



## **Dte of Excise (Finance):**

## **Brand and Label Registration under State Excise and renewal**

*Provided as a service  
through 'SilpaSathi', the  
Online Single Window portal  
of the State (West Bengal)*

*User Manual*

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# User Manual

## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

### Introduction

This document is intended to serve as a User Manual for grant of the service “**Brand and Label Registration under State Excise and renewal**” by **Dte of Excise (Finance), Govt. of West Bengal** through Single window of the State, 'SilpaSathi'. The service is integrated with the Single Window (SilpaSathi) and can be accessed through the SilpaSathi portal. This document has been designed as a user-friendly guide to assist applicants in filling their application forms. It will help them to familiarise with the entire procedure in a seamless manner for successful submission of application and download final Approval certificate from the SilpaSathi portal without the requirement of physical visit to the Department(s).

#### Salient Features of Silpasathi Portal:

- The Single Window Portal of the State of West Bengal (SilpaSathi) allows seamless integration with portals of different government departments thereby providing single login credential for various applications, eliminating the need to provide common information multiple times in different forms of various Departments, and ensuring all clearances are available from a single portal.
- It serves as a digital gateway for providing the necessary statutory compliances under the applicable Acts, Rules, Policies and Schemes of the Govt of West Bengal from a single portal.
- Business Entrepreneurs can get certificates and licences required for setting up and operating business in the State in a smooth and time-bound manner, smooth and time-bound manner, without the need to visit any government department or office.

### About the Service

**Brand and Label Registration under State Excise and renewal” by Dte of Excise (Finance), Govt. of West Bengal** is required for goods manufactured or imported in India. The online system has the following features without the requirement of physical visit to the Department: 1) Submission of Application 2) Online Payment of fees 3) Track Status of Application 4) Online Download of final approval certificate 5) Third Party Verification.

### Comprehensive Checklist of Documents to be submitted online

The applicant is required to submit the following documents in order to apply for the service:

#	Documents Required	Detailed Description
1.	Certificate from the Brand Owner, User or Manufacturer	A Certificate from the Brand Owner, User, or Manufacturer is a written documentation that confirms the authenticity and legitimacy of a product or service
2.	A declaration from the Owner, User, Manufacturer	A Certificate from the Brand Owner, User, or Manufacturer is a vital written documentation that confirms the authenticity and legitimacy of a product or service

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### Brand and Label Registration under State Excise and renewal

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#	Documents Required	Detailed Description
3.	Manufacturer License Copy	A Manufacturer License Copy, also known as a Manufacturer's License Agreement (MLA), is a binding agreement between a manufacturer and a sales organization that grants the sales organization the right to manufacture, sell, and distribute a product under the manufacturer's brand name and trademark
4.	Applicant License Copy	An Applicant License Copy is a document that serves as proof of an individual's identity and eligibility to apply for a license or permit in various fields
5.	Brandowner's Copy	Brandowner's Copy refers to the final, polished version of creative assets

### Timeline (WBRTPS)

**Brand and Label Registration under State Excise and renewal by Dte of Excise (Finance), Govt. of West Bengal has an WBRTPS timeline of 15 days till approval by the authorities.**

### Instructions related to the application form

Sl. No.	Field Name	Instructions
<b>Apply for Verification</b>		
1.	Trader's Name	Enter Trader's Name
2.	PAN No.	Enter Trader's Name
3.	Aadhar No.	Enter Aadhar No.
4.	Village / Street	Enter Village / Street
5.	Post Office	Enter Post Office
6.	Pin	Enter Pin
7.	Mobile Number	Enter Mobile Number
8.	Email	Enter Email
9.	District	Enter District
10.	Police Station	Enter Police Station
11.	ILM Unit	Enter ILM Unit
12.	Types of Weights	Enter Types of Weights

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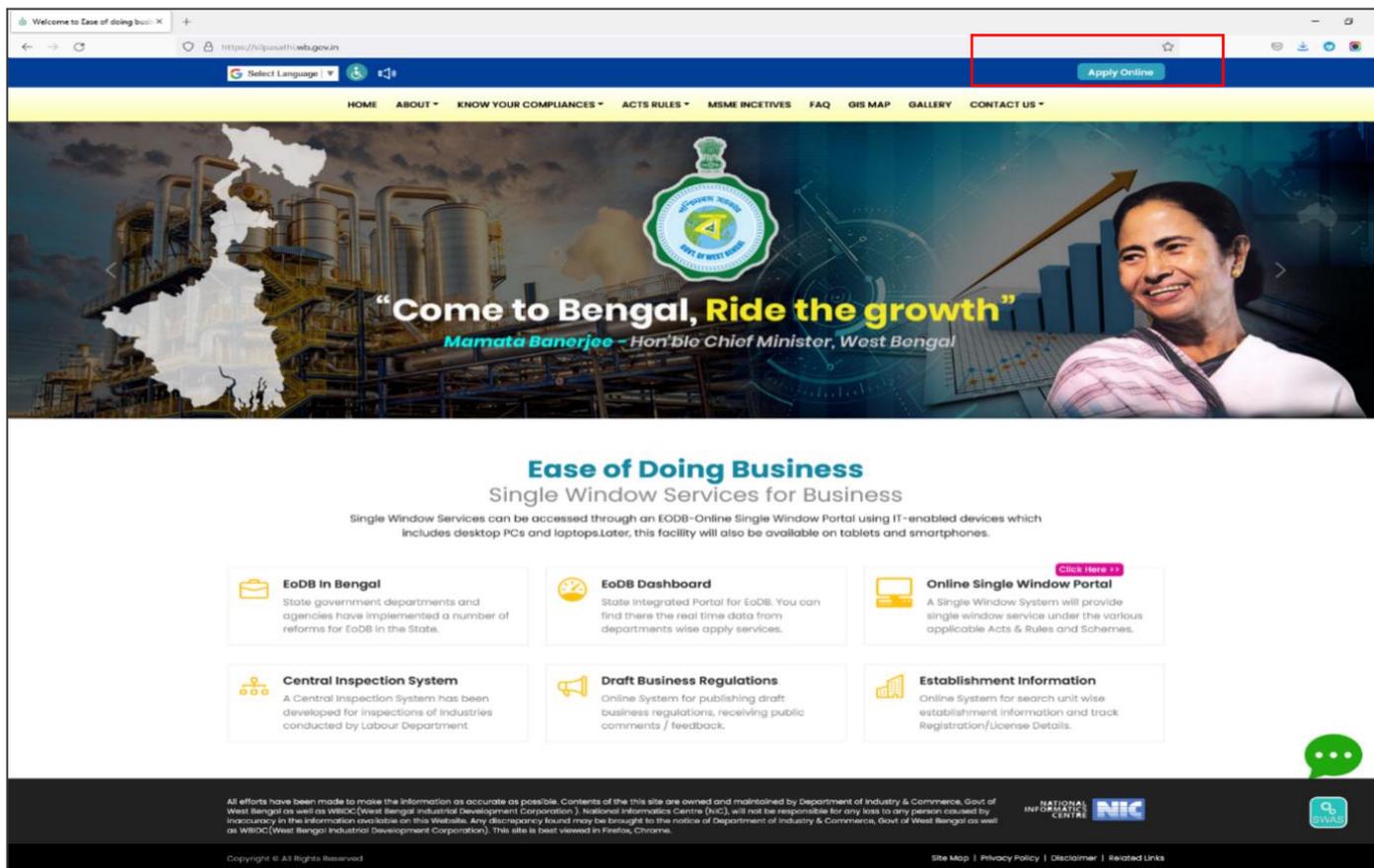
## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

### Application Process through SilpaSathi

#### 1. Online Application submission along with online submission of documents

In order to complete the user registration, the applicant has log on to <https://silpasathi.wb.gov.in/> and click on 'Apply online' button.

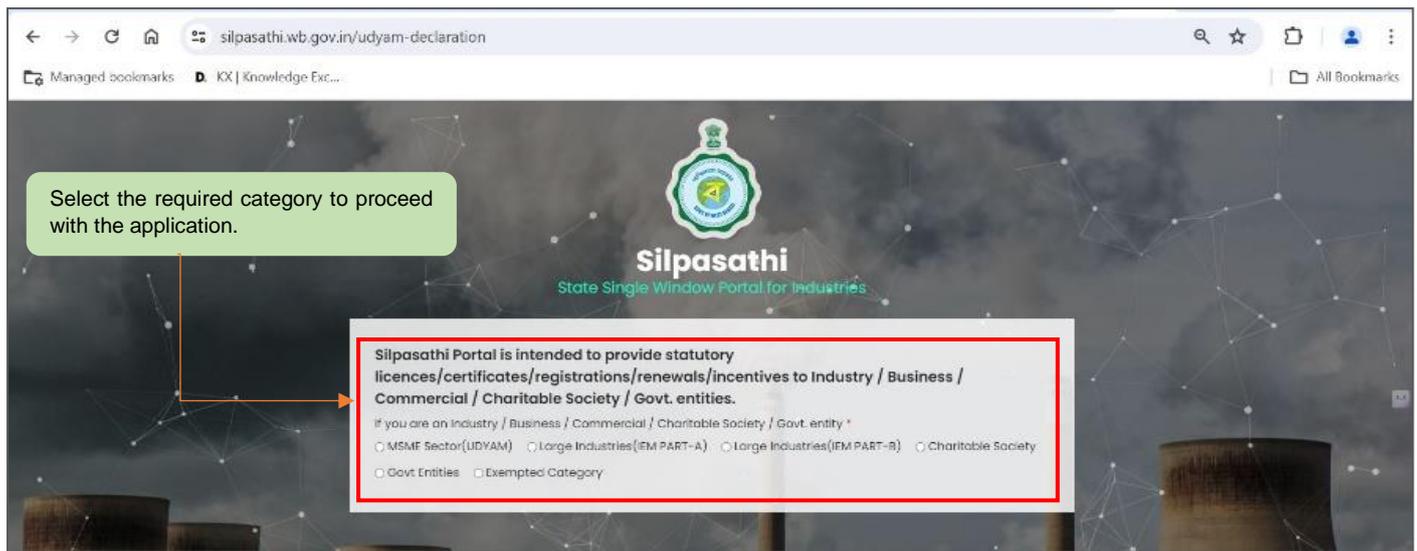


**Applicant Log-in:** The applicant needs to **select the required category** as illustrated in the screenshot below and proceed for registration.

# User Manual

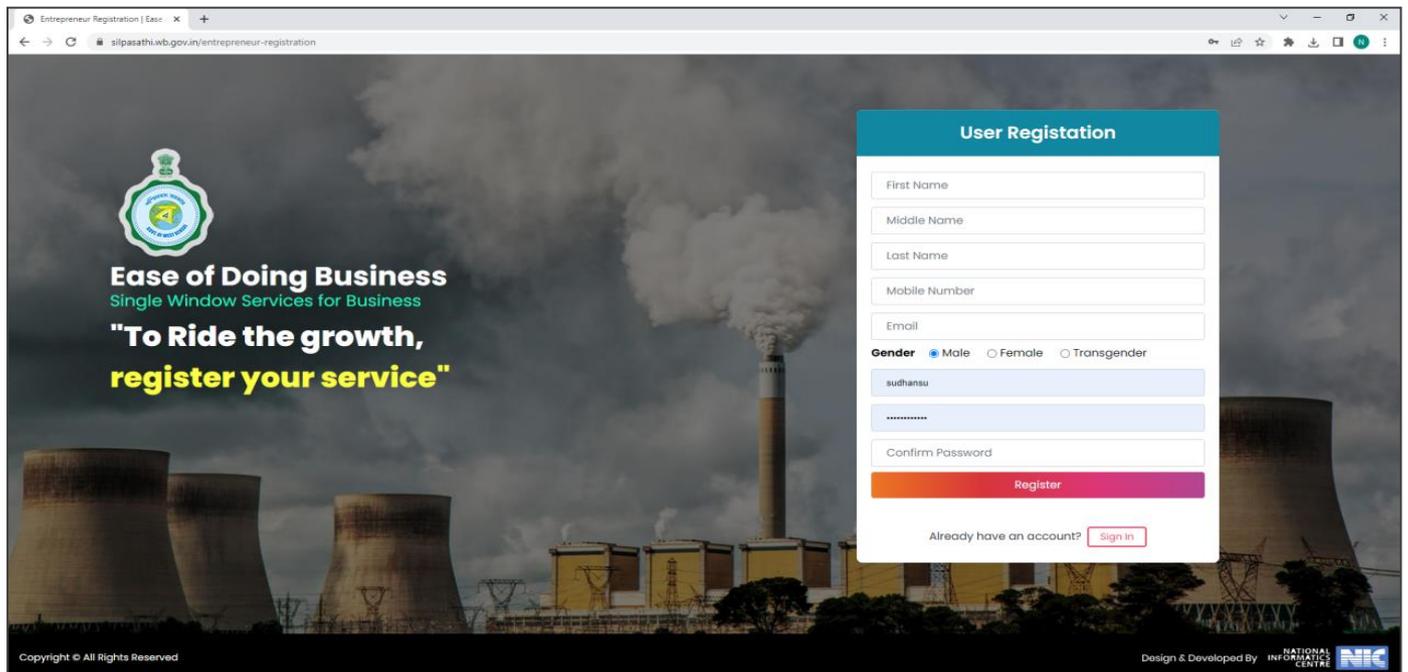
## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)



A sign-up window appears on the screen. The user has to select '[Create New](#)' if he is a new user. An already registered user in SilpaSathi portal can fill in the username and password and login to the SilpaSathi portal.

The '[User Registration](#)' window will appear with the relevant fields that the applicant needs to fill accurately and click on '[Register](#)' as shown by the below screenshot. In case the applicant already has an account, click on the '[Sign In](#)' button and login using valid **User ID, password and Captcha**.

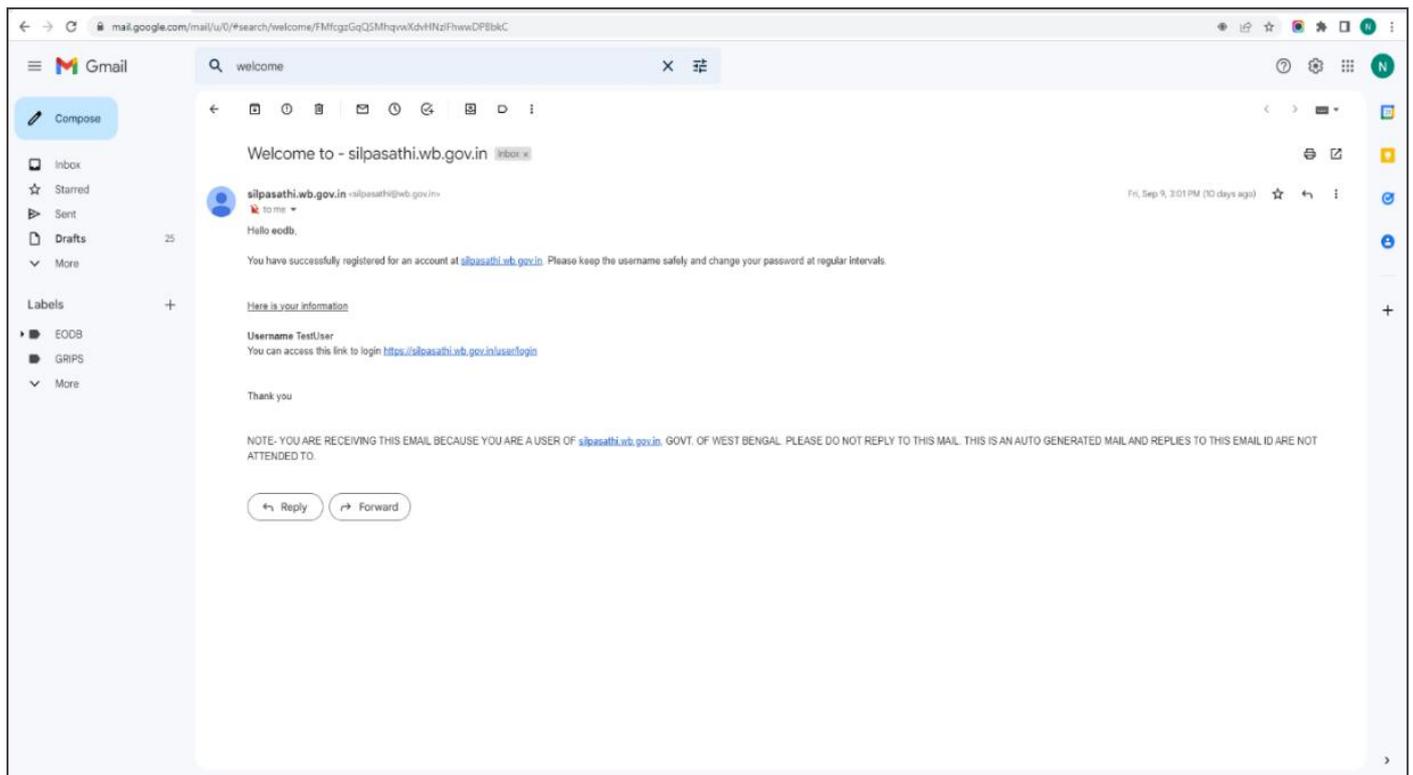


Applicants will receive email confirmation after registering into the single window portal. Please refer to the screenshot below:

# User Manual

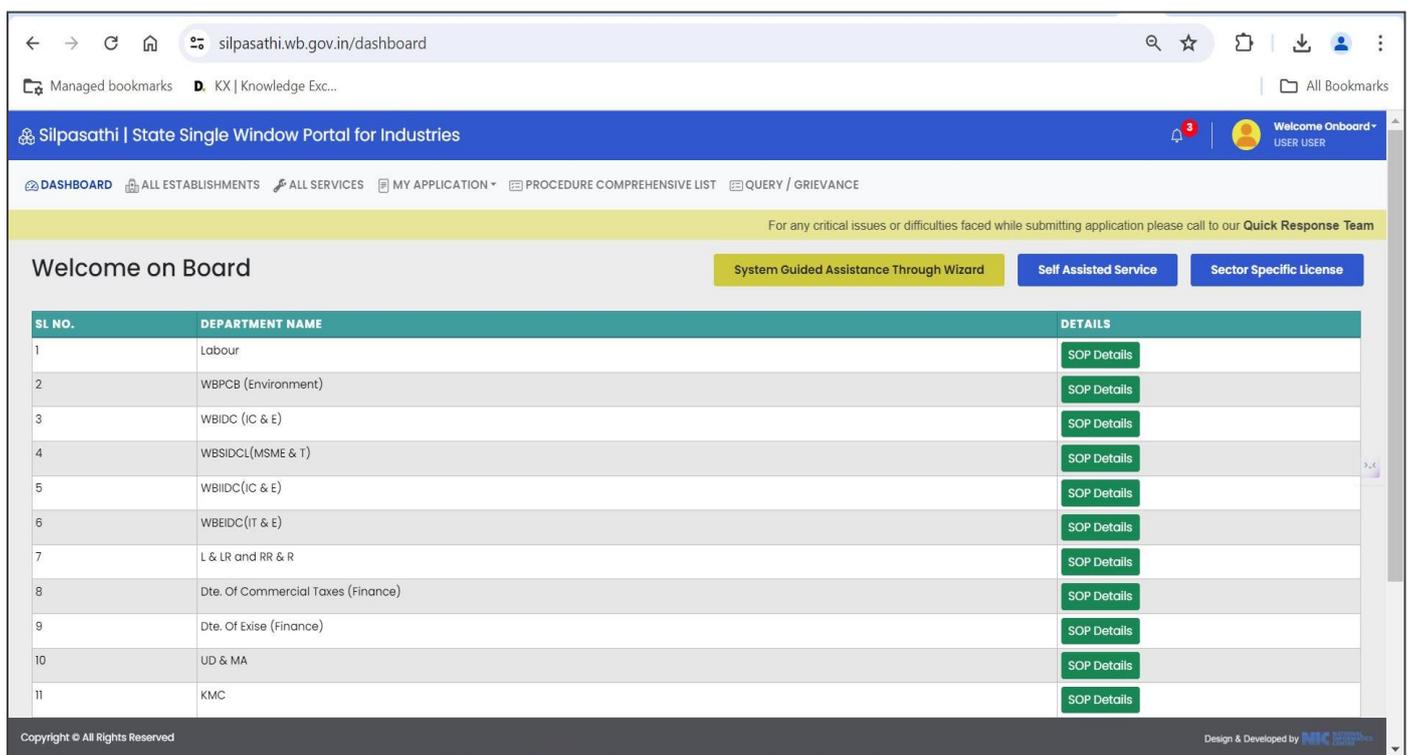
## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)



## Online Application submission

Applicants will now be directed to the user dashboard for completing the further procedures. The following screenshots below illustrate the same.

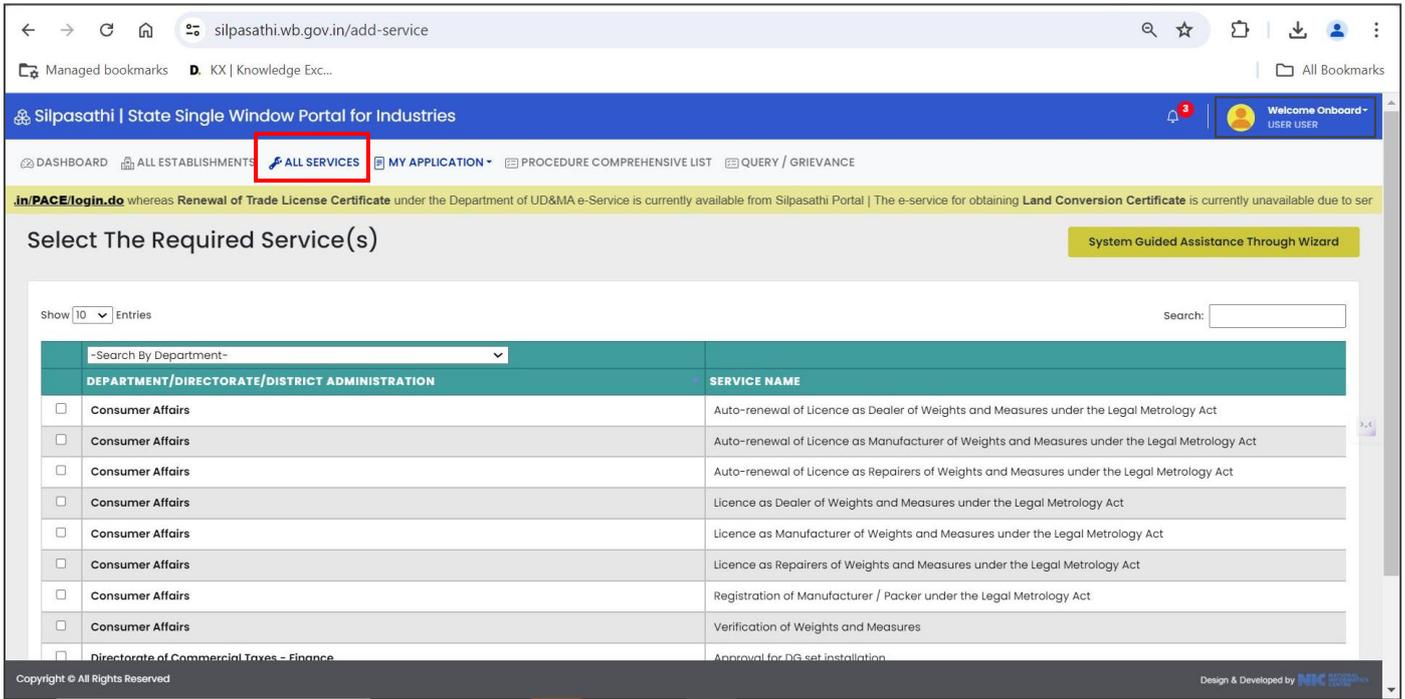


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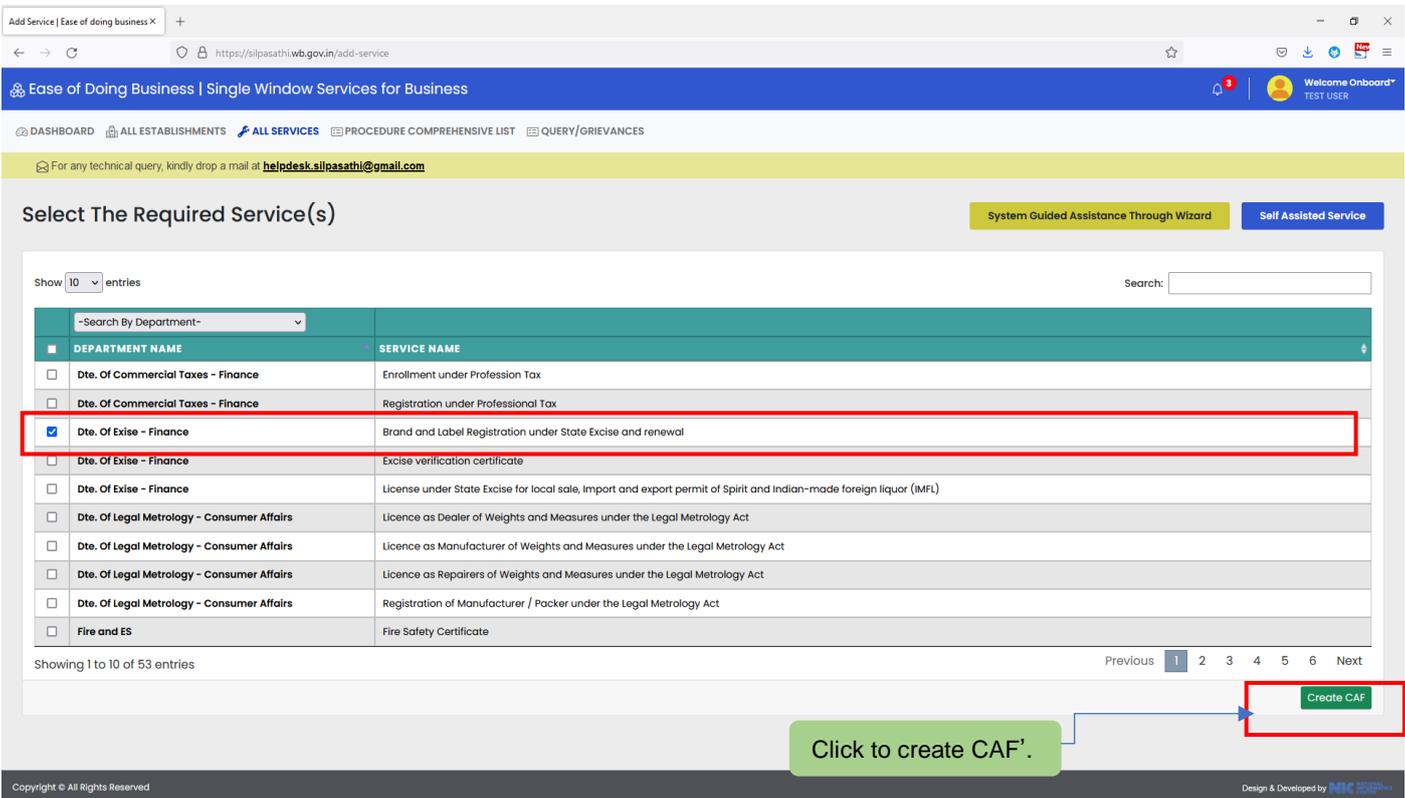
## Brand and Label Registration under State Excise and renewal

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The applicant has to click on '[ALL SERVICES](#)' to view the list of all services mapped with their corresponding departments.



Once done, a list of services will appear. Applicants need to click on [the checkbox](#) adjacent to the service named **Brand and Label Registration under State Excise and renewal” by Dte of Excise (Finance), Govt. of West Bengal**



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## Brand and Label Registration under State Excise and renewal

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After selecting the service **Brand and Label Registration under State Excise and renewal** by **Dte of Excise (Finance), Govt. of West Bengal**, the applicant has to click on **'Create CAF'**. Applicant's CAF ID will be created. The unique CAF ID is referred to as the common application form.

### Applicant's Dashboard

CAF ID generated.

Click on 'Apply Online' to proceed with the application.

silpasathi.wb.gov.in/dashboard

Silpasathi | State Single Window Portal for Industries

Renewal of Trade License Certificate under the Department of UD&MA e-Service is currently available from Silpasathi Portal | The e-service for obtaining Land Conversion Certificate is currently unavailable due to server migration and maintenance | For any technical query, kindly dro

Service Added Successfully

Add Establishment | System Guided Assistance Through Wizard | Self Assisted Service | Sector Specific License | Query / Grievance Submission / Tracking | Your Profile

Your Selected Service(s) (Please click on to Check Status [Click Here] button every time at log in to get your updated status and Actionables)

\* Note: The applications not submitted post 90 days would be removed from the system.

BUSINESS REFERENCE ID : CAF2024694644

Apply Online

SL NO.	SERVICE	ACTION
1	Brand and Label Registration under State Excise and renewal (WBRTPS Timeline: 15 days) Licensee Id Saved — Draft Application — In-progress — Application Approved <a href="#">View Application Details</a>	

BUSINESS REFERENCE ID : CAF2024694621

Check Status [Click Here]

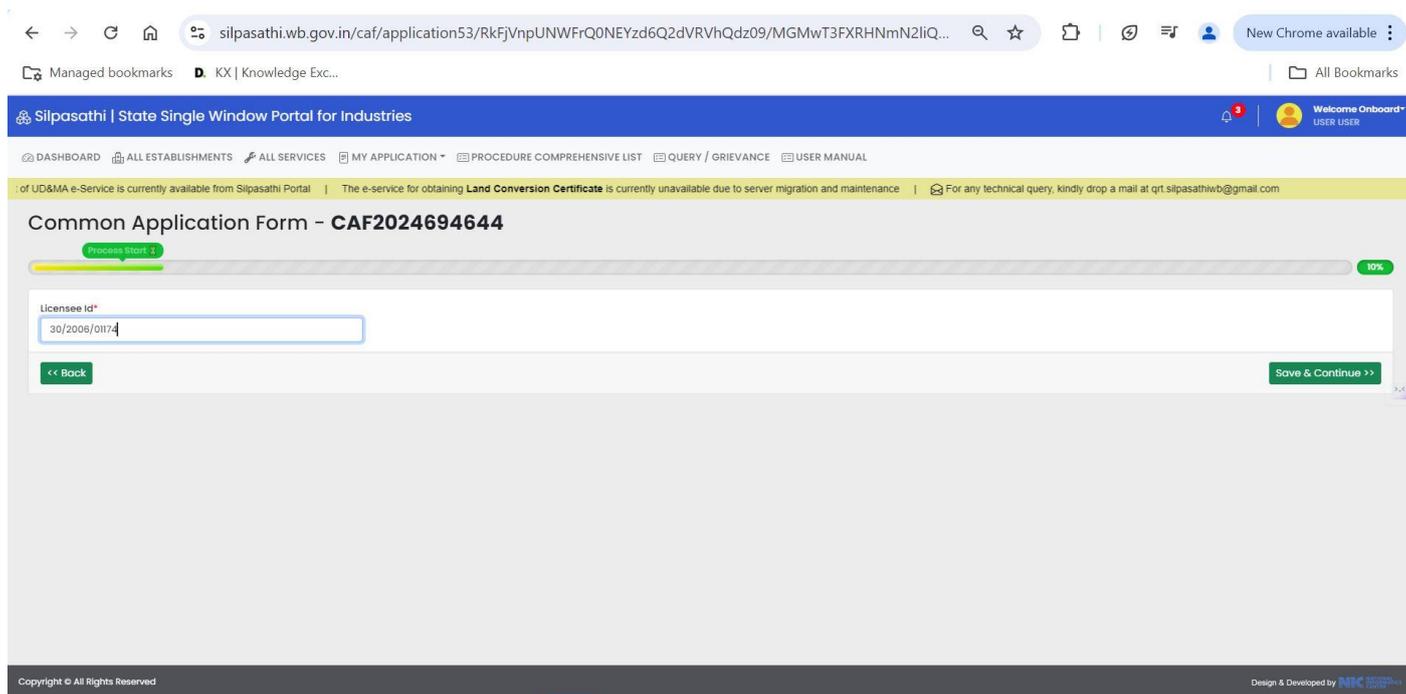
Copyright © All Rights Reserved | Design & Developed by NMC

After clicking on **'Apply Online'** option, the applicant shall be redirected to the main application form. The applicant will have to fill in the required details and review the application form (screenshot below):

# User Manual

## Brand and Label Registration under State Excise and renewal

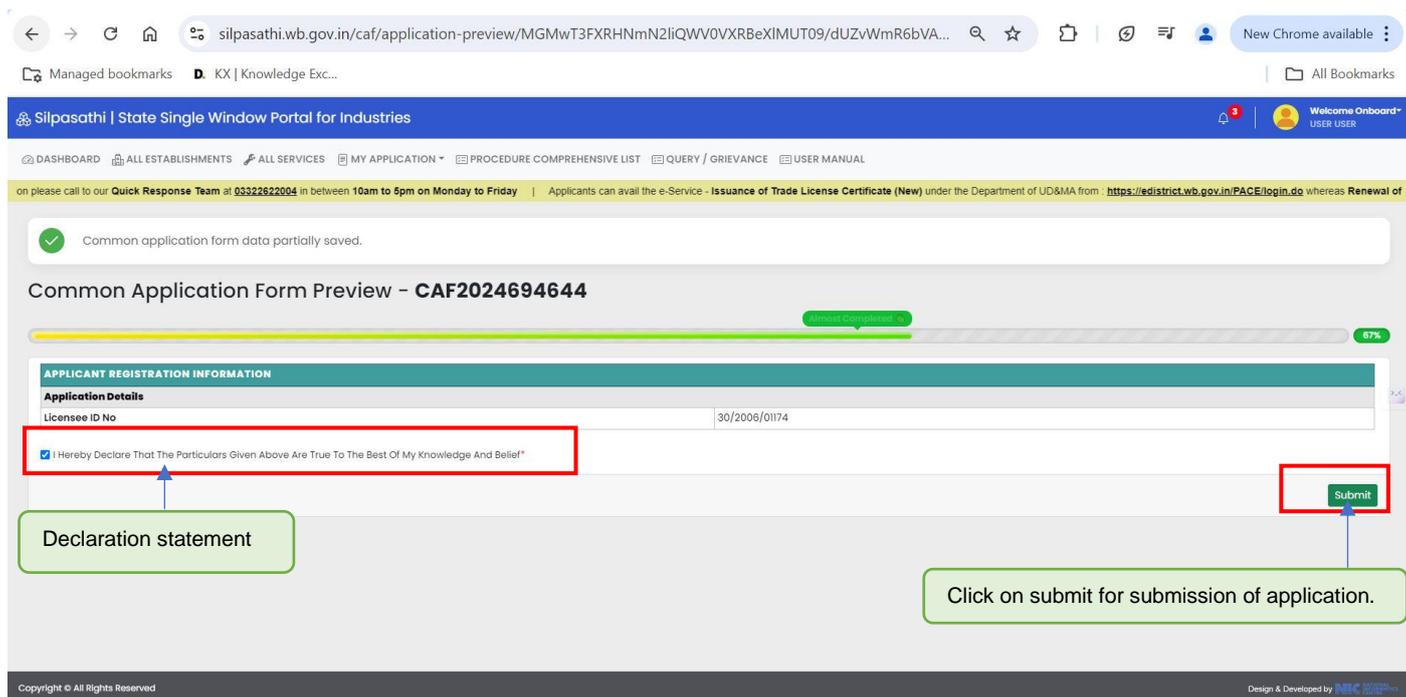
Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)



Upon completion of the application process along with document submission, the applicant clicks on the **'Submit'** button for final submission of the application.

The applicant shall review the filled in application form and proceed for final submission of application. Once reviewed, the applicant shall also be required to click on the Declaration checkbox on the bottom left of the application page before proceeding to **'Submit'** button, as illustrated in the screenshots below.

### Application Form



On clicking on **'Submit'** link, the following webpage appears post submission of application with updated Status.

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CAF2024694644 - Current Status

NAME OF THE SERVICES	STATUS TYPE	CURRENT STATUS	ACTION TAKEN DATE
Brand and Label Registration under State Excise and renewal	Licensee Id Saved	Completed	
	Draft Application	Pending	
	In-progress	Pending	
	Application Approved	Pending	

Application status updated.

The applicant /user shall be notified via SMS and email on his registered phone number and email id respectively. The applicant receives notifications at different stages of the application - application submission, application approval, etc.

VM-WBGOVT

Application submitted. Status can also be checked online at any time through the Applicant Dashboard by logging into the Silpasathi Portal. Please keep this CAF number saved for future reference.  
CAF No.: CAF2024XXXXXX  
Dt.: 22-07-2024 14:03:05  
- Silpa Sathi SWP, Govt. of WB

Application status notified through SMS.

Application status notified through email.

Common Application Submitted - silpasathi.wb.gov.in

silpasathi.wb.gov.in <silpasathi@wb.gov.in> to me

Application submitted. Please check your status at regular intervals for taking necessary action as guided by the system. Keep this number for future reference. CAF No. : CAF2022000481 Dt: 22-09-2022 11:07:11 Silpa Sathi SWP, Govt. of WB

NOTE- YOU ARE RECEIVING THIS EMAIL BECAUSE YOU ARE A USER OF silpasathi.wb.gov.in, GOVT. OF WEST BENGAL. PLEASE DO NOT REPLY TO THIS MAIL. THIS IS AN AUTO GENERATED MAIL AND REPLIES TO THIS EMAIL ID ARE NOT ATTENDED TO.

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### 2. Online Payment of fees

The applicant has to click on 'Click to Proceed.'

The screenshot shows the SilpaSathi dashboard interface. At the top, there is a navigation bar with links for DASHBOARD, ALL ESTABLISHMENTS, ALL SERVICES, MY APPLICATION, PROCEDURE COMPREHENSIVE LIST, QUERY / GRIEVANCE, and USER MANUAL. Below this, there are six service tiles: Add Establishment, System Guided Assistance Through Wizard, Self Assisted Service, Sector Specific License, Query / Grievance Submission / Tracking, and Your Profile. The 'Your Selected Service(s)' section displays a table with application details. The first application is for 'Brand and Label Registration under State Excise and renewal' with a business reference ID of CAF2024694644. The application status is 'Licensee Id Saved', and the 'Click to Proceed' button is highlighted in yellow. A progress bar below the application shows the stages: Licensee Id Saved (completed), Draft Application, In-progress, and Application Approved. The dashboard also includes a footer with copyright information and a note about application removal.

**Your Selected Service(s)** (Please click on to **Check Status [Click Here]** button every time at log in to get your updated status and Actionables)  
*\* Note : The applications not submitted post 90 days would be removed from the system.*

SL NO.	SERVICE	ACTION
1	Brand and Label Registration under State Excise and renewal (WBRTPS Timeline: 15 days) Licensee Id Saved — Draft Application — In-progress — Application Approved	Click to Proceed

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The screenshot shows a web browser window with the URL [silpasathi.wb.gov.in/viewdetails53/RkFjVnpUNWFrQ0NEYzd6Q2dVRVhQdz09/MGMwT3FXRHmN2liQWV0...](https://silpasathi.wb.gov.in/viewdetails53/RkFjVnpUNWFrQ0NEYzd6Q2dVRVhQdz09/MGMwT3FXRHmN2liQWV0...). The page header includes navigation links: DASHBOARD, ALL ESTABLISHMENTS, ALL SERVICES, MY APPLICATION, PROCEDURE COMPREHENSIVE LIST, QUERY / GRIEVANCE, and USER MANUAL. A notification bell shows 3 alerts, and a user profile is visible with the text 'Welcome Onboard USER USER'. A yellow banner contains the text: 'Application please call to our Quick Response Team at 03322622004 in between 10am to 5pm on Monday to Friday | Applicants can avail the e-Service - Issuance of Trade License Certificate (New) under the Department of UD&MA from <https://edistrict.wb.gov.in/FACE/login.do> whereas Re'. The main content area features a table with application details:

APPLICATION DETAILS	
CAF ID No.	CAF2024684644
Licensee ID No.	30/2006/0174

Below the table are two buttons: 'Submit Application' and 'Track Application Status / Download Certificate'. The footer contains 'Copyright © All Rights Reserved' and 'Design & Developed by NIC'.

Applicant successfully migrates to the Excise Directorate portal.

The screenshot shows the 'eAbgari' login portal for the Excise Directorate. The header includes 'EXCISE DIRECTORATE', 'Finance Department', and 'Government of West Bengal'. The 'eAbgari' logo is accompanied by the tagline 'A DIGITAL WORKPLACE SOLUTION'. The login form contains the following fields and options:

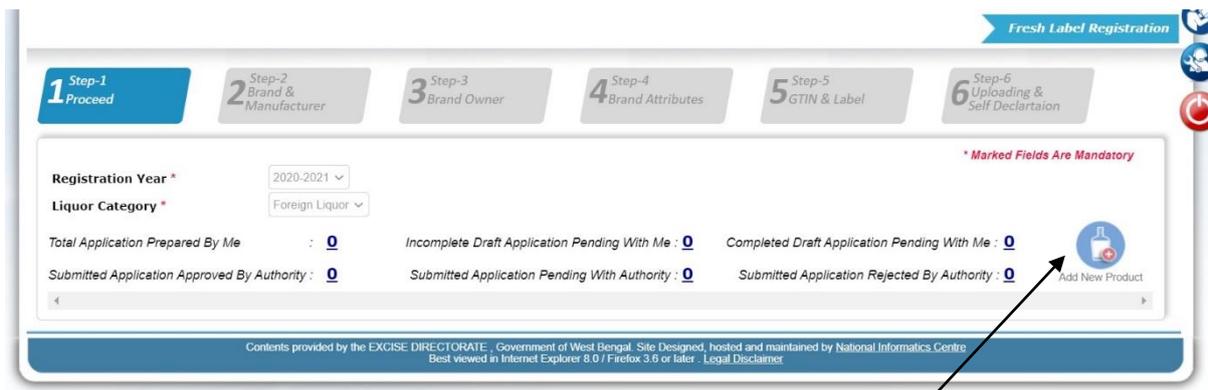
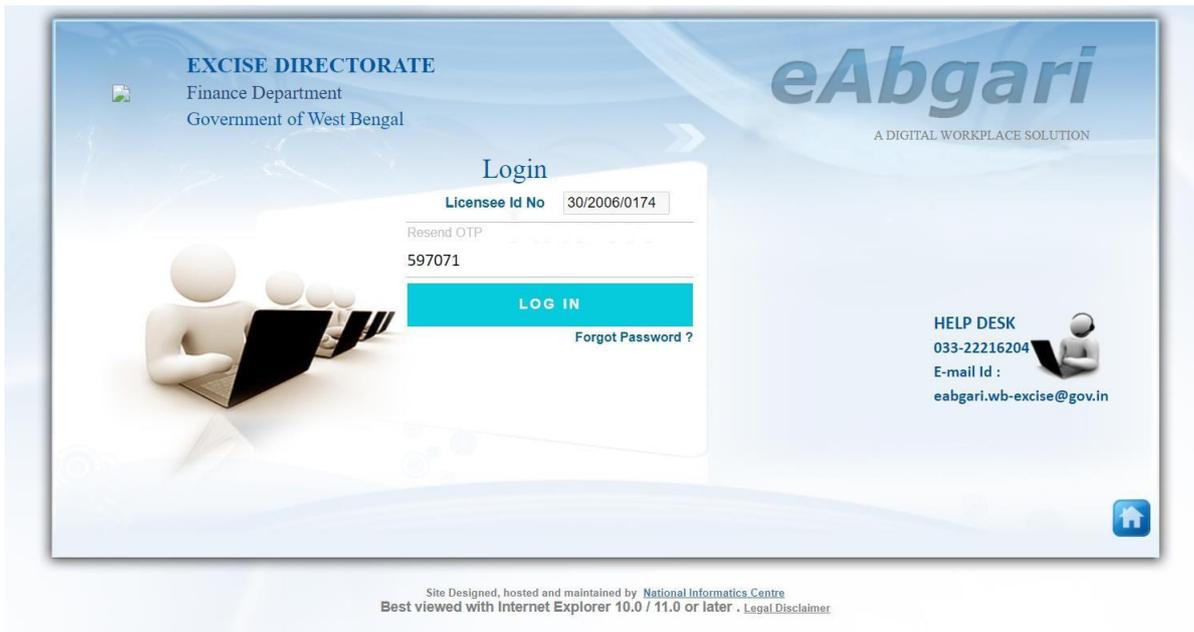
- Licensee Id No: 30/2006/0174
- GET ONE TIME PASSWORD(OTP)
- Forgot Password ?

On the right, there is a 'HELP DESK' section with contact information: 033-22216204 and E-mail Id: [eabgari.wb-excise@gov.in](mailto:eabgari.wb-excise@gov.in). The footer states: 'Site Designed, hosted and maintained by National Informatics Centre. Best viewed with Internet Explorer 10.0 / 11.0 or later. Legal Disclaimer'.

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Click on Add New Product

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EXCISE DIRECTORATE  
Finance Department  
Government of West Bengal

eAbgari  
Tuesday, December 24 2019, 10:22:40 AM

Home Label Reg. Import BS TP BS Production Stock Inventory Transport Export Pass TP CSD Change-IN-Management License Renewal QR code QRcode(Case Level) House Keeping Re-processing

1 Step-1 Proceed 2 Step-2 Brand & Manufacturer 3 Step-3 Brand Owner 4 Step-4 Brand Attributes 5 Step-5 GTIN & Label 6 Step-6 Uploading & Self Declaration

\* Marked Fields Are Mandatory

Brand

Liquor Kind \* India Made Foreign Liquor (IMFL)

Liquor Type \* Vodka

Brand Name \* Seagrams Fuel Vodka

Manufacturer

Bottler Origin \* India

Bottler State WEST BENGAL

Bottler \* M/s Leade Liquor Manufacturing Pvt. Ltd.

Bottler Address \* Vill. & P.O. Rameswarpur, Dist : Hooghly

Save & Proceed Cancel

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Click here Save & Proceed

### ➤ Brand Details:

For the selection of the **Liquor Kind**, **Liquor Type** and **Brand Name** you can personally enter the

names of the same in the respective text boxes. After typing, at least, 3 letters the system will allow you to automatically select the respective procurement object according to the letters, typed by you.

### ➤ Manufacturer Details:

Same as the Brand Details mentioned above. Select **Bottler Origin**, **Bottler State**, **Bottler**

and **Bottler Address**.

➤ After entering the details click on the **Save & Proceed** button.

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The screenshot shows the 'eAbgari' portal interface for the Excise Directorate, Finance Department, Government of West Bengal. The top navigation bar includes icons for Home, Label Reg., Import BS, TP BS, Production, Stock Inventory, Transport, Export Pass, TP CSD, Change-IN-Management, License Renewal, QR code, QRcode(Case Level), House Keeping, and Re-processing. A 'Generate Case Label QR Code' button is highlighted. Below the navigation bar, a progress bar shows six steps: 1. Proceed, 2. Brand & Manufacturer, 3. Brand Owner (active), 4. Brand Attributes, 5. GTIN & Label, and 6. Uploading & Self Declaration. The main form area contains three mandatory fields: 'Brand Owner Origin' (dropdown menu set to 'Other Country'), 'Brand Owner' (dropdown menu set to 'Pernod Ricard S.A. and Pernod Ricard USA, LLC'), and 'Brand Owner Address' (dropdown menu set to 'Pernod Ricard S.A. and Pernod Ricard USA, LLC, USA'). A 'Save & Proceed' button and a 'Cancel' button are located below the form. A red asterisk indicates that marked fields are mandatory. At the bottom of the page, there is a footer with the text: 'Contents provided by the EXCISE DIRECTORATE, Government of West Bengal. Site Designed, hosted and maintained by National Informatics Centre. Best viewed in Internet Explorer 8.0 / Firefox 3.6 or later. Legal Disclaimer'.

Click here Save & Proceed

### ➤ Brand Owner Details:

Select **Brand Owner Origin**, **Brand Owner** and **Brand Owner Address** from the dropdown lists and then

- Click on the **Save & Proceed** button.

## Brand and Label Registration under State Excise and renewal

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**EXCISE DIRECTORATE**  
Finance Department  
Government of West Bengal



Saturday, June 13 2020, 9:32:38 PM

**Fresh Label Registration**

**1** Step-1 Proceed

**2** Step-2 Brand & Manufacturer

**3** Step-3 Brand Owner

**4** Step-4 Brand Attributes

**5** Step-5 GTIN & Label

**6** Step-6 Uploading & Self Declaration

\* Marked Fields Are Mandatory

**Strength**

**Allowed Strength \***

**Liquor Strength Value & Unit \***

**Measure**

**Allowed Measure \***

**Liquor Measure Value & Unit \***

**Legend**

**Meant For Sale In \***

**Meant For Sale To \***

**Package Details**

**Package Type \***

**No. of Bottle Per Case \***

**MRP Break Up**

	Value	** All Components Are Mandatory Component as % of MRP
MRP (without Sale Tax) per bottle (in Rs.)	700	N.A.
Other Government Levies per case (in Rs.)	0.00	0.00
MRP (without Sale Tax) per case (in Rs.)	8400.00	100.00
Ex-Distillery / Ex-Factory Price per case (in Rs.)	2457.00	29.25
Excise Duty per case (in Rs.)	2940.00	35.00
Additional Excise Duty per case (in Rs.)	2268.00	27.00
Landed price to Distributor per case (in Rs.)	7665.00	91.25
Distributor margin per case (in Rs.)	252.00	3.00
Distributor billing price per case (in Rs.)	7917.00	94.25
Retailer margin per case (in Rs.)	483.00	5.75
Sales Tax per bottle (in Rs.)	197.93	N.A.
MRP (With Sales Tax) per bottle (in Rs.)	897.93	N.A.
MRP Rounded off to the next multiple of 10 per bottle (in Rs.)	900.00	N.A.
Round off value per bottle (to be remitted to Govt.) (in Rs.)	2.07	N.A.

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➤ Enter all the required details like **Strength, Measure, Legend and Package details.**

**MRP Break up column** enter the values for **MRP (without Sale Tax) per bottle (in Rs.)** and

**Other Government Levies per case (in Rs.)** and the rest of the values will be auto-calculated according to the two entries. Then click on the **Save & Proceed** button.

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EXCISE DIRECTORATE  
Finance Department  
Government of West Bengal

eAbgari  
Tuesday, December 24, 2019, 10:48:02 AM

Home Label Reg. Import BS TP BS Production Stock Inventory Transport Export Pass TP CSD Change-IN-Management License Renewal QR code QRcode(Case Level) House Keeping Re-processing

1 Step-1 Proceed 2 Step-2 Brand & Manufacturer 3 Step-3 Brand Owner 4 Step-4 Brand Attributes 5 Step-5 GTIN & Label 6 Step-6 Uploading & Self Declaration

\* Marked Fields Are Mandatory

GTIN

Enter GTIN \* 8901522000207 ?

Label Image (only .JPEG format)

Upload Scanned Image of Label \* Choose File No file chosen ?

Other Details

Does the label have provision to print batch no.?  Yes  No

Does the label have provision to print month / date of manufacture?  Yes  No

Does the label have provision to print month / date of expiry / Best before date?  Yes  No

Save & Proceed Cancel

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Enter GTIN No.

Click here to Upload image

Click here Save & Proceed

- Enter the proper **GTIN** no.

**[NOTE: Bar code will appear automatically after entering the proper GTIN]**

- Upload the scanned image of the label only in **.JPEG** format.
- In the Other Details column, choose the radio buttons **Yes** or **No** which is correct

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**EXCISE DIRECTORATE**  
Finance Department  
Government of West Bengal

**eAbgari**  
Saturday, June 20 2020, 4:26:05 PM

Home Label Reg. Import BS TP BS Production Stock Inventory Transport Export Pass TP CSD Change-IN-Management License Renewal QR code QRcode(Case Level) House Keeping Re-processing

**Fresh Label Registration**

**1 Step-1 Proceed**   **2 Step-2 Brand & Manufacturer**   **3 Step-3 Brand Owner**   **4 Step-4 Brand Attributes**   **5 Step-5 GTIN & Label**   **6 Step-6 Uploading & Self Declaration**

Upload Documents (\*\* only .pdf format)

Sl. No.	Document Type	Document Description	Select Document	Click To
1	Certificate from the Brand Owner, User or Manufacturer *	Certificate from the Brand I Owner, User or Manufacturer to the effect that the applicant is authorised to apply for registration of such brands and labels	Choose File No file chosen	
2	A declaration from the Owner, User or Manufactures *	A declaration from the Owner, User or Manufactures to the effect that such brands and labels are owned by the said owner,User or Manufacturer.	Choose File No file chosen	
3	Manufacturer License Copy *	In case of F.L. Bottled in India that the Bottler whose name is stated in the Application holds a valid license from the Government of any State or Union Territory.	Choose File No file chosen	
4	Applicant License Copy *	Copy of valid License	Choose File No file chosen	
5	Brandowner's Copy *	Copy of valid License or Permit or Certificate of registration	Choose File No file chosen	

Self Declaration

- In terms of Rule 120 (3) of the West Bengal Excise (Foreign Liquor) Rules,1998,as amended up to date ,I declare that brand and label is owned by me,and that I shall be liable to produce documents in Support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- In terms of Rule 120 (3) of the West Bengal Excise (Foreign Liquor) Rules,1998,as amended up to date ,I declare that I have been authorized by the legal owner of the brand and label to register the brand and label with the Excise Commissioner, West Bengal,and that I shall be liable to produce documents in support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- I declare that the manufacturer of the brand of Foreign Liquor holds a valid license from the Government of the State/ Union Territory of Manufacture, for the manufacture of liquor, and that i shall be liable to produce documents in support of this declaration,if and when I am called upon by the Excise Commissioner,West Bengal ,Or any other Officer acting on his behalf.
- I declare that the manufacturer of the brand of Foreign Liquor holds a valid licese or permit or certificate of registration form the Government of the country or origin of the said liquor,to manufacture Liquor,and that I shall be liable to produce documents in Support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- I declare that I have been authorized by CSD / BSF / Other paramilitary organization, as the case may be,to register the brand and label with the Excise Commissioner, West Bengal,and that I shall be liable to produce documents in Support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- The design, form, manner and contents of the Label including brand name have not been copied for any other product or label illegally and in case of findings to the contrary the label, if registered, would be liable to be cancelled and I / we would be liable to be prosecuted in terms of the extant law.

Save Cancel

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➤ Upload all the required documents which are mentioned in the Document Type column and then click on the Save button.

**[NOTE: All the documents are mandatory. Kindly upload all the required documents and should be in visible and good quality.]**

# User Manual

## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)



**EXCISE DIRECTORATE**  
Finance Department  
Government of West Bengal



Saturday, June 20 2020, 4:32:17 PM

[Fresh Label Registration](#)

1 Step-1 Proceed
2 Step-2 Brand & Manufacturer
3 Step-3 Brand Owner
4 Step-4 Brand Attributes
5 Step-5 GTIN & Label
6 Step-6 Uploading & Self Declaration

Upload Documents (\*\* only .pdf format)

Sl. No.	Document Type	Document Description	Select Document	Click To
1	Certificate from the Brand Owner, User or Manufacturer *	Certificate from the Brand I Owner, User or Manufacturer to the effect that the applicant is authorised to apply for registration of such brands and labels	<input checked="" type="checkbox"/> <input type="button" value="Choose File"/> No file chosen	<a href="#">View</a>
2	A declaration from the Owner, User or Manufactures *	A declaration from the Owner, User or Manufactures to the effect that such brands and labels are owned by the said owner,User or Manufacturer.	<input checked="" type="checkbox"/> <input type="button" value="Choose File"/> No file chosen	<a href="#">View</a>
3	Manufacturer License Copy *	In case of F.L. Bottled in India that the Bottler whose name is stated in the Application holds a valid license from the Government of any State or Union Territory.	<input checked="" type="checkbox"/> <input type="button" value="Choose File"/> No file chosen	<a href="#">View</a>
4	Applicant License Copy *	Copy of valid License	<input checked="" type="checkbox"/> <input type="button" value="Choose File"/> No file chosen	<a href="#">View</a>
5	Brandowner's Copy *	Copy of valid License or Permit or Certificate of registration	<input checked="" type="checkbox"/> <input type="button" value="Choose File"/> No file chosen	<a href="#">View</a>

Self Declaration

- In terms of Rule 120 (3) of the West Bengal Excise (Foreign Liquor) Rules,1998,as amended up to date ,I declare that brand and label is owned by me,and that I shall be liable to produce documents in Support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- In terms of Rule 120 (3) of the West Bengal Excise (Foreign Liquor) Rules,1998,as amended up to date ,I declare that I have been authorized by the legal owner of the brand and label to register the brand and label with the Excise Commissioner, West Bengal,and that I shall be liable to produce documents in support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- I declare that the manufacturer of the brand of Foreign Liquor holds a valid license from the Government of the State/ Union Territory of Manufacture, for the manufacture of liquor, and that i shall be liable to produce documents in support of this declaration,if and when I am called upon by the Excise Commissioner,West Bengal ,Or any other Officer acting on his behalf.
- I declare that the manufacturer of the brand of Foreign Liquor holds a valid licese or permit or certificate of registration form the Government of the country,or origin of the said liquor,to manufacture Liquor,and that I shall be liable to produce documents in Support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- I declare that I have been authorized by CSD / BSF / Other paramilitary organization, as the case may be,to register the brand and label with the Excise Commissioner, West Bengal,and that I shall be liable to produce documents in Support of this declaration,if and when I am called upon by the Exise Commssioner, West Bengal or any other Officer acting on his behalf.
- The design, form, manner and contents of the Label including brand name have not been copied for any other product or label illegally and in case of findings to the contrary the label, if registered, would be liable to be cancelled and I / we would be liable to be prosecuted in terms of the extant law.

\*\* Please verify all the details before Submitting. Once submitted the Application can not be modified.

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Click here to submit application.

Click here to view documents.

## User Manual

### Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

#### Enter Payment Details

The screenshot shows a window titled "Payment Details" with a close button (X) in the top right corner. The form contains the following elements:

- Amount to Pay(Rs.):** 50000. An arrow points from a callout "Amount Displayed" to this value.
- Payment Mode:** A dropdown menu with "GRIPS" selected.
- GRN/Receipt No.:** An empty text input field.
- GRN/Receipt Date:** An empty text input field.
- Deposit Amount(Rs.):** An empty text input field.
- Add:** A button. An arrow points from a callout "Click here to Add." to this button.

➤ Amount that is to be paid will be displayed on the screen as mentioned above.

Now select the **Payment Mode** from the dropdown list and enter the **GRN No.** in the text box. After entering the correct GRN No., the GRN Date and Deposit Amount will be displayed automatically. Then click on the **Add** button.

**[NOTE: GRN No. will be available after the online payment through GRIPSPortal.]**

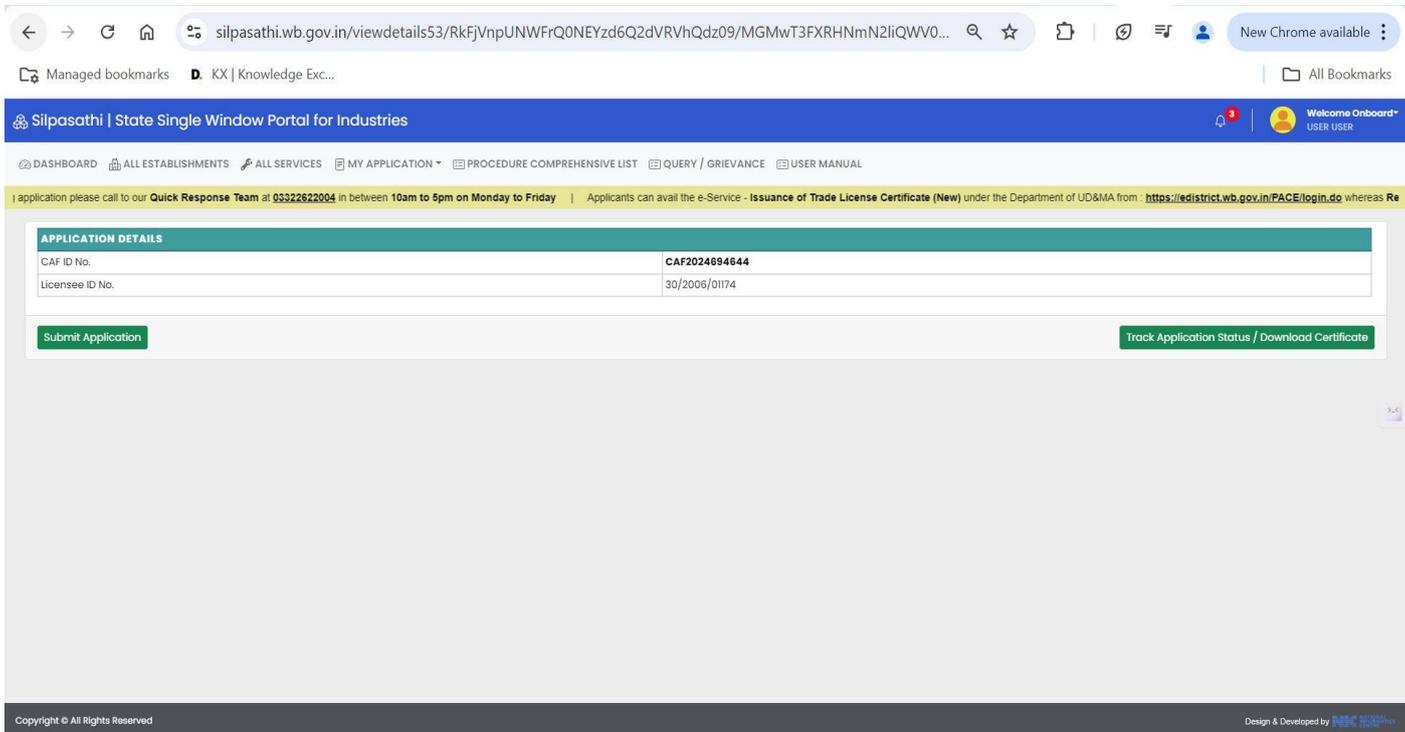
# User Manual

## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

### 3. Track Status of Application

On clicking on the "View - Track Application Status / Download Certificate" button, applicant will migrate to Excise portal to check the status of application.



### Checking the Status of Application

For checking the status click on Label Reg. -> Status of Application



Label Registration Details							
EODB Transaction Id : 113456789				Label Registration Id : FL/2020-2021/6659			
Click To	Request Details	Brand Details	Manufacture Details	Purpose	Measure (ML.)	MRP (Rs.)	Status
<a href="#">View Image</a> <a href="#">Details</a> <a href="#">Attach Doc</a>	<b>Id :</b> FL/2020-2021/6659 <b>Dated :</b> 29/10/2020 <b>Type :</b> Fresh	<b>Brand Name :</b> SEAGRAMS ROYAL STAG BLENDED WHISKY <b>Liquor Type :</b> Whisky	<b>Name:</b> N.C. Shaw & Co. Beverages Pvt. Ltd. (FL Manufactory Bond) <b>Address:</b> P-45 Goragacha Road Kolkata(South) 700053 WEST BENGAL India	<b>For Sale in :</b> West Bengal <b>All</b>	375 ML.	Without Sales Tax : 490.00 With Sales Tax : 490.00	Registration of Product is done by Deputy Commissioner <a href="#">Order</a>

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# User Manual

## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

After sending the application, DCFL will further review it and then the application will be sent to the EXCOM. Now Excise Directorate will approve the application and will be send back to DCFL. Then DCFL will generate the permit and send it back to the Licensee.

For generating the order click on Label Reg. -> Status of Application as mentioned below.



Label Registration Details							
EODB Transaction Id : 113456789				Label Registration Id : FL/2020-2021/6659			
Click To	Request Details	Brand Details	Manufacture Details	Purpose	Measure (Ml.)	MRP (Rs.)	Status
<a href="#">View Image</a> <a href="#">Details</a> <a href="#">Attach Doc</a>	<b>Id :</b> FL/2020-2021/6659 <b>Dated :</b> 29/10/2020 <b>Type :</b> Fresh	<b>Brand Name :</b> SEAGRAMS ROYAL STAG BLENDED WHISKY <b>Liquor Type :</b> Whisky	<b>Name:</b> N.C. Shaw & Co. Beverages Pvt. Ltd. (FL Manufactory Bond) <b>Address:</b> P-45 Goragacha Road Kolkata(South) 700053 WEST BENGAL India	<b>For Sale in :</b> West Bengal <b>All</b>	375 Ml.	Without Sales Tax : 490.00 With Sales Tax : 490.00	Registration of Product is done by Deputy Commissioner <a href="#">Order</a>

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# User Manual

## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

### 4. Online Download of final approval certificate

#### Generation of Order

After sending the application, DCFL will further review it and then the application will be sent to the EXCOM. Now Excom will approve the application and will be send back to DCFL. Then DCFL will generate the permit and send it back to the Licensee.

For generating the order click on Label Reg. -> Status of Application as mentioned below.



Label Registration Details							
EODB Transaction Id : 113456789				Label Registration Id : FL/2020-2021/6659			
Click To	Request Details	Brand Details	Manufacture Details	Purpose	Measure (ML.)	MRP (Rs.)	Status
<a href="#">View Image</a> <a href="#">Details</a> <a href="#">Attach Doc</a>	<b>Id :</b> FL/2020-2021/6659 <b>Dated :</b> 29/10/2020 <b>Type :</b> Fresh	<b>Brand Name :</b> SEAGRAMS ROYAL STAG BLENDED WHISKY <b>Liquor Type :</b> Whisky	<b>Name:</b> N.C. Shaw & Co. Beverages Pvt. Ltd. (FL Manufacture Bond) <b>Address:</b> P-45 Goragacha Road Kolkata(South) 700053 WEST BENGAL India	<b>For Sale in :</b> West Bengal <b>All</b>	375 ML.	Without Sales Tax : 490.00 With Sales Tax : 490.00	Registration of Product is done by Deputy Commissioner <a href="#">Order</a>

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# User Manual

## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

[Sample Copy of Order](#)

  
**Government of West Bengal**  
Excise Directorate,  
32, B.B. Ganguly Street, Kolkata-700012

### ORDER

In terms of provisions of the West Bengal Excise (Foreign Liquor) Rules, 1998, as amended up to date, the brand **Sengrams Fuel Vodka** and its associated label(s), has been **registered** with the Excise Commissioner, West Bengal by **M/s Leade Liquor Manufacturing Pvt. Ltd., Singur Excise District**, for the period from **24/12/2019 to 31/03/2020**, and it is permitted to be manufactured and / or sold (as the case may be) in West Bengal as per the specifications detailed below:

#### Brand & Label Details

Label Registration ID :	FL/2019-2020/1736	Date :	24/12/2019	Registration Type :	Fresh
Category :	India Made Foreign Liquor (IMFL)	Liquor Type :	Vodka		
Brand Name :	Sengrams Fuel Vodka	Package Type :	Glass Bottle		
Name & Address of Manufacturer :	M/s Leade Liquor Manufacturing Pvt. Ltd., Vill. & P.O. Ramevwarpur, Dist : Hooghly				
Country :	India	State :	WEST BENGAL	Pin Code :	712152
Name & Address of Owner of the Brand :	Pernod Ricard S.A. and Pernod Ricard USA, LLC , Pernod Ricard S.A. and Pernod Ricard USA, LLC, USA, USA				
Strength :	25° Under Proof (51.2% v/v)	Measure :	750 ML	MRP (Rs.) :	400.00

#### Payment Details

Payment Mode:	Cheque	Fee (in Rs.):	50000	GRN No.	192018190325609371 ( for 1 Label)
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For sale in West Bengal Only ( General )

Approved by Excise Commissioner, West Bengal vide Order No. FL/2019-2020/1736  
Dated : Dec 24 2019 1:09PM

Generated On : 24/12/2019

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<NIC-WBSC>

Label Registration ID : FL/2019-2020/1736

Date : 24/12/2019



Approved by Excise Commissioner, West Bengal vide Order No. FL/2019-2020/1736  
Dated : Dec 24 2019 1:09PM

Generated On : 24/12/2019

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<NIC-WBSC>

# User Manual

## Brand and Label Registration under State Excise and renewal

Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

### 5. Third Party verification details

Third party verification is a process by which any independent user / third party verifies an individual's license and registration details online check authenticity of the Certificate, without logging into the SilpaSathi portal.

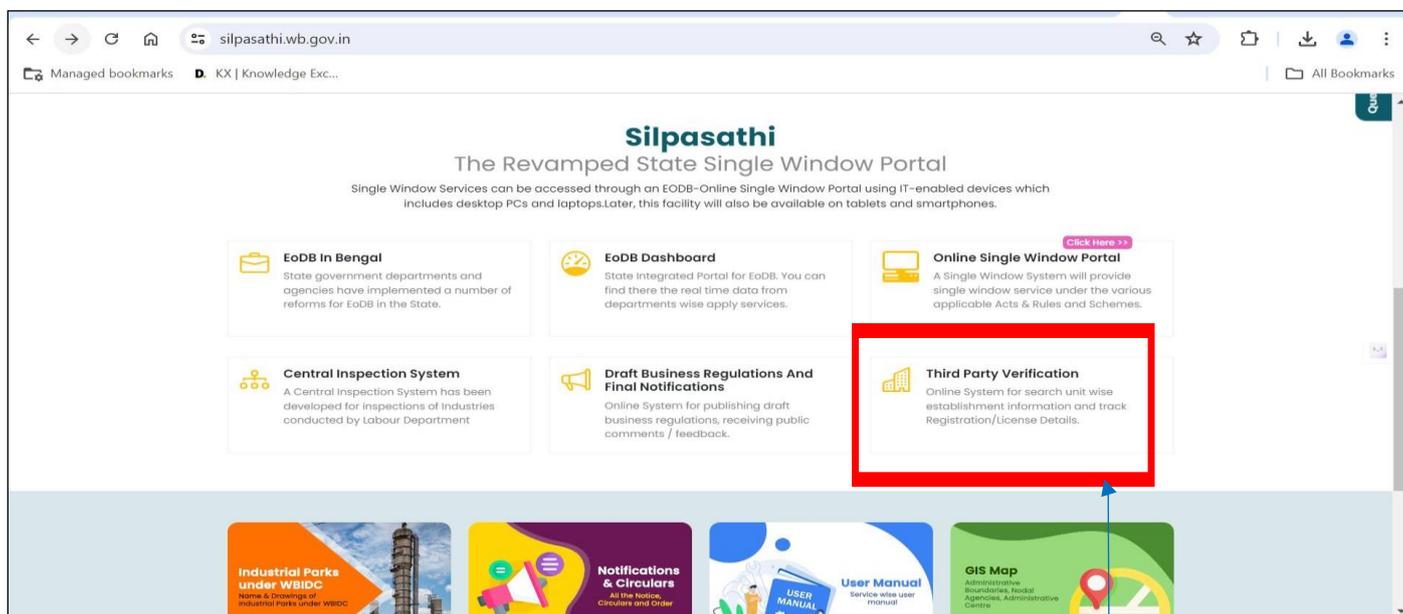
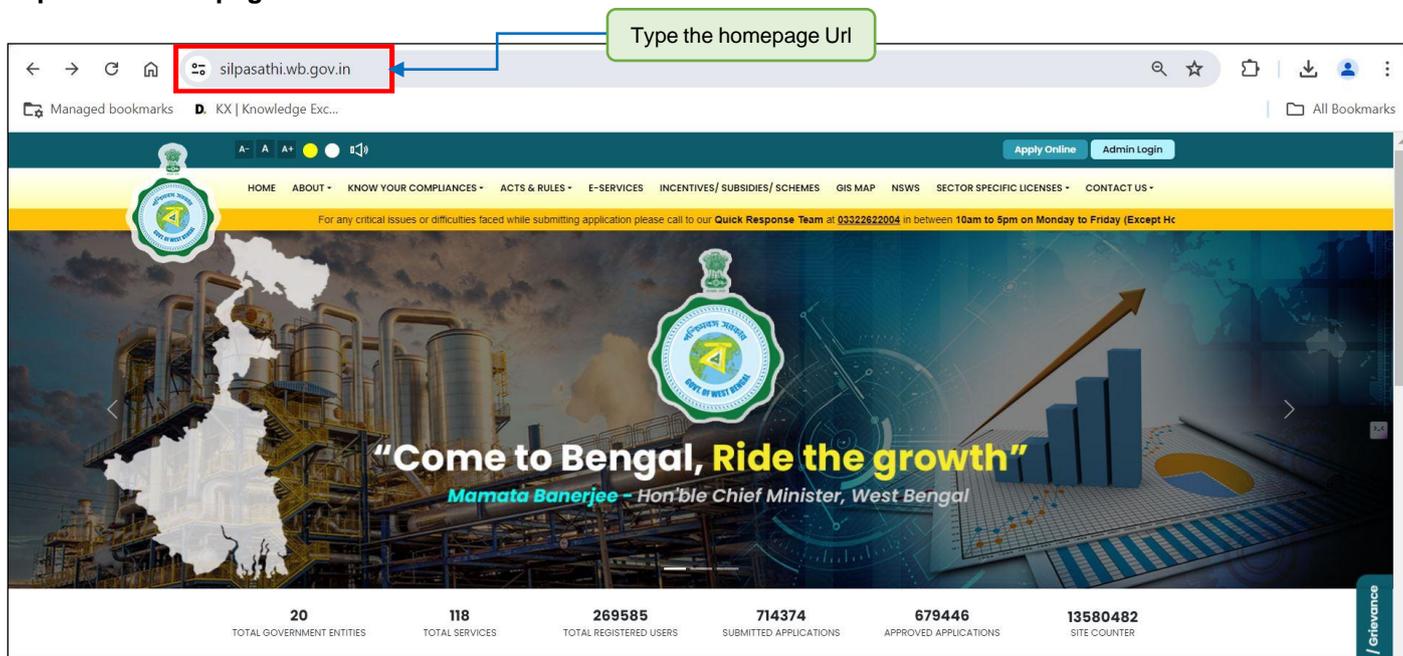
#### Third part verification process

The applicant or any user has to log in to [www.silpasathi.wb.gov.in](http://www.silpasathi.wb.gov.in).

A user (any third party) needs to click on '*Third party Verification*' section in the homepage and enter registration number / license number and then click on 'Search' link, for Verification of Certificate.

(Screenshots below):

#### SilpaSathi Homepage



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## Brand and Label Registration under State Excise and renewal

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Applicant selects the service and then enter the Certificate/ Approval number in the text box beside it and clicks on 'Search' to view details of certificate.

Third Party Verification

Track Registration/License details through **Silpasathi Portal**

Select Services \*  
Allotment of land in Industrial Area (WBIDC) - ( Industry, C

Registration Number / License Number / Others \* Search

Sl No.	Service Name	Department Name	Action
1	Brand/Label Registration	Finance (Excise Directorate)	Click Here >>
2	Building Plan Approval	UD&MA	Click Here >>
3	Issuance of approval post plinth inspection	UD&MA	Click Here >>
4	Issuance of Occupancy Certificate	UD&MA	Click Here >>

Enter Registration number/ License number to view details.

Track Registration/License Details

Select Services \*  
Brand and Label Registration under State Excise and renew

Registration Number / License Number / Others \*  
REG-1234 Search

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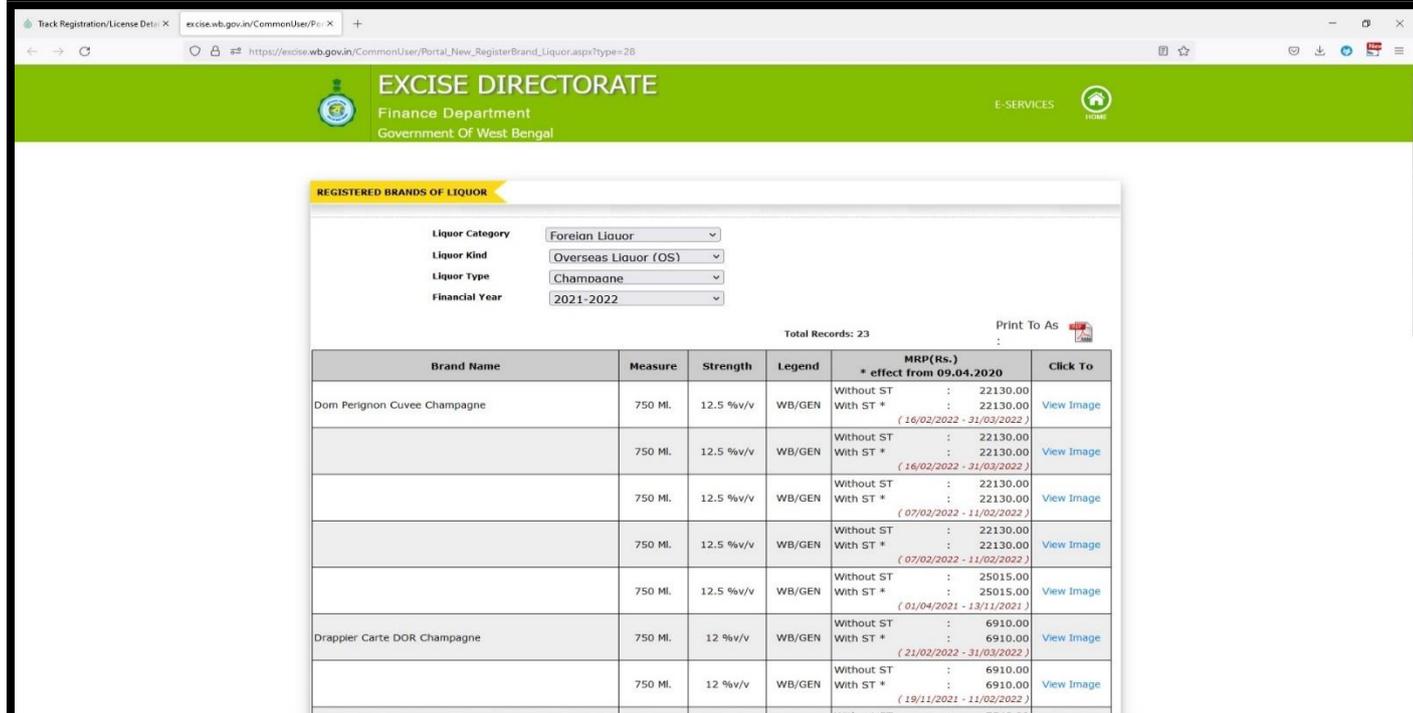
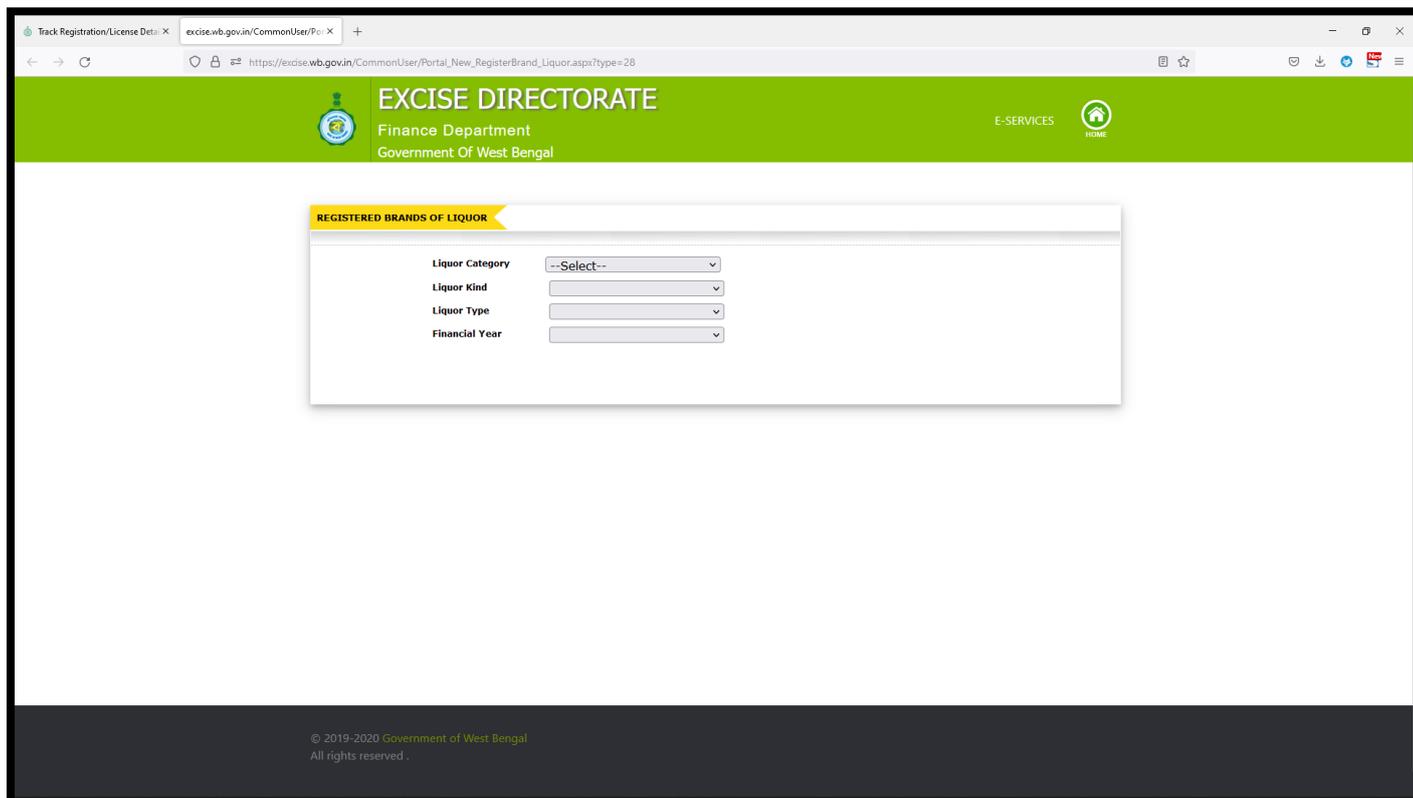
License details can be viewed after entering correct license number and clicking on Search.

# User Manual

## Brand and Label Registration under State Excise and renewal

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The third party can view the details as illustrated below:



Anonymous user will land to "REGISTERED BRANDS OF LIQUOR" page in Excise portal.

Anonymous user has to select appropriate option from the dropdown fields to get the list of BrandNames Certified by Excise Department w.r.t "Brand and Label Registration under State Excise and renewal" service availed.