View Cancel	View	
3	LA10141806258440	MANUFACUTRING ORGANIZATION	18-jun-2025 05:08:58 PM	N/A	N/A	Forwarded to Inspector of Excise	View	View	
4	LA10151806251226	BREWERY MANUFAURING ORGANIZATION	18-jun-2025 11:48:43 AM	N/A	N/A	Forwarded to Inspector of Excise	View	View	

Showing 1 to 4 of 4 entries

+ Brand Label Application

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



# Brand & Label Registration User Manual

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

**Excise Department**  
Government of Meghalaya

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Hon'ble Chief Minister  
Shri. Conrad Sangma

Hon'ble Excise Minister  
Shri. Kyrmen Shylla

**Welcome**

User ID Scan QR Mobile

User ID  
IOE\_HQ

Password  
\*\*\*\*\*

Verification Code  
PZCJAL PZCJAL

Forgot Password?

Login

Don't have an account? Sign Up

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

**Excise Department**  
Government of Meghalaya

Activity Dashboard  
Dashboard / Activity Dashboard

Session Time Left : 59:50 Praveen Patel Inspector of Excise

50 Pending Permits

92 Pending at District Office

67 Pending at Headquarters

17 Pending at Commissionerate

Pending Permits		Pending at District Office			Pending at Headquarters			Pending at Commissionerate		
Location	Count	Process Name	Pending at	Count	Process Name	Pending at	Count	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 (ICD)	2	CSD Non Local License Registration	Assistant Commissioner	2			
Retailer	13	Temporary Bar License Registration	Superintendent of Excise	1	Central Bonded Warehouse Permits	Assistant Commissioner	6			
		Paramilitary Permits	Superintendent of Excise	4	State Bonded Warehouse Permits	Assistant Commissioner	5			
<b>Grand Total</b>	<b>50</b>	<b>Grand Total</b>		<b>92</b>	<b>Grand Total</b>		<b>67</b>	<b>Grand Total</b>		<b>17</b>

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

**Excise Department**  
Government of Meghalaya

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

Session Time Left : 59:56 Praveen Patel Inspector of Excise

10 Search records

Start Date 23-Jun-2025 End Date 24-Jun-2025 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	N/A	N/A	Forwarded to Inspector of Excise	View	View	

Showing 1 to 1 of 1 entries

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# Brand & Label Registration User Manual

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

**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

Start Date: 23-Jun-2025 | End Date: 24-Jun-2025 | 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	N/A	N/A	Forwarded to Inspector of Excise	View		View

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

Session Time Left: 59:29 | Praveen Patel, Inspector of Excise

Name Of Company: ORGANIZATION OF THE BOTTLING (1036) - IMFL | Application Type: New 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	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	Local	Meghalaya	180X48	Glass	4000	20	12314645562
2	ROYAL STAGE WHISKY DOL	0362	WHISKY	75	42.8	25	Police Canteen	Meghalaya	180X48	Glass	2500	20	12314645562

Next

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- 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

Session Time Left: 59:56 | Praveen Patel, Inspector of Excise

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	View	View
2	Police Canteen (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	View	View

Back Next

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## 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.

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

## 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 Documents' interface. The breadcrumb trail is 'Brand Label Management / New Brand Label Application / Label Documents'. The session time left is 59:43, and the user is Praveen Patel, Inspector of Excise. The main heading is 'Label Registration Documents'. Below it, there is a section 'Application form from the Company' with a 'Preview' button. A 'Remarks\*' field contains the text 'Application is rejected'. At the bottom, there are four buttons: 'Back', 'Return for Clarification', 'Reject' (highlighted with a red border), and 'Forward for Payment'.

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

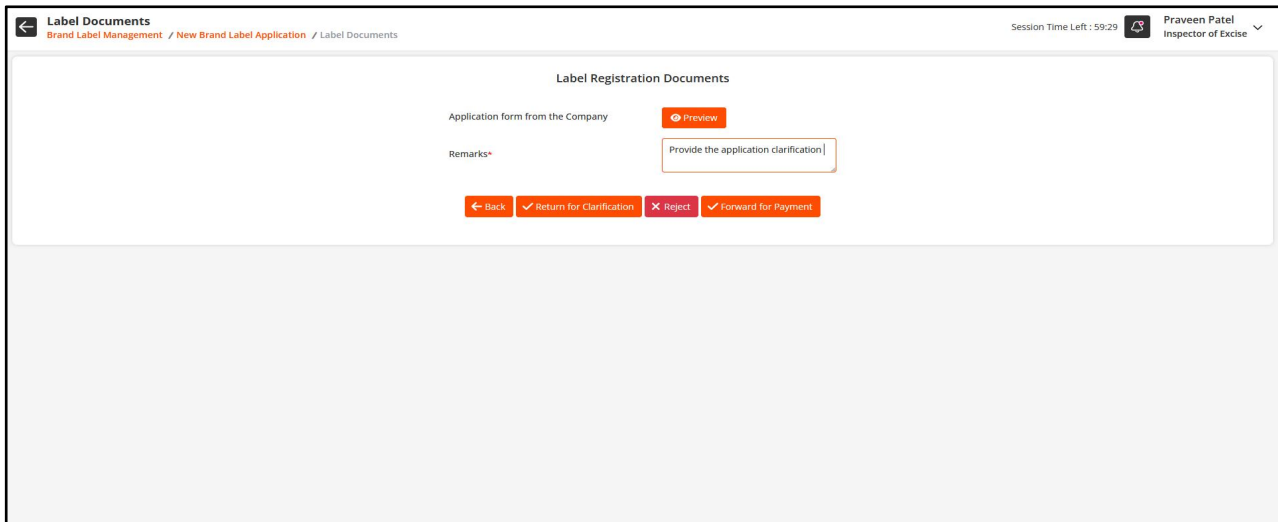
This screenshot shows the same 'Label Registration Documents' screen as before, but with a confirmation pop-up window in the center. The pop-up has a question mark icon and the text 'Are you sure? Do you want to proceed?'. It has two buttons: 'No' and 'Yes'.

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

This screenshot shows the same 'Label Registration Documents' screen, but with a success pop-up window in the center. The pop-up has a green checkmark icon and the text 'Success! Label application rejected'. It has one button: 'OK'.

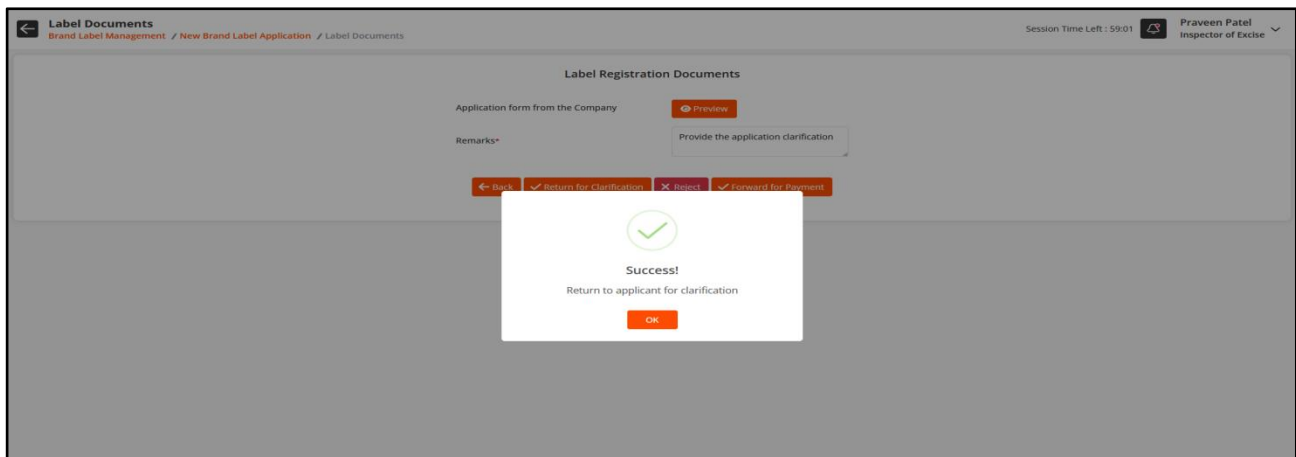
## Brand & Label Registration User Manual

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



The screenshot shows the 'Label Documents' section of the application. The breadcrumb trail is 'Brand Label Management / New Brand Label Application / Label Documents'. The session time left is 59:29, and the user is Praveen Patel, Inspector of Excise. The main heading is 'Label Registration Documents'. Below it, there is a section for 'Application form from the Company' with a 'Preview' button. A 'Remarks\*' field is present with a placeholder text 'Provide the application clarification'. At the bottom, there are four buttons: 'Back', 'Return for Clarification' (highlighted with a green checkmark), 'Reject', and 'Forward for Payment'.

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

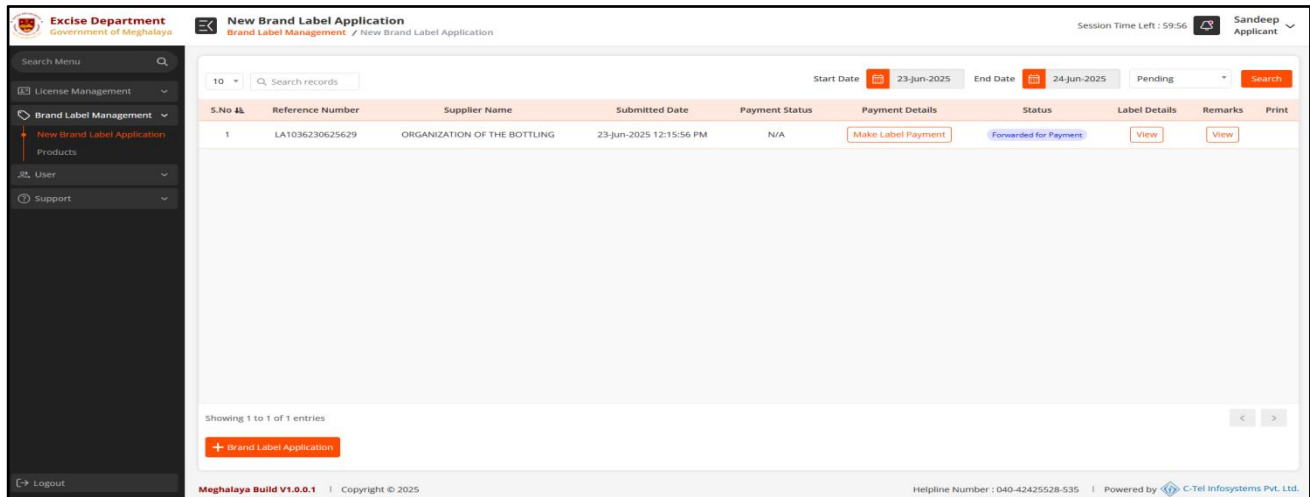


The screenshot shows the same 'Label Registration Documents' screen as before, but with a success pop-up window displayed in the center. The pop-up window has a green checkmark icon and the text 'Success! Return to applicant for clarification'. There is an 'OK' button at the bottom of the pop-up.

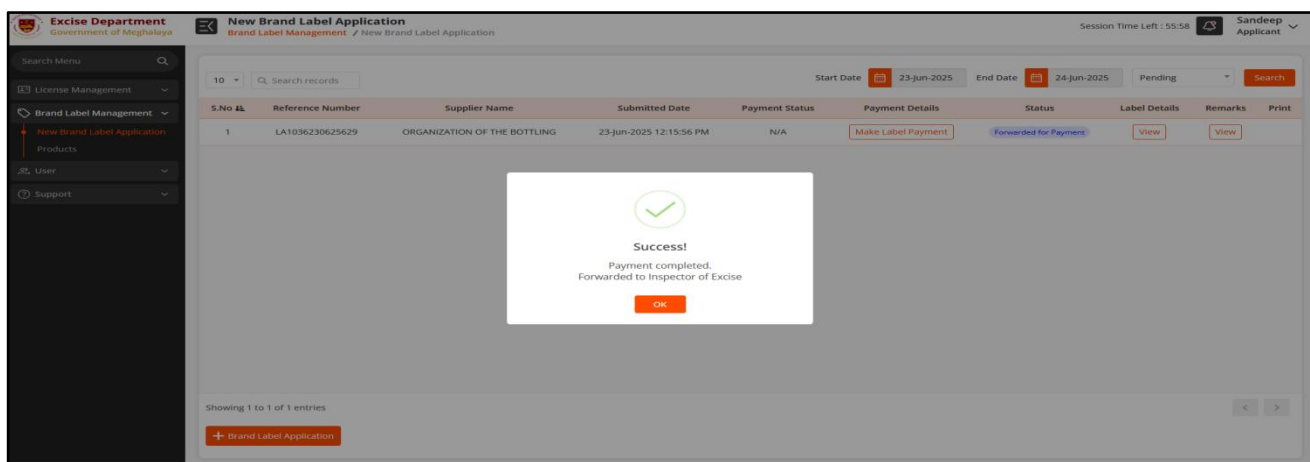
## Brand & Label Registration User Manual

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

**Excise Department**  
Government of Meghalaya

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

Session Time Left : 59:45 | Praveen Patel  
Inspector of Excise

Search Menu

10 | Search records

Start Date: 23-Jun-2025 | End Date: 24-Jun-2025 | 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	View	Forwarded to Inspector of Excise	View	View	

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

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

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	Cost Card
WHISKY	75	42.8	25	Police Canteen	Meghalaya	180X48	Glass	2500	20	1231464556544	Semi Premium Brand	Cost Card

Next →

- 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

Session Time Left : 59:55 | Praveen Patel  
Inspector of Excise

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	View	View
2	Police Canteen (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	View	View

← Back | Next →



## 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 a web application interface for 'Label Documents'. The breadcrumb trail is 'Brand Label Management / New Brand Label Application / Label Documents'. The page title is 'Label Registration Documents'. It contains a section for 'Application form from the Company' with a 'Preview' button. Below this is a 'Remarks\*' field with a text area containing 'Application is forwarded to joint commissioner'. At the bottom, there are two buttons: 'Back' and 'Forward'.

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

The screenshot shows the same 'Label Registration Documents' page as before, but with a modal dialog box displayed in the center. The dialog box has a green checkmark icon and the text 'Success! Application forwarded to Joint Commissioner'. There is an 'OK' button at the bottom of the dialog. The background of the page is dimmed.

# Brand & Label Registration User Manual

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

Excise Department  
Government of Meghalaya

Home About Us Contact Us Vigilance & Enforcement Download User Manuals

Welcome

User ID Scan QR Mobile

User ID  
K\_HQ

Password  
\*\*\*\*\*

Verification Code  
PZJAL

Forgot Password?

Login

Don't have an account? Sign Up

Hon'ble Chief Minister  
Shri. Conrad Sangma

Hon'ble Excise Minister  
Shri. Kyrmen Shylla

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

Excise Department  
Government of Meghalaya

Activity Dashboard / Activity Dashboard

Session Time Left : 59:56 Ravi Sharma Joint Commissioner

50 Pending Permits

92 Pending at District Office

67 Pending at Headquarters

17 Pending at Commissionerate

Location	Count
Bottling Unit Local	1
Central Bonded Warehouse	8
State Bonded Warehouse	5
Military Canteen	19
Paramilitary	4
Retailer	13
Grand Total	50

Process Name	Pending at	Count
License Registration	Superintendent of Excise	48
License Registration	Deputy Superintendent of Excise	1
License Registration	Deputy Commissioner	2
License Registration	Assistant Commissioner	14
License Registration	Inspector of Excise (IOE)	2
Temporary Bar License Registration	Superintendent of Excise	1
Paramilitary Permits	Superintendent of Excise	4
Grand Total		92

Process Name	Pending at	Count
License Registration	Dealing Assistant	4
CSD Non Local License Registration	Dealing Assistant	3
Central Bonded Warehouse Permits	Dealing Assistant	1
State Bonded Warehouse Permits	Dealing Assistant	3
Total		11
CSD Non Local License Registration	Assistant Commissioner	2
Central Bonded Warehouse Permits	Assistant Commissioner	6
State Bonded Warehouse Permits	Assistant Commissioner	5
Grand Total		67

Process Name	Pending at	Count
Brand Label Registration	Commissioner	6
Central Bonded Warehouse Permits	Commissioner	6
State Bonded Warehouse Permits	Commissioner	5
Grand Total		17

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

Excise Department  
Government of Meghalaya

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

Session Time Left : 59:50 Ravi Sharma Joint Commissioner

10 Search records

Start Date 24-Jun-2025 End Date 24-Jun-2025 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	View	Forwarded to Joint Commissioner	View	View	

Showing 1 to 1 of 1 entries

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# Brand & Label Registration User Manual

- 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**  
Brand Label Management / New Brand Label Application

Session Time Left : 59:50 Ravi Sharma  
Joint Commissioner

Search Menu

Dashboard  
License Management  
Brand Label Management  
New Brand Label Application  
Price Master  
Hologram Procurement  
Bottling Unit  
Brewery  
Bonded Warehouse  
Military  
Retailer  
TP Revalidation  
Vigilance  
Reports  
Others / Support  
Logout

10 Search records

Start Date 24-Jun-2025 End Date 24-Jun-2025 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	View	Forwarded to Joint Commissioner	View	View	

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

Session Time Left : 59:41 Ravi Sharma  
Joint 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 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

Next ->

- 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

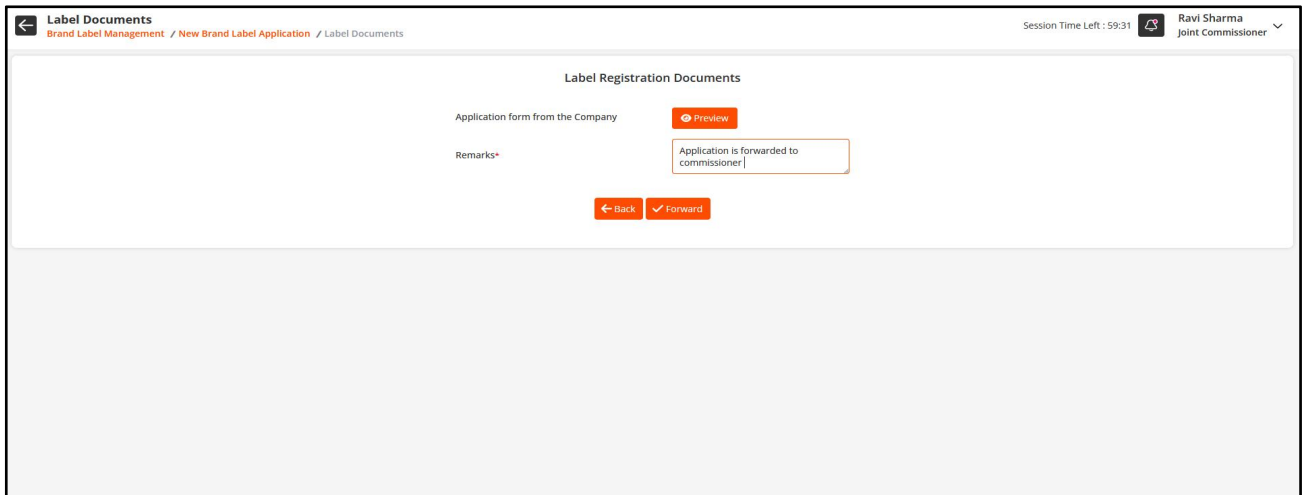
Session Time Left : 59:53 Ravi Sharma  
Joint Commissioner

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	View	View
2	Police Canteen (Meghalaya)	ROYAL STAGE WHISKY DOUBLE'S	Glass	180	View	View

Back Next

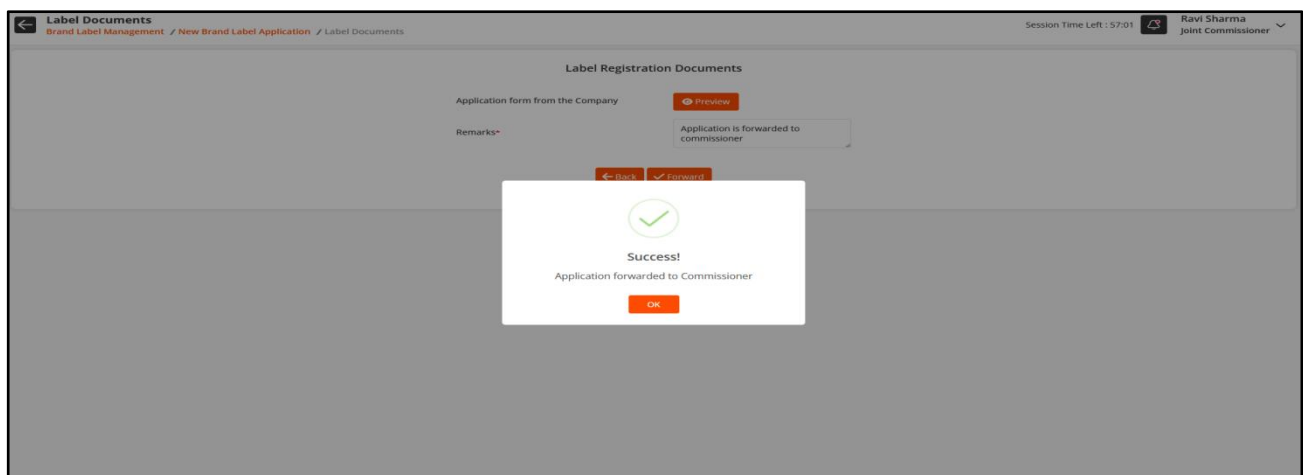
## Brand & Label Registration User Manual

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



The screenshot shows a web application interface for 'Label Documents'. The breadcrumb trail is 'Brand Label Management / New Brand Label Application / Label Documents'. The session time left is 59:31, and the user is Ravi Sharma, Joint Commissioner. The main heading is 'Label Registration Documents'. Below this, there is a section for 'Application form from the Company' with a 'Preview' button. A 'Remarks' field contains the text 'Application is forwarded to commissioner'. At the bottom, there are 'Back' and 'Forward' buttons.

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



The screenshot shows the same web application interface as before, but with a success message overlay. The message is 'Success! Application forwarded to Commissioner' and has an 'OK' button. The background is dimmed.

# Brand & Label Registration User Manual

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

Excise Department  
Government of Meghalaya

Home About Us Contact Us Vigilance & Enforcement Download User Manuals

Welcome

User ID Scan QR Mobile

User ID  
COMMISSIONER

Password  
\*\*\*\*\*

Verification Code  
PZJAL PZJAL

Forgot Password?

Login

Don't have an account? Sign Up

Hon'ble Chief Minister  
Shri. Conrad Sangma

Hon'ble Excise Minister  
Shri. Kyrmen Shylla

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

Excise Department  
Government of Meghalaya

Activity Dashboard  
Dashboard / Activity Dashboard

Session Time Left : 59:55 Pravin Bakshi, IAS Commissioner

Search Menu

Dashboard

Officer Dashboard

Activity Dashboard

Production Dashboard

Licensee Dashboard

License Management

Brand Label Management

Hologram Procurement

Bottling Unit

Brewery

Bonded Warehouse

Military

Retailer

TP Revalidation

Vigilance

Reports

Logout

50 Pending Permits

Location	Count
Bottling Unit Local	1
Central Bonded Warehouse	8
State Bonded Warehouse	5
Military Canteen	19
Paramilitary	4
Retailer	13
Grand Total	50

92 Pending at District Office

Process Name	Pending at	Count
License Registration	Superintendent of Excise	48
License Registration	Deputy Superintendent of Excise	1
License Registration	Deputy Commissioner	2
License Registration	Assistant Commissioner	14
License Registration	Inspector of Excise (IOE)	2
Temporary Bar License Registration	Superintendent of Excise	1
Paramilitary Permits	Superintendent of Excise	4
Grand Total		92

67 Pending at Headquarters

Process Name	Pending at	Count
License Registration	Dealing Assistant	4
CSD Non Local License Registration	Dealing Assistant	3
Central Bonded Warehouse Permits	Dealing Assistant	1
State Bonded Warehouse Permits	Dealing Assistant	3
Total		11
CSD Non Local License Registration	Assistant Commissioner	2
Central Bonded Warehouse Permits	Assistant Commissioner	6
State Bonded Warehouse Permits	Assistant Commissioner	5
Grand Total		67

17 Pending at Commissionerate

Process Name	Pending at	Count
Brand Label Registration	Commissioner	6
Central Bonded Warehouse Permits	Commissioner	6
State Bonded Warehouse Permits	Commissioner	5
Grand Total		17

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



# Brand & Label Registration User Manual

**Excise Department**  
Government of Meghalaya

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

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

Search Menu

- Dashboard
- License Management
- Brand Label Management
  - New Brand Label Application
  - Price Master
- Hologram Procurement
- Bottling Unit
- Brewery
- Bonded Warehouse
- Military
- Retailer
- TP Revalidation
- Vigilance
- Reports
- Others / Support

Logout

10 Search records

Start Date 24-Jun-2025 End Date 24-Jun-2025 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	View	Forwarded to Commissioner	View	View	
2	LA1029120625288	CTIS PVT LTD	12-Jun-2025 10:27:11 AM	Success	View	Forwarded to Commissioner	View	View	
3	LA1019240525217	CMJ BREWERIES PVT LTD BEER	24-May-2025 03:11:12 PM	Success	View	Forwarded to Commissioner	View	View	
4	LA10142305251310	MANUFACUTRING ORGANIZATION	23-May-2025 10:28:51 AM	Success	View	Forwarded to Commissioner	View	View	
5	LA2004220525568	IMPORT ORGANIZATION OF PLANT	22-May-2025 05:52:02 PM	Success	View	Forwarded to Commissioner	View	View	
6	LA1014190525485	MANUFACUTRING ORGANIZATION	19-May-2025 10:46:44 AM	N/A	N/A	Forwarded to Commissioner	View	View	
7	LA1014190525389	MANUFACUTRING ORGANIZATION	19-May-2025 10:44:59 AM	N/A	N/A	Forwarded to Commissioner	View	View	

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**  
Brand Label Management / New Brand Label Application

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

Search Menu

- Dashboard
- License Management
- Brand Label Management
  - New Brand Label Application
  - Price Master
- Hologram Procurement
- Bottling Unit
- Brewery
- Bonded Warehouse
- Military
- Retailer
- TP Revalidation
- Vigilance
- Reports
- Others / Support

Logout

10 Search records

Start Date 23-Jun-2025 End Date 24-Jun-2025 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	View	Forwarded to Commissioner	View	View	

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**  
Brand Label Management / New Brand Label Application / 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	Cost C
WHISKY	75	42.8	25	Police Canteen	Meghalaya	180X48	Glass	2500	20	1231464556544	Semi Premium Brand	Cost C

Next →

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## Brand & Label Registration User Manual

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

The screenshot shows the 'Label Details' page. At the top, there is a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Label Details'. The session time left is 59:56, and the user is Pravin Bakshi, IAS Commissioner. Below the header is a table with the following columns: S.No, Issued For, Brand Name, Pack Type, Size (ml), Physical Cost Card, and Sample Label. The table contains two rows of data. At the bottom right of the table, there are 'Back' and 'Next' buttons.

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>

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

The screenshot shows the 'Label Documents' page. At the top, there is a breadcrumb trail: 'Brand Label Management / New Brand Label Application / Label Documents'. The session time left is 59:32, and the user is Pravin Bakshi, IAS Commissioner. Below the header is the 'Label Registration Documents' section. It contains an 'Application form from the Company' with a 'Preview' button. Below that is a 'Remarks' field with a text area containing 'Commissioner Approved this application'. At the bottom, there are 'Back' and 'Approve' buttons.

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

The screenshot shows the 'Label Documents' page with a confirmation message overlay. The message is a white box with a green checkmark icon, the text 'Success!', and 'Approved successfully'. Below the text is an 'OK' button. The background of the page is dimmed.



# 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.

The screenshot shows the 'New Brand Label Application' interface. The left sidebar contains a 'Search Menu' with options like Dashboard, License Management, Brand Label Management, and others. The main area displays a table of applications. The 'Status' column has a dropdown menu open, showing options: All, Pending, Rejected, and Approved. The 'Search' button is highlighted in orange. The table shows 6 entries, with the first one being 'CTIS PVT LTD'.

S.No	Reference Number	Supplier Name	Submitted Date	Payment Status	Payment Details	Status	Label	Print
1	LA1029120625288	CTIS PVT LTD	12-Jun-2025 10:27:11 AM	Success	View	Forwarded to Commissioner	Pending	
2	LA1019240525217	CMJ BREWERIES PVT LTD BEER	24-May-2025 03:11:12 PM	Success	View	Forwarded to Commissioner	Pending	
3	LA10142305251310	MANUFACTURING ORGANIZATION	23-May-2025 10:28:51 AM	Success	View	Forwarded to Commissioner	Pending	
4	LA2004220525568	IMPORT ORGANIZATION OF PLANT	22-May-2025 05:52:02 PM	Success	View	Forwarded to Commissioner	Pending	
5	LA1014190525485	MANUFACTURING ORGANIZATION	19-May-2025 10:46:44 AM	N/A	N/A	Forwarded to Commissioner	Pending	
6	LA1014190525389	MANUFACTURING ORGANIZATION	19-May-2025 10:44:59 AM	N/A	N/A	Forwarded to Commissioner	Pending	

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

The screenshot shows the 'New Brand Label Application' interface. The left sidebar contains a 'Search Menu' with options like Dashboard, License Management, Brand Label Management, and others. The main area displays a table of applications. The 'Status' column has a dropdown menu open, showing options: All, Pending, Rejected, and Approved. The 'Search' button is highlighted in orange. The table shows 1 entry, with the first one being 'ORGANIZATION OF THE BOTTLING'.

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	View	Label Approved	View	View	

- To preview the final label print.

The screenshot shows the 'New Brand Label Application' interface. The left sidebar contains a 'Search Menu' with options like Dashboard, License Management, Brand Label Management, and others. The main area displays a table of applications. The 'Status' column has a dropdown menu open, showing options: All, Pending, Rejected, and Approved. The 'Search' button is highlighted in orange. The table shows 1 entry, with the first one being 'ORGANIZATION OF THE BOTTLING'.

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	View	Label Approved	View	View	

# Brand & Label Registration User Manual

## Label Application Print

[ This print is generated after application is submit ]

M/S ORGANIZATION OF THE BOTTLING (Sdfds, Sdfsd, Ew, 23423423423423, Ewre, West Garo Hills, Meghalaya - 234234) FORM A (See Rule 366)											
Application for Registration of Brand Name and Label to the Commissioner of Excise, Meghalaya, Shillong											
Sl. No.	Name of Brand	Issued For	State	Size	No. of Bottles (per case)	Strength (° Proof)	Strength (° UP)	Strength (V/V)	Bulk Litre (per case)	London Proof Litre (per case)	Name & Address of Bottling Plant/ Brewery/Winery
1	WHISKY RARE STRONG	Local	Meghalaya	750	12	75	25	42.8	9	6.75	ORGANIZATION OF THE BOTTLING ,Sdfds , Sdfsd, Ew, 23423423423423
Sandeep New License User											

## Local Cost card

[ This is print generated individual cost card ]


Local Cost Card														
Brand Name	Segment	Bottle Capacity(ml)	Units Per Case	Category	Ex Bond Price	Ad Valorem Per Case	VAT Per Case	TPF Per Case	Literage Fee	Total TPF	Profit Margin	Retailer Lifting Fee (RLF)	Total Per Case	M.R.P
WHISKY RARE STRONG	WHISKY	750	12	Deluxe Prestige Brand	990	1070	651	100	10	110	564.2	2	3387.2	282
This report is generated by Praveen Patel (Inspector of Excise) on 19-Jun-2025 at 04:11:41 PM														

# 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**

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No. MEG/CE-206/2023/52,

Dated Shillong, the 24-Jun-2025 10:23:44 AM

**To:** ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsd, Ew, 23423423423423  
**Subject:** Registration of Brands for the year 2025-2026.


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:-

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	ROYAL STAGE WHISKY DOUBLE'S	180	Local	199.00	ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsd, Ew, 23423423423423
2	ROYAL STAGE WHISKY DOUBLE'S	180	Police Canteen	137.00	ORGANIZATION OF THE BOTTLING , Sdfds , Sdfsd, 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 24-Jun-2025 10:23:44 AM.

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