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

Table of Contents

Introduction **3**

About the Service **3**

Comprehensive Checklist of Documents to be submitted online **3**

Timeline (WBRTPS) **4**

Instructions related to the application form **4**

Application Process through SilpaSathi **5**

1. **Online Application submission along with online submission of documents** 5
2. **Online Payment of fees** 17
3. **Track Status of Application** 26
4. **Online Download of final approval certificate** 27
5. **Third Party verification details** 29

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 declaration from the Brand Owner, User, or Manufacturer is a vital written documentation that confirms the agreement from the owner, user, manufacturer

#	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.

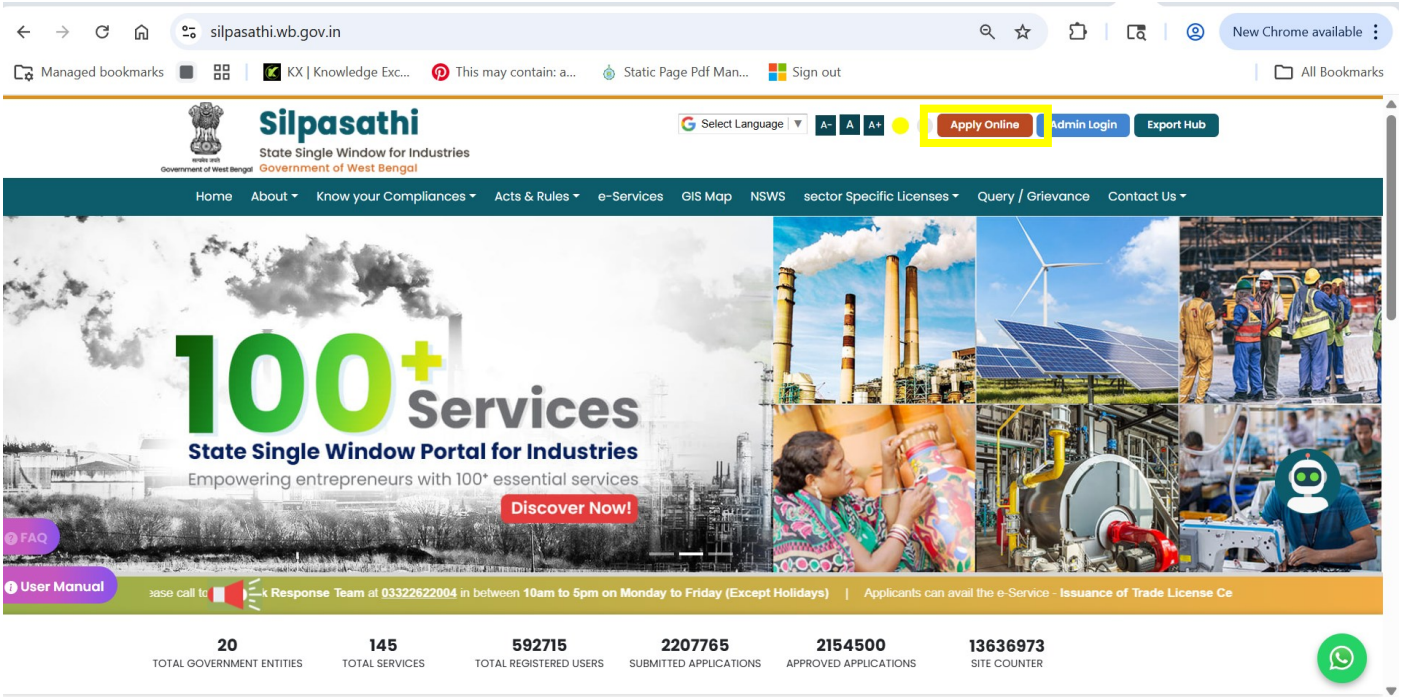
Instructions related to the application form

Sl. No.	Field Name	Instructions
1.	Licensee ID	Unique ID as registered in the Excise Department

Application Process through SilpaSathi

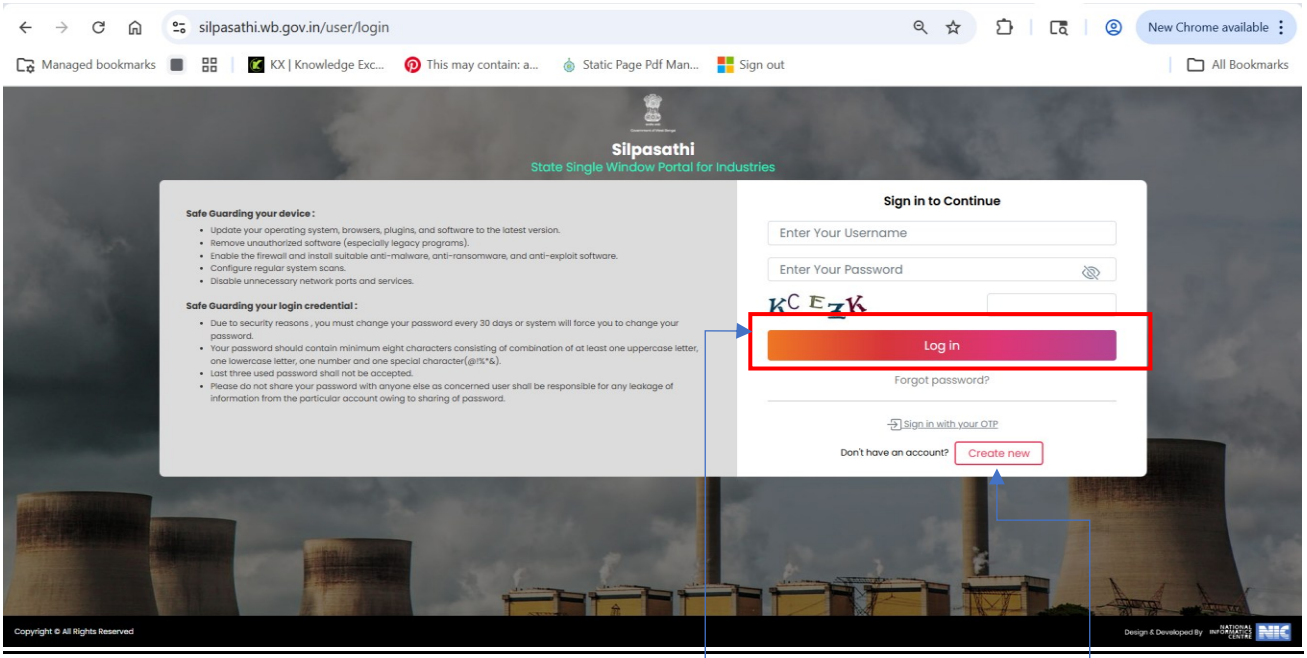
1. Online Application submission along with online submission of documents

The applicant has to access the **https://silpasathi.wb.gov.in**/ and click on 'Apply online' button as demonstrated below:



Applicant Log-in: The user has to enter his login credentials in order to log in to the **SilpaSathi portal.**

The following screen is displayed as below:



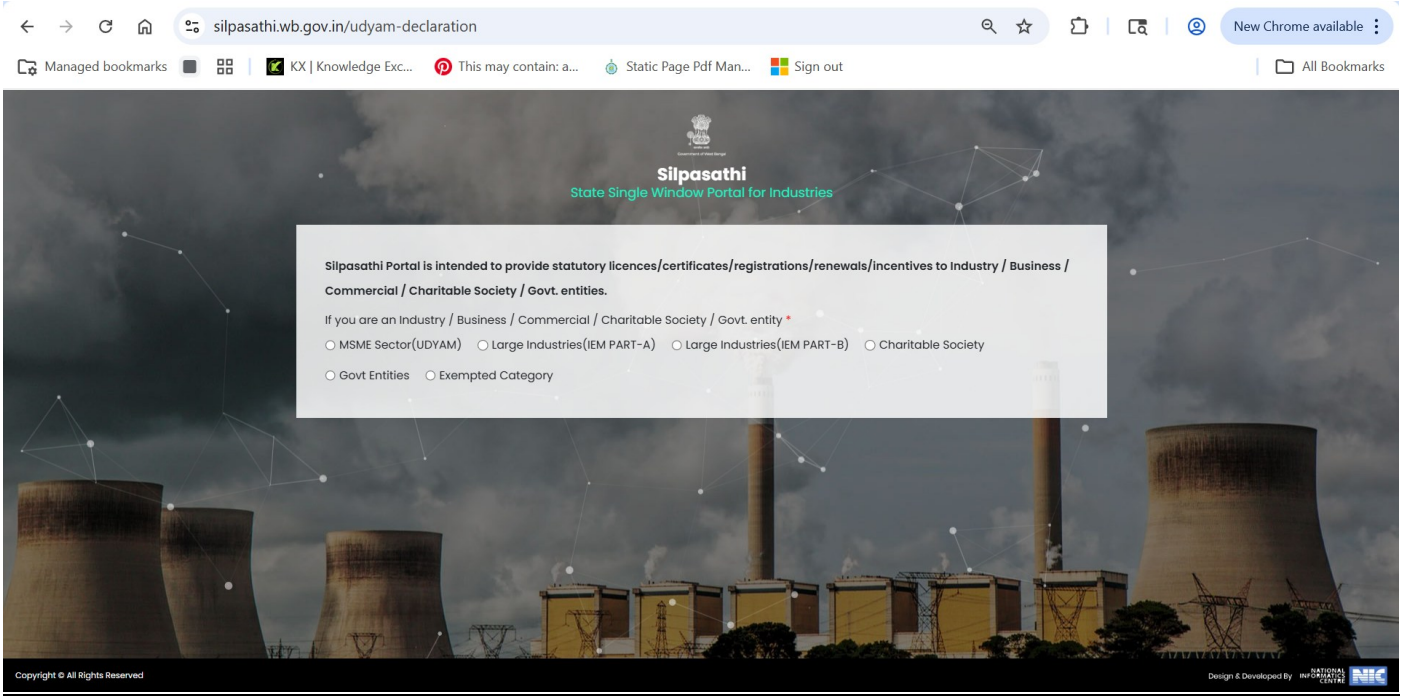
Enter credentials and click on '**Log in**

Click for if one is a new user

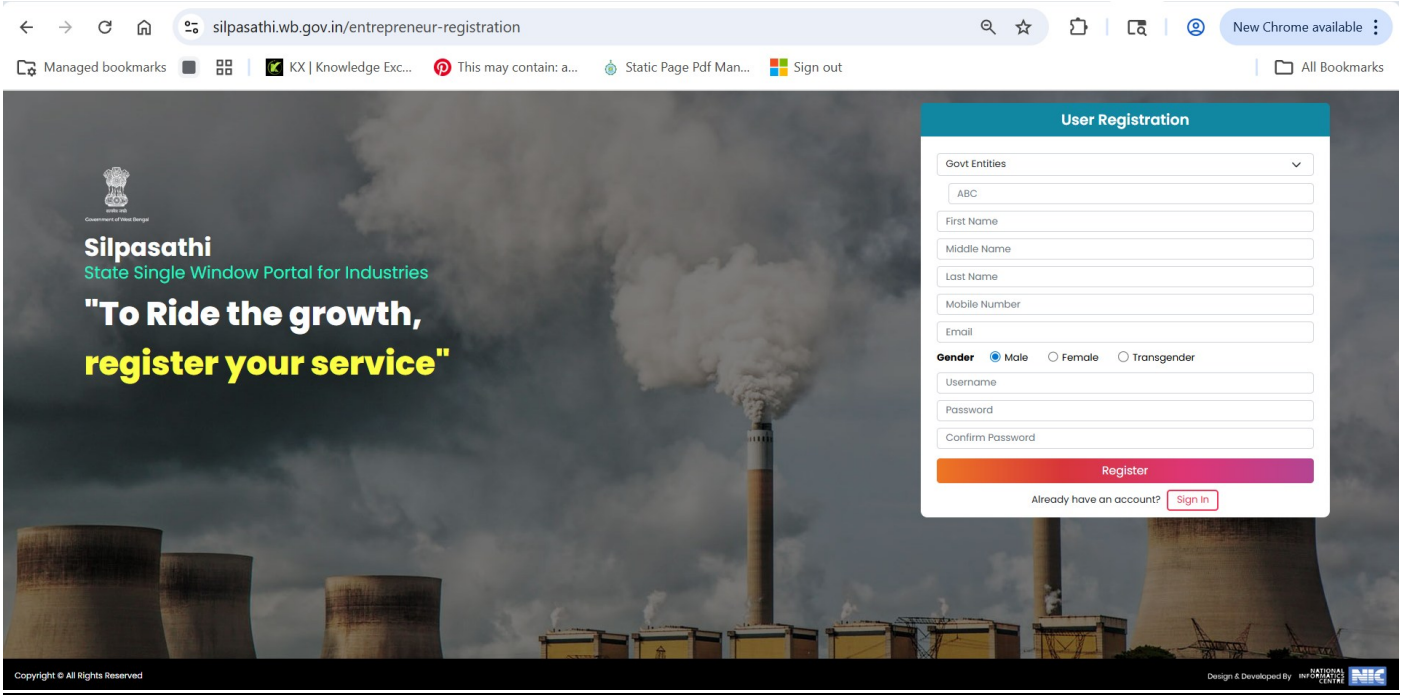
User Manual

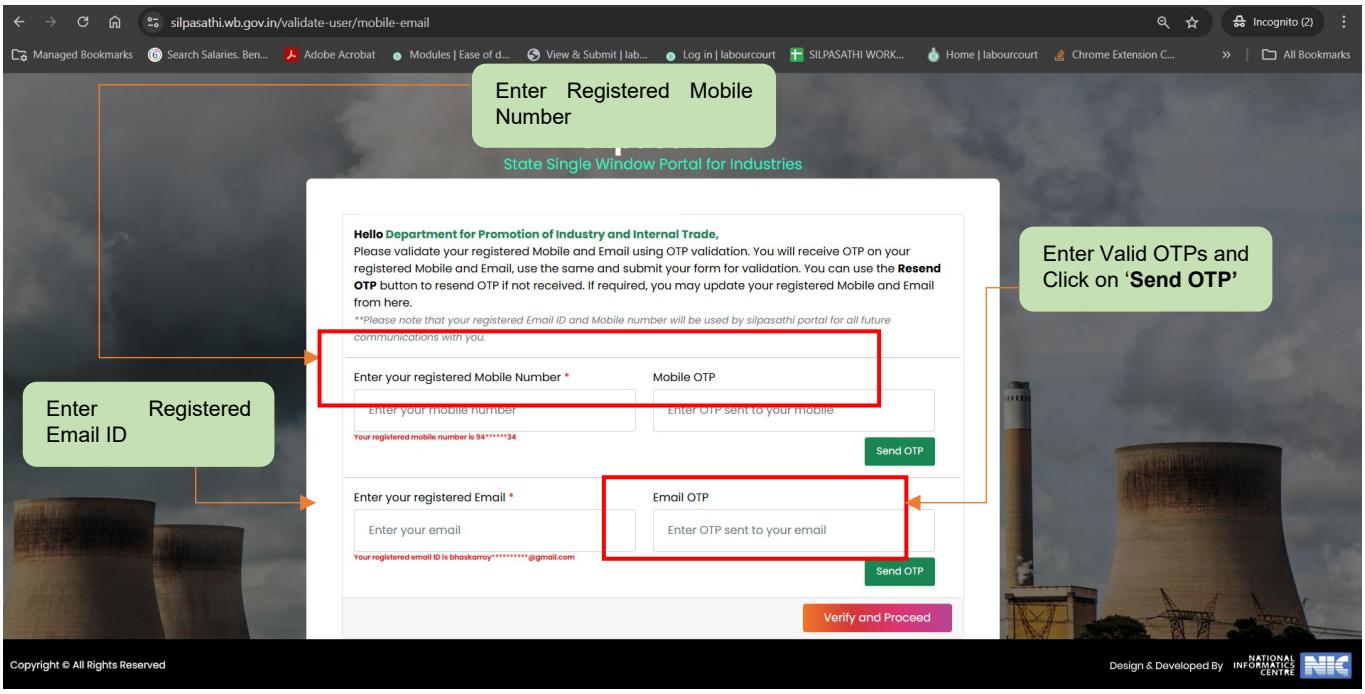
Brand and Label Registration under State Excise and renewal

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



*A new user has to register his mobile number and email id and fill the required details in the SilpaSathi portal. The user clicks on '**Create New**' in order to proceed*



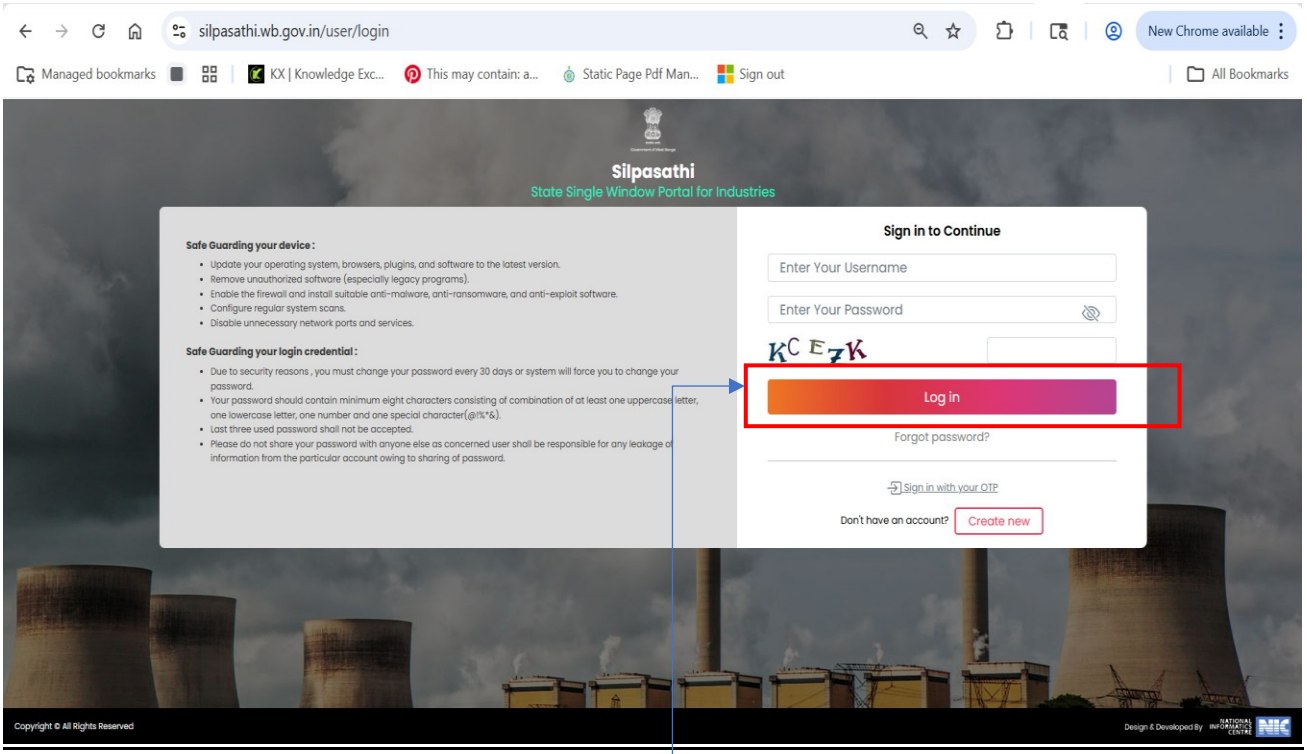


The user is now required to complete a two-factor authentication process:

- ✓ User enters his ***Registered Mobile Number***. User ***validates the OTP*** sent to the mobile number.
- ✓ User enters his ***Registered email id***. User ***validates the OTP*** sent to the email ID.

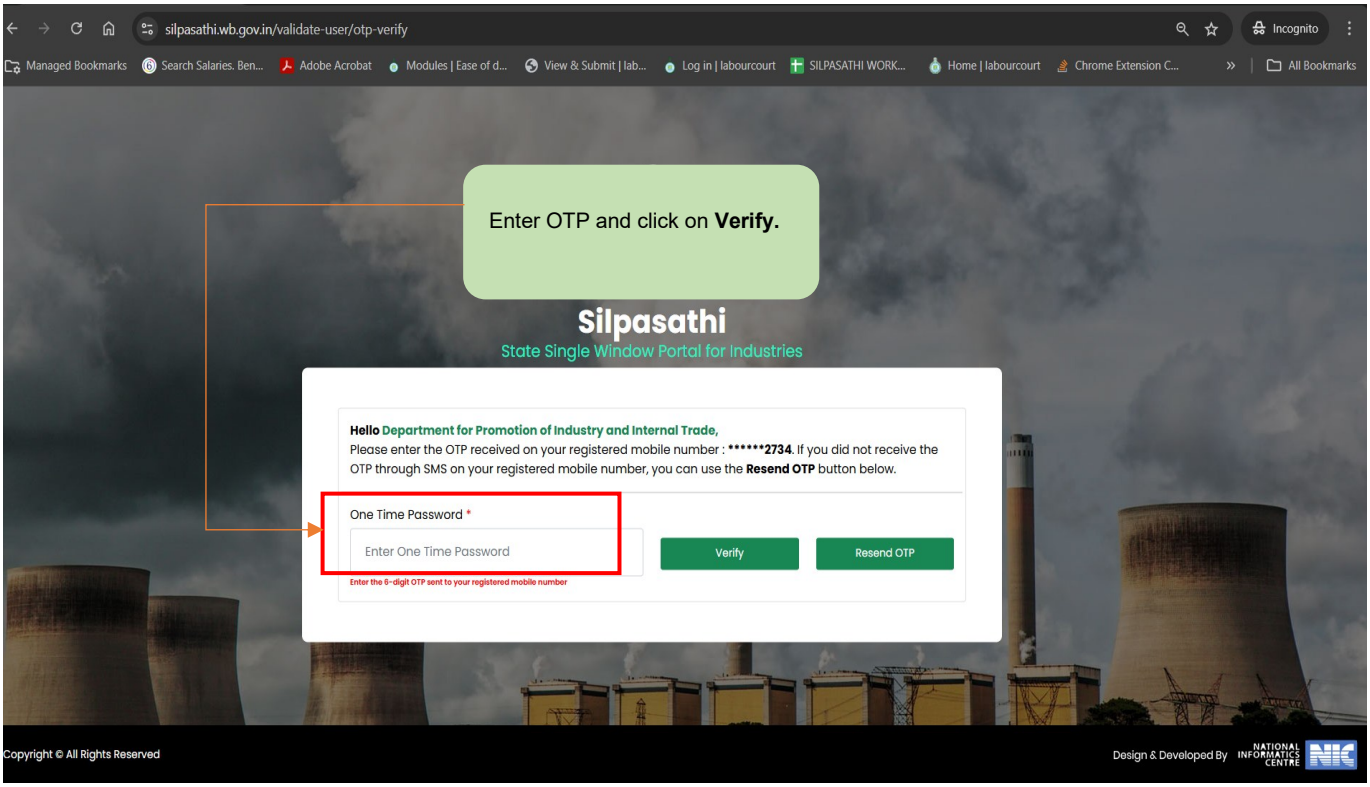
The user now has to click on ***'Verify and Proceed'*** *to validate the provided details*. On successful validation, the user is force-logged out from the system.

The user is now required to log in to the **SilpaSathi portal** with his valid credentials as displayed below:



Enter credentials and click on '**Log in**

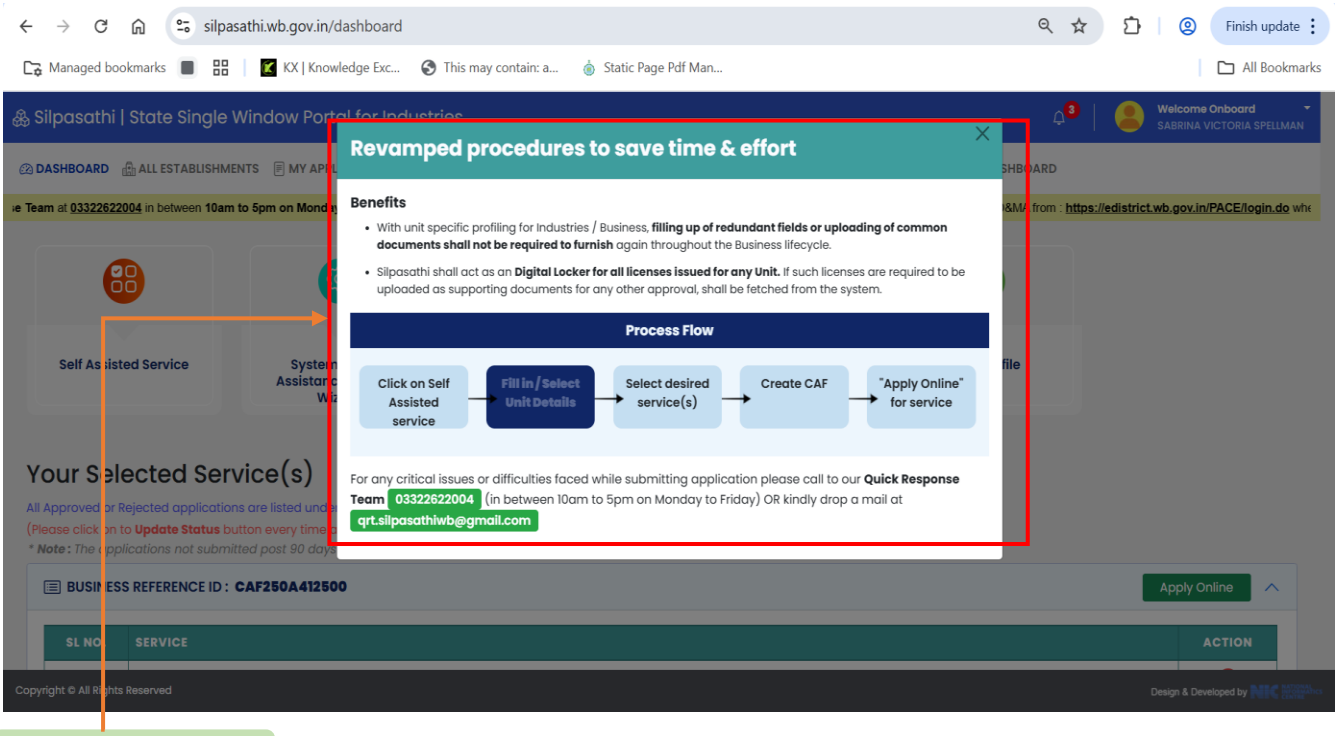
Once the user logs in, the following screen is now displayed to the user.



The user is now required to enter ***One Time Password*** sent to his registered mobile number and click on '***Verify'.***

The applicant now views the following Dashboard page after logging into the portal.

SilpaSathi Dashboard



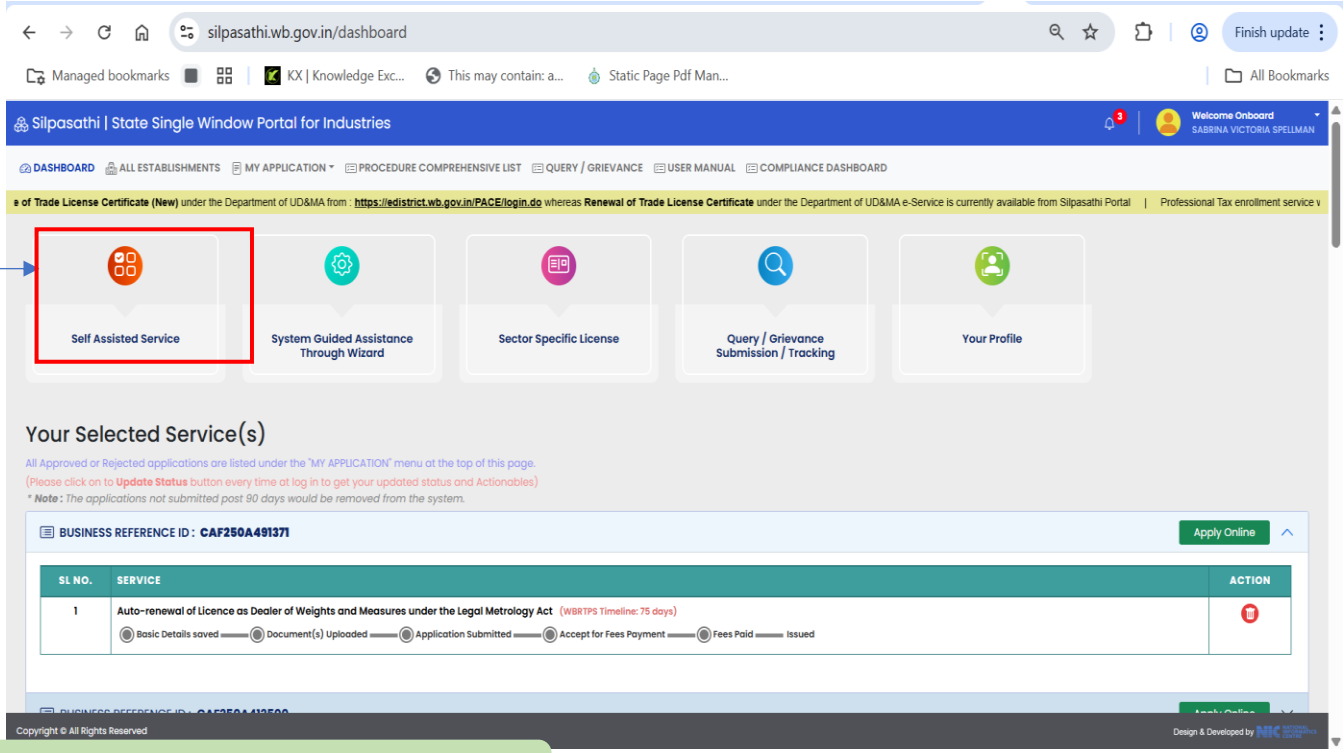
Basic procedural flow

'Self Assisted Service' and is navigated to the All **Establishment / Unit Page**.

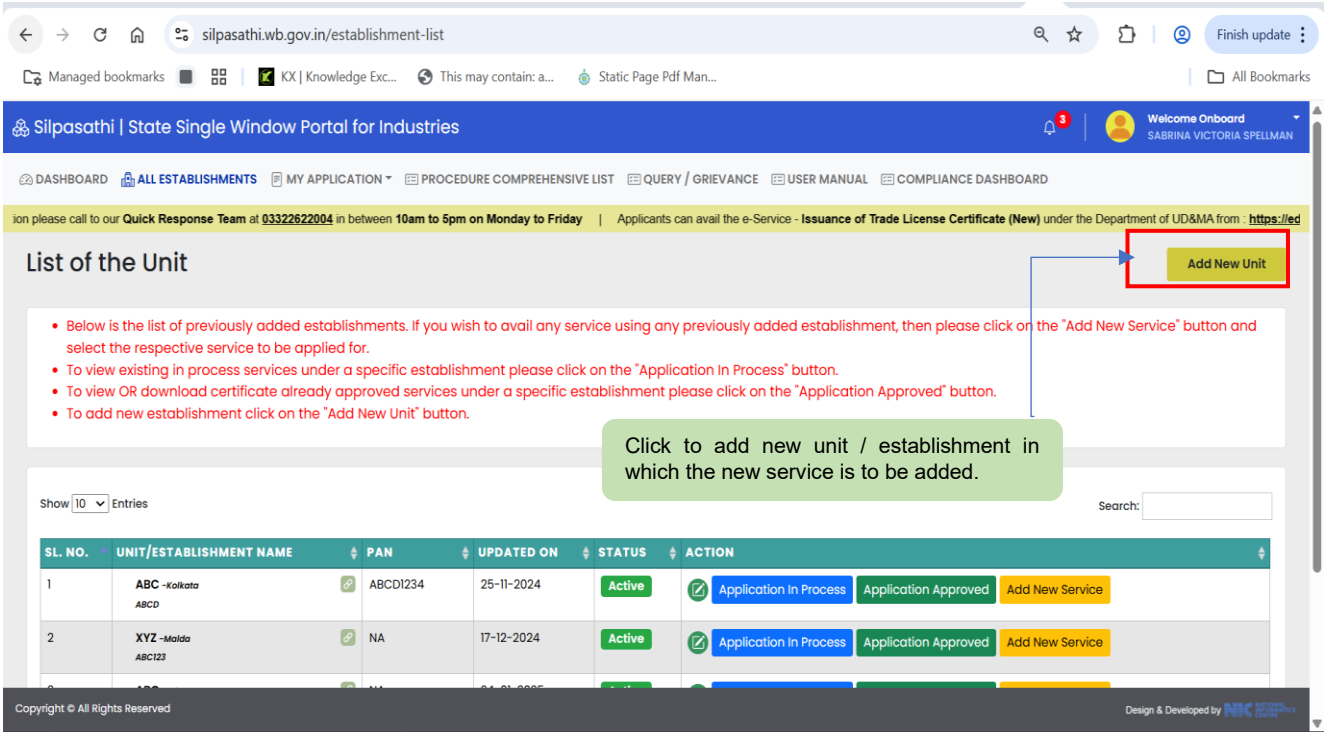
User Manual

Brand and Label Registration under State Excise and renewal

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



Click on **'Self-Assisted Service'** to proceed with establishment section.

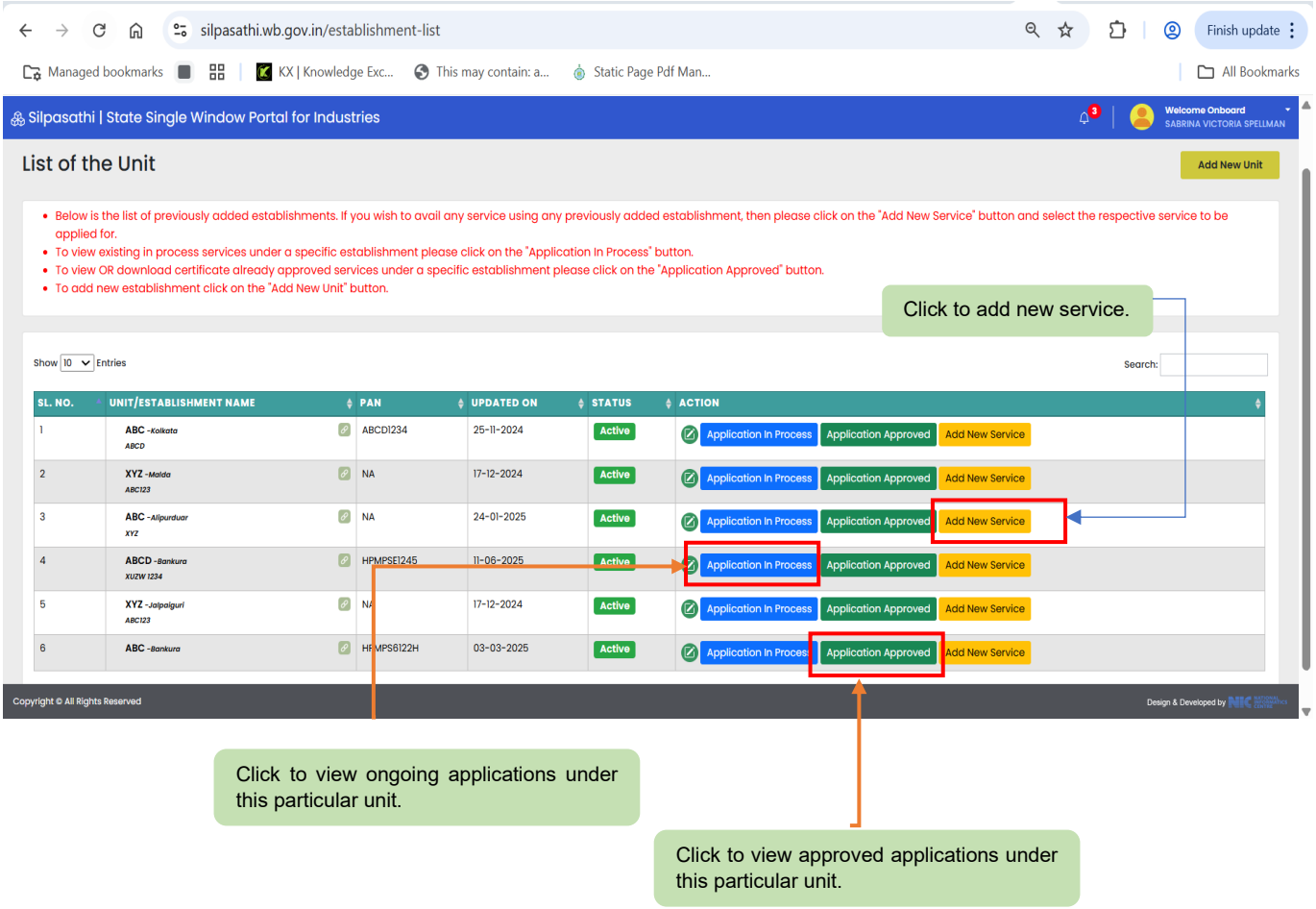


The applicant can view the list of existing units/ establishments in the page. The applicant clicks on **'Add New Unit'** or uses an existing unit in order to add the required service to be availed by clicking on **'Add New Service.**

User Manual

Brand and Label Registration under State Excise and renewal

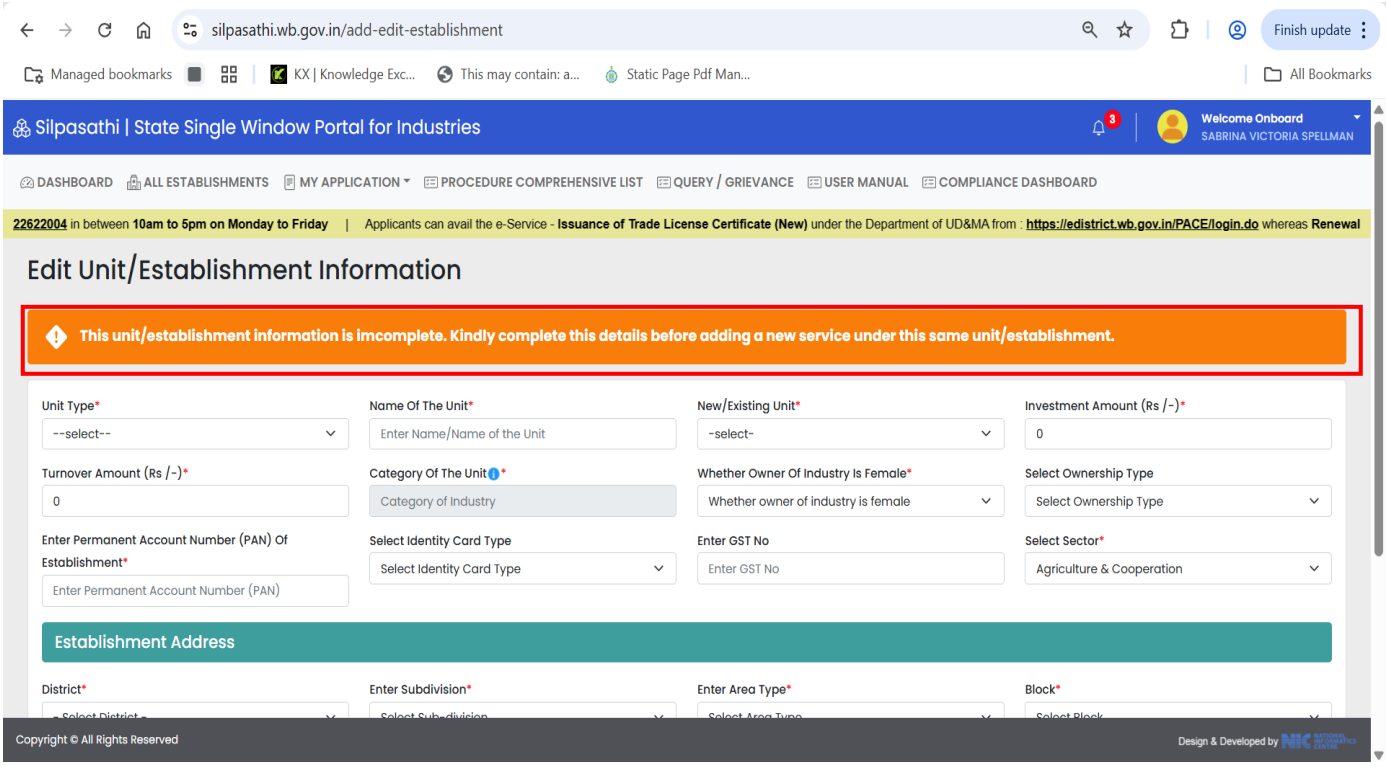
Provided as a service through 'SilpaSathi' the Online Single Window portal of State (WB)

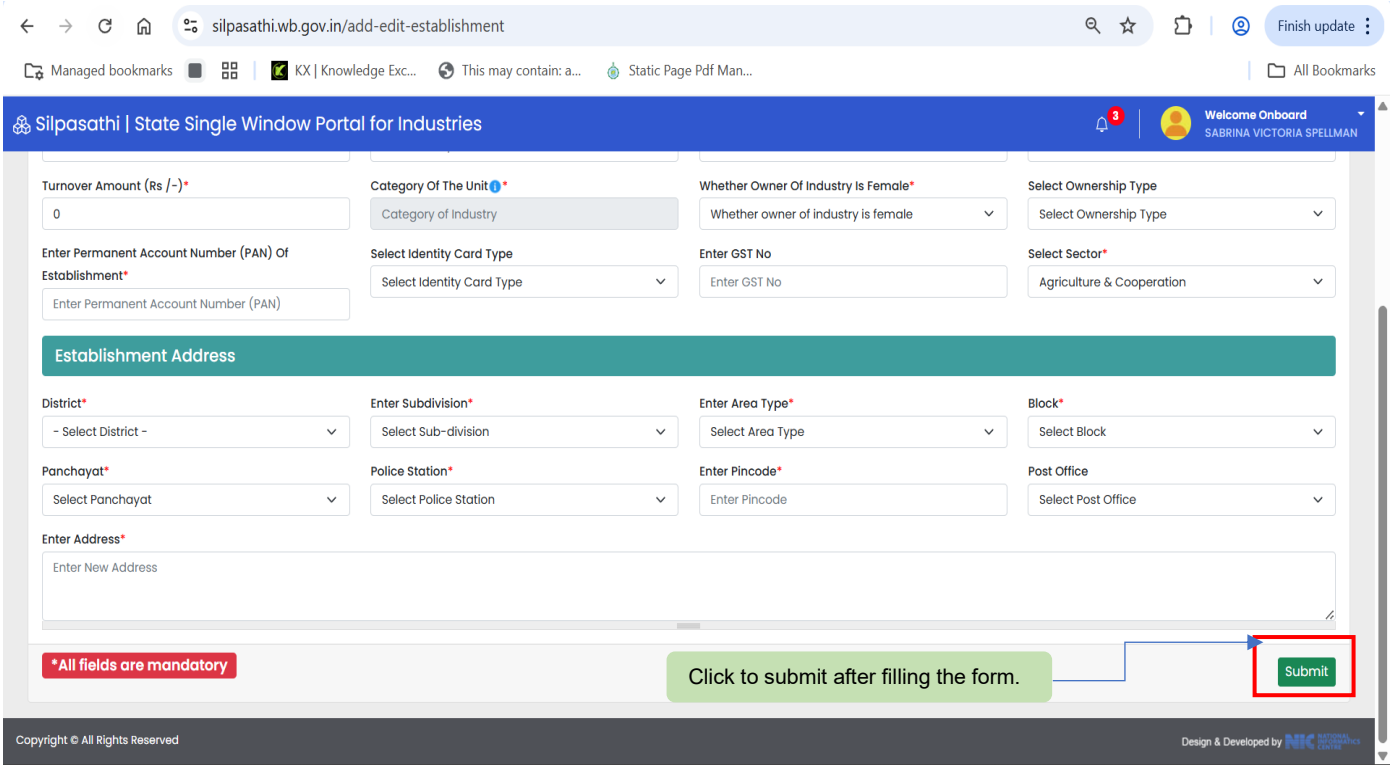


Click to view ongoing applications under this particular unit.

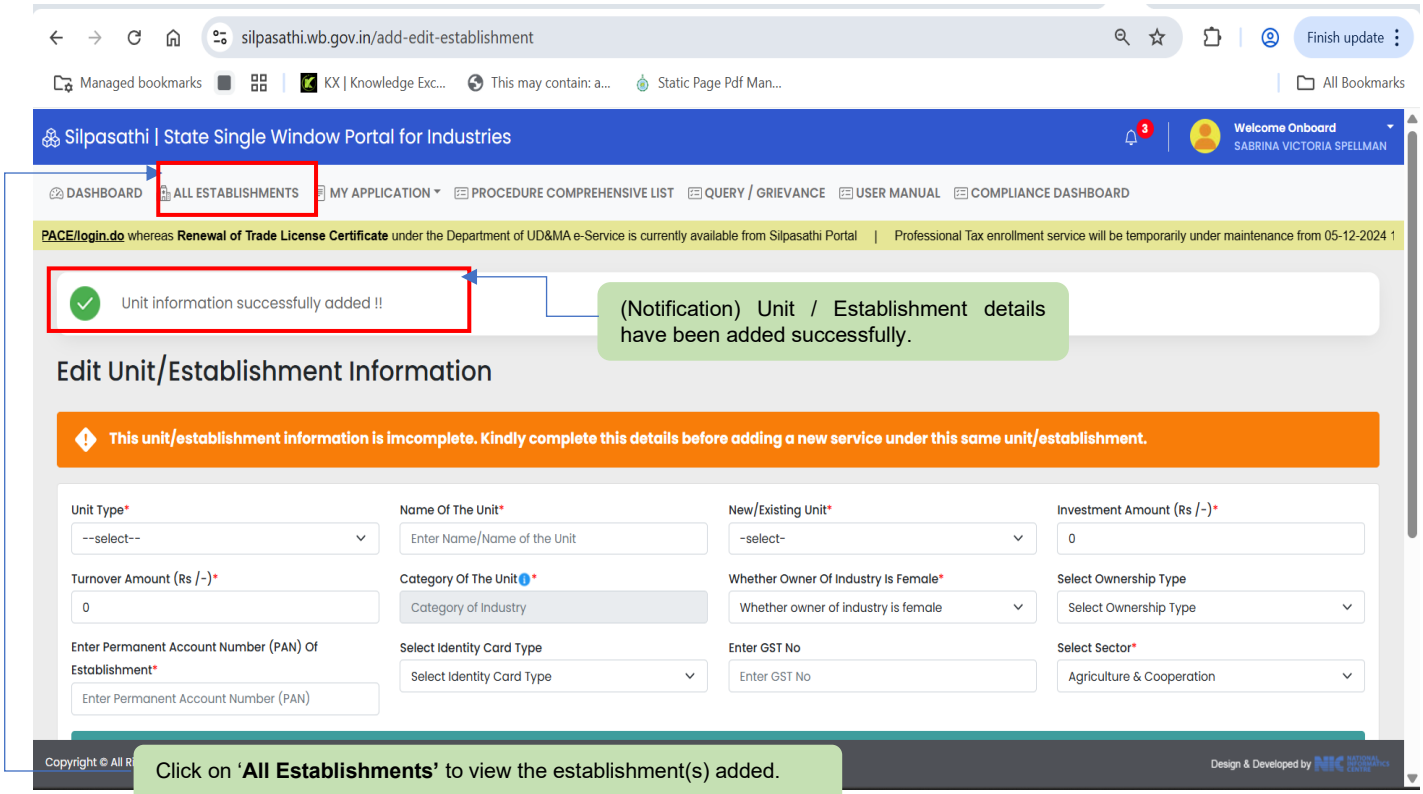
Click to view approved applications under this particular unit.

After clicking on '**Add New Unit**', the following page is displayed wherein the user can add relevant details in the **establishment form**.

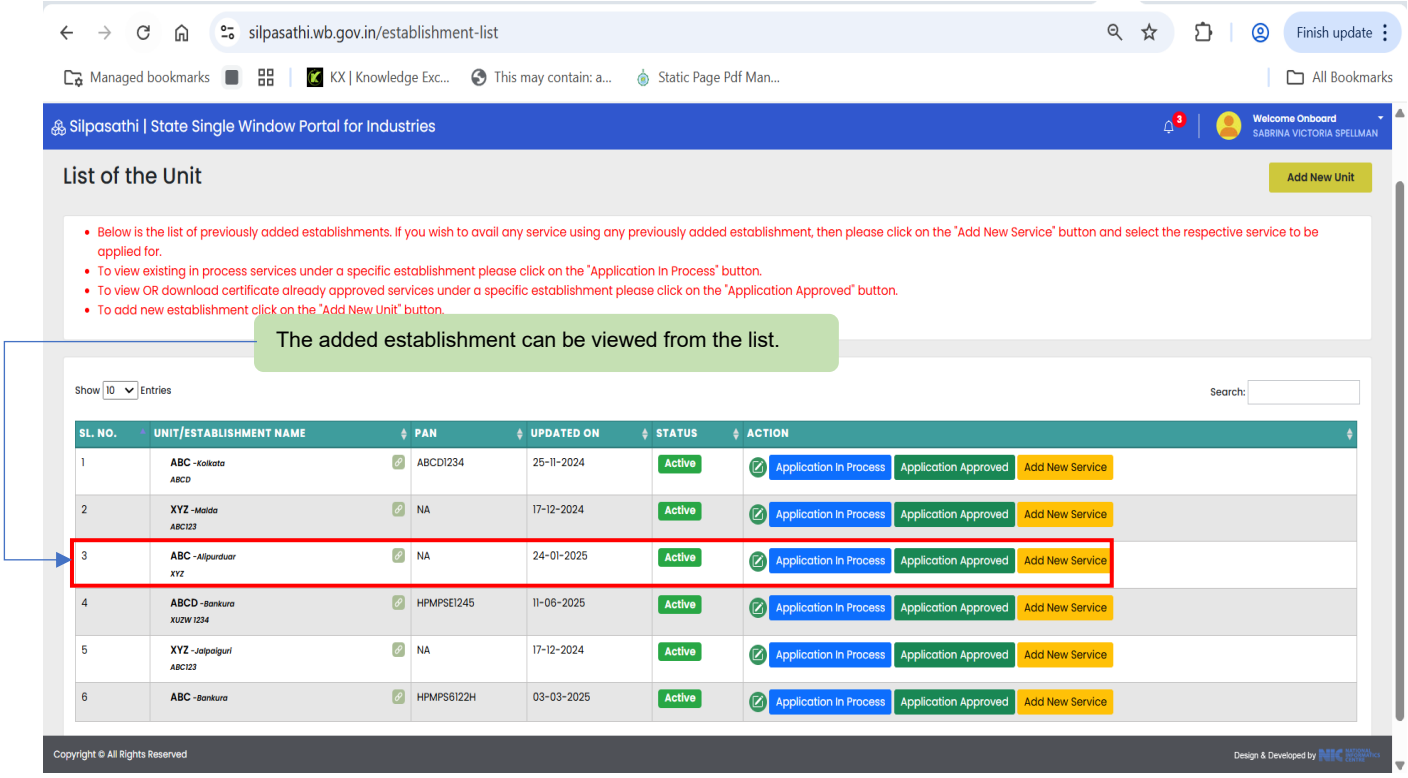




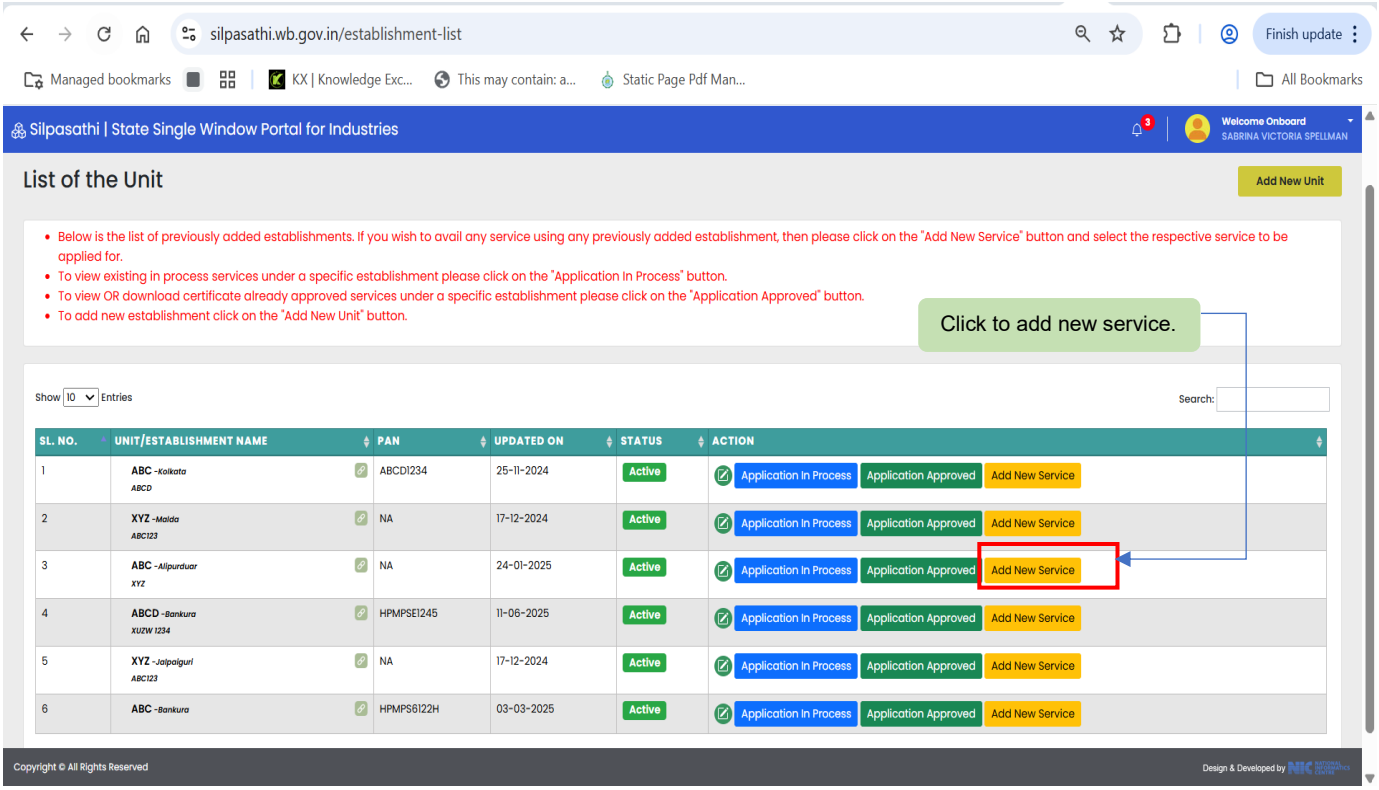
Once the form is completely filled, the user clicks on **'Submit'** to finally submit the form. The user is notified in the page after successful submission of the form.



The user has to click on **'All Establishments'** and he can view the list of establishments / unit he has added. Please refer to the screenshot below.



The user shall click on **'Add New Service'** in the particular unit to add the desired service.

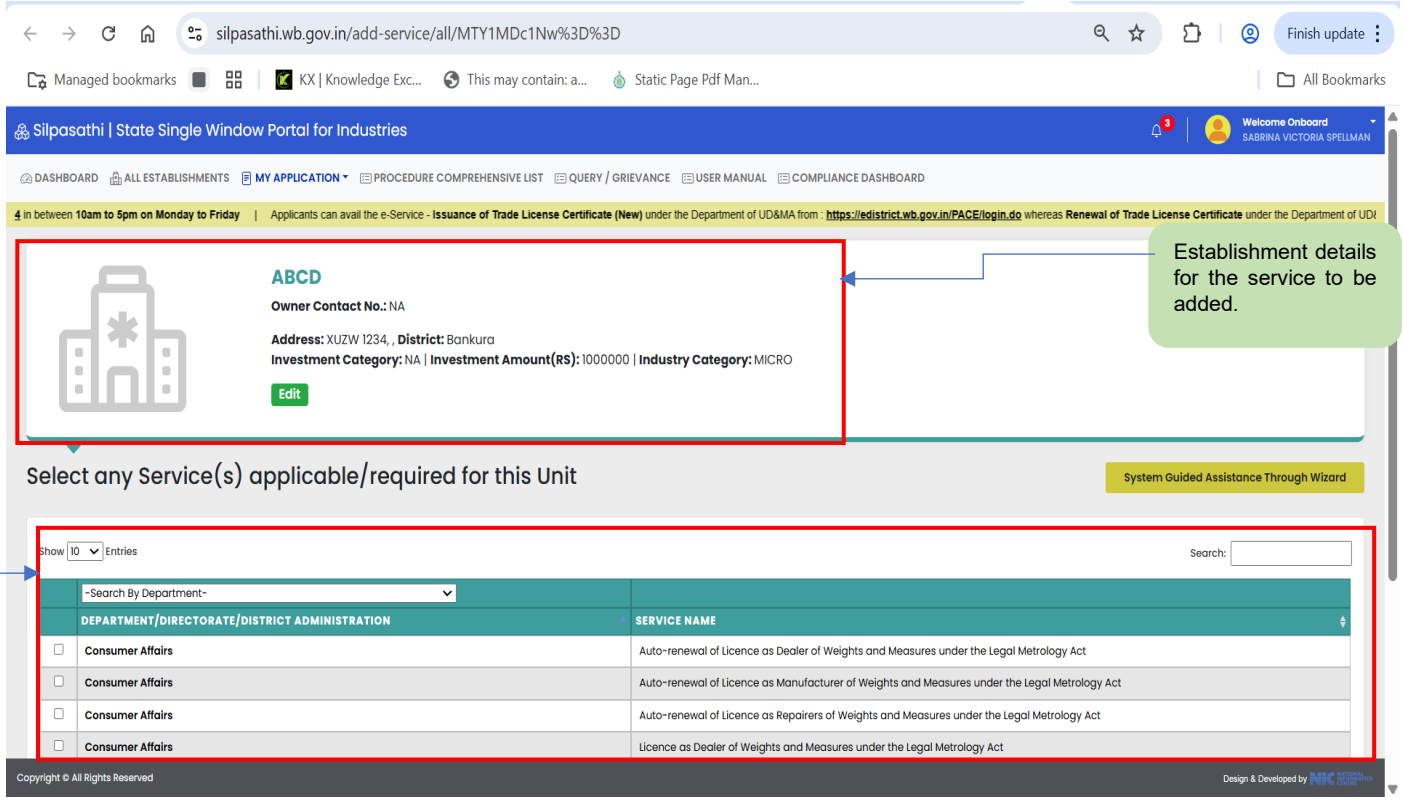


After clicking on **'Add New Service'** the user can filter out the Department and thereby the select the required service.

User Manual

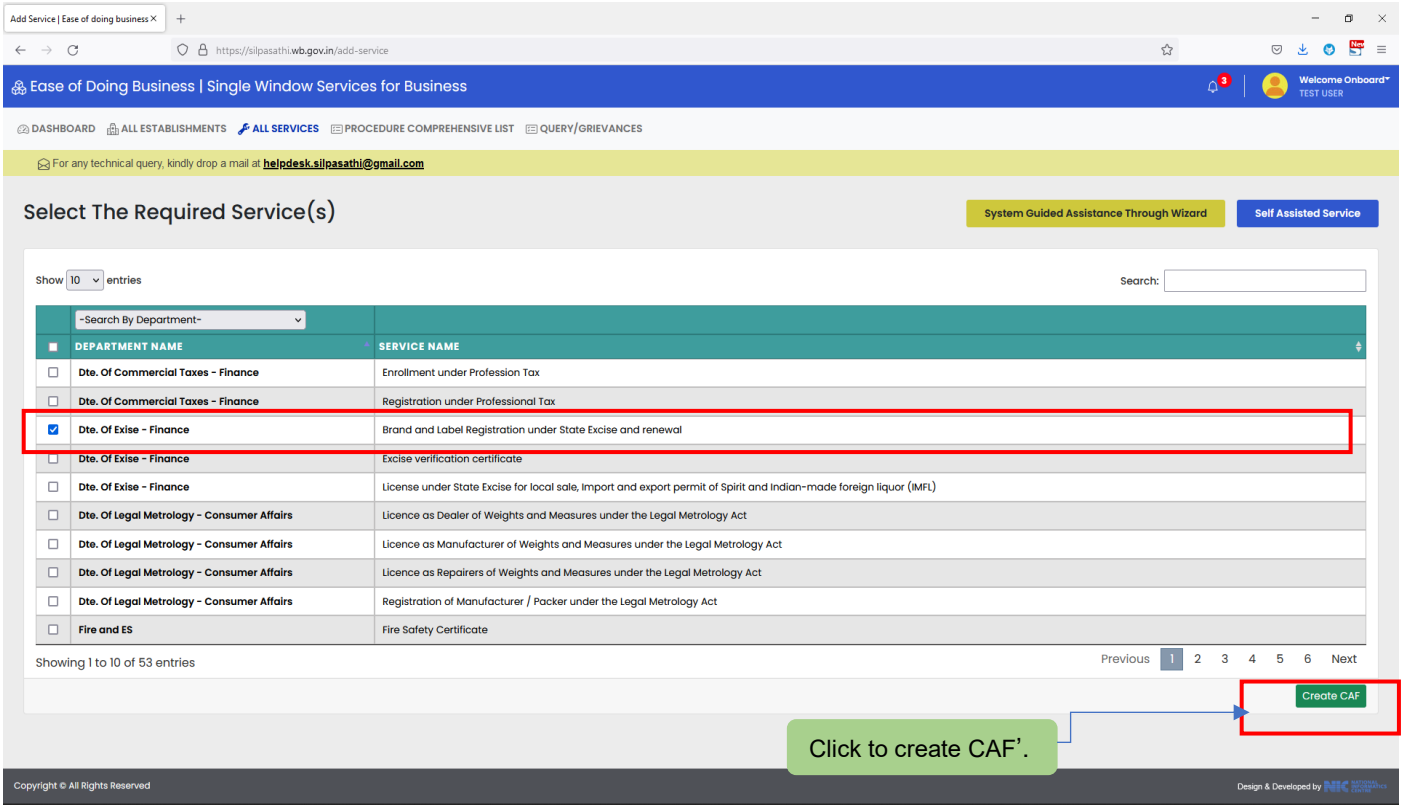
Brand and Label Registration under State Excise and renewal

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



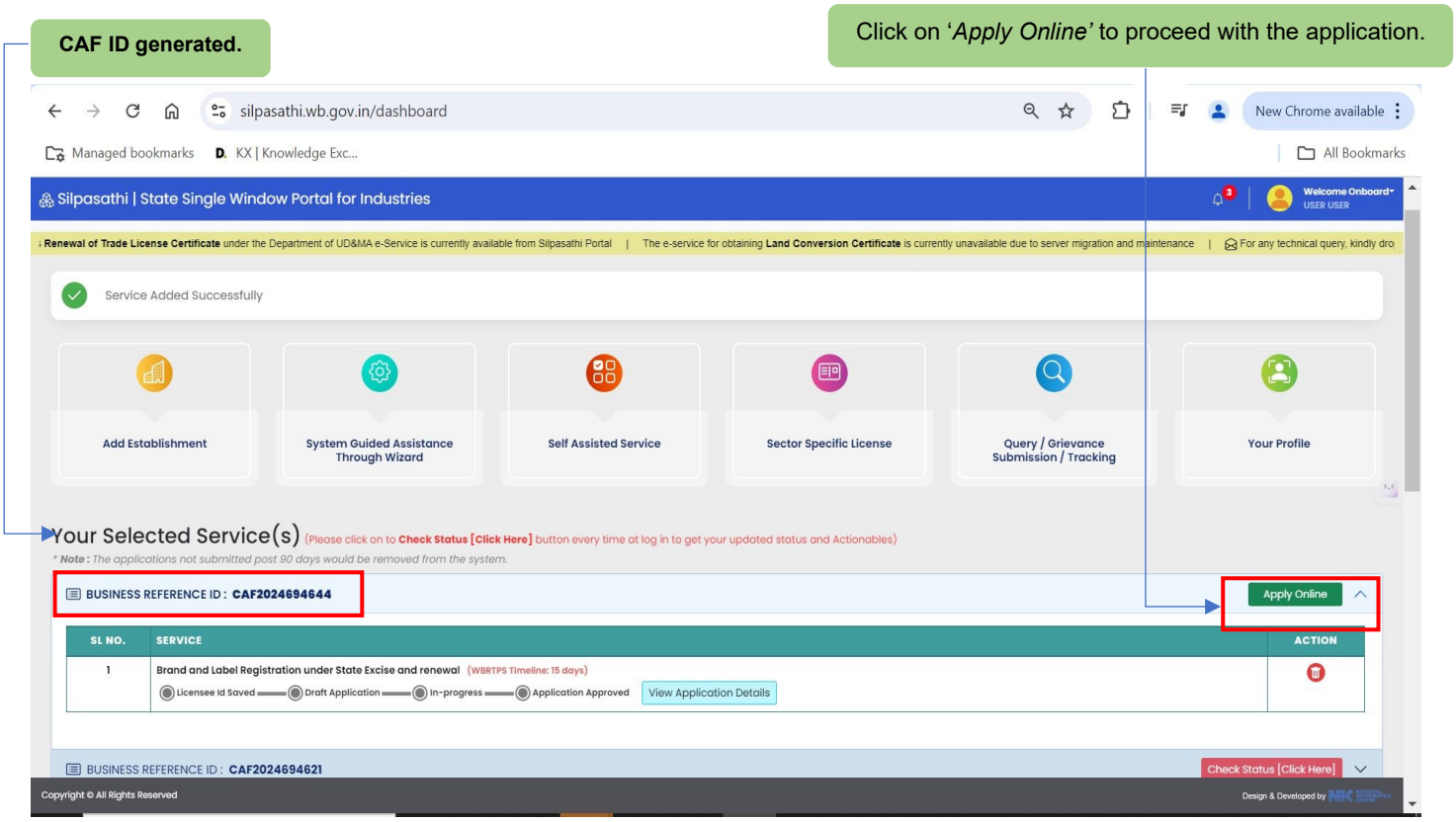
List of services from which the user can select the desired service.

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***



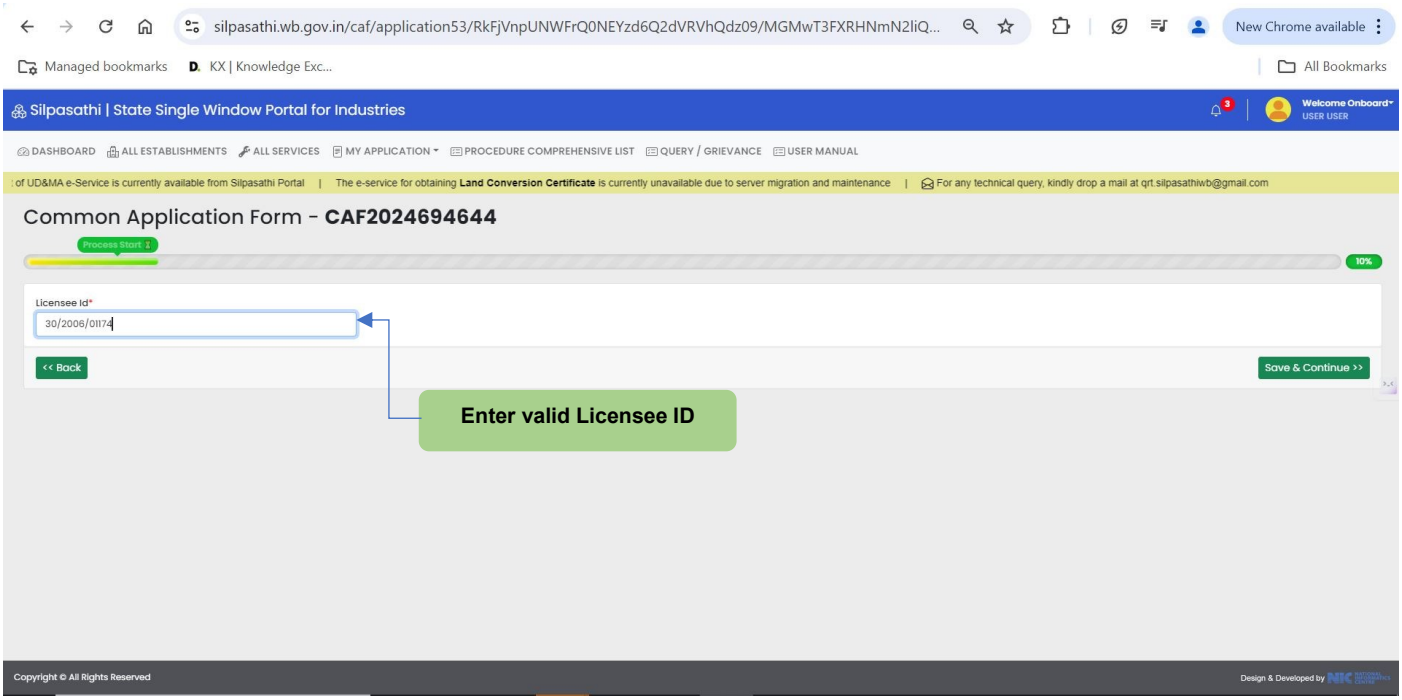
After selecting the service **Brand and Label Registration under State Excise and renewal" by Dte of Excise (Finance), Govt. of West Bengal**, the applicant has to click on **'Create CAF'.** Applicant's CAF ID will be created. The unique CAF ID is referred to as the common application form.

Applicant's Dashboard



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):

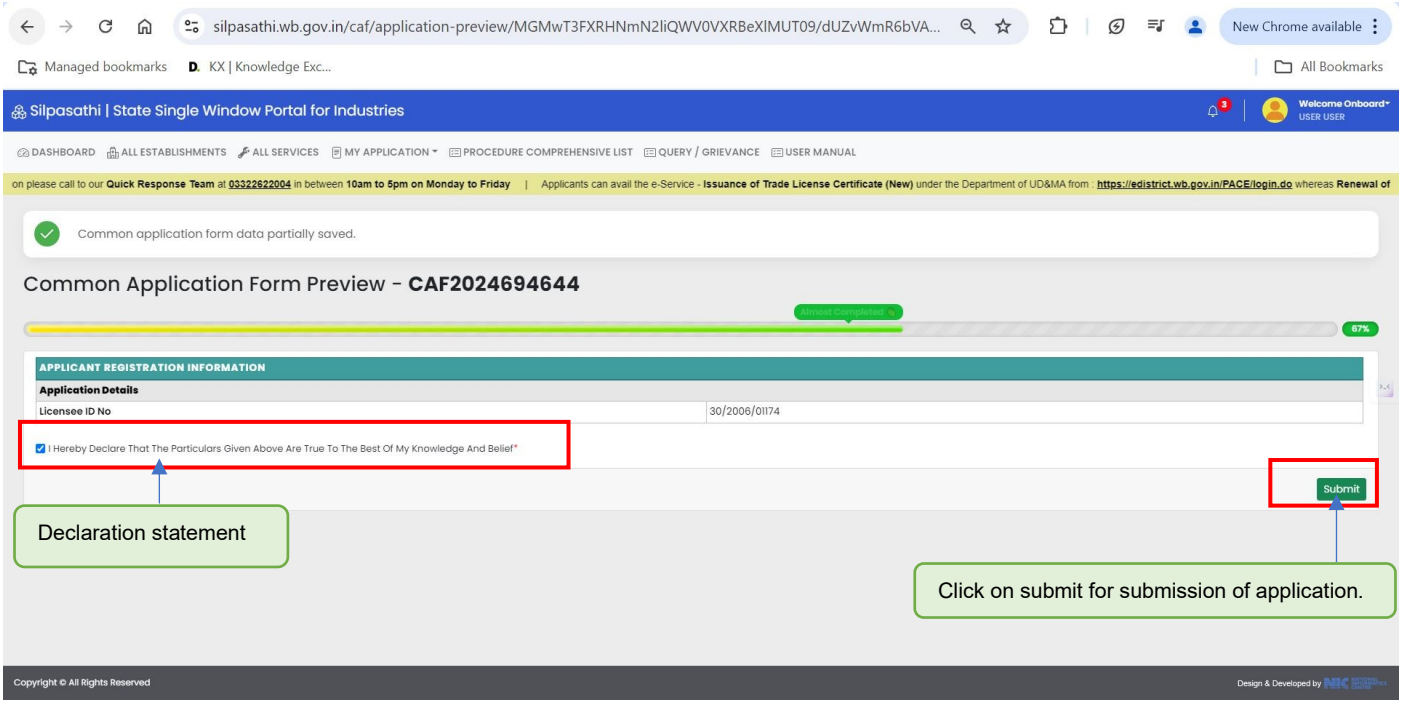
The applicant is required to enter valid Licensee ID to proceed with the application



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.

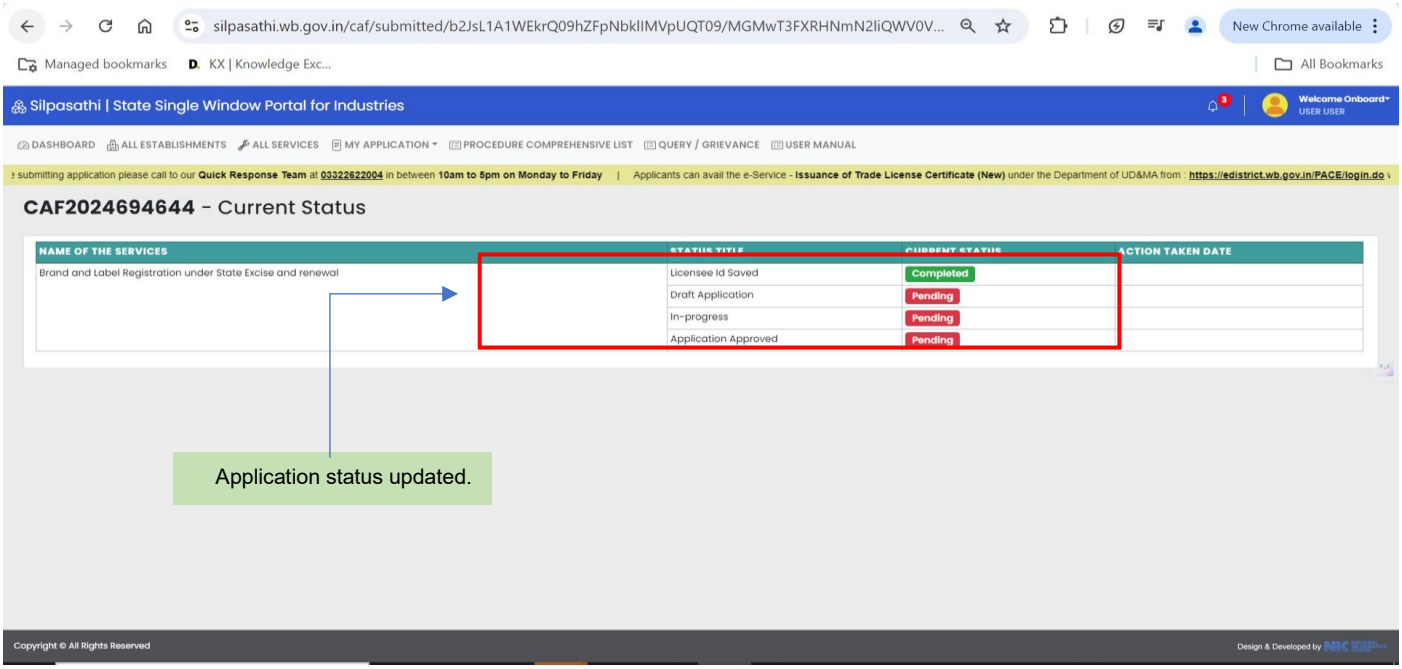
Application Form



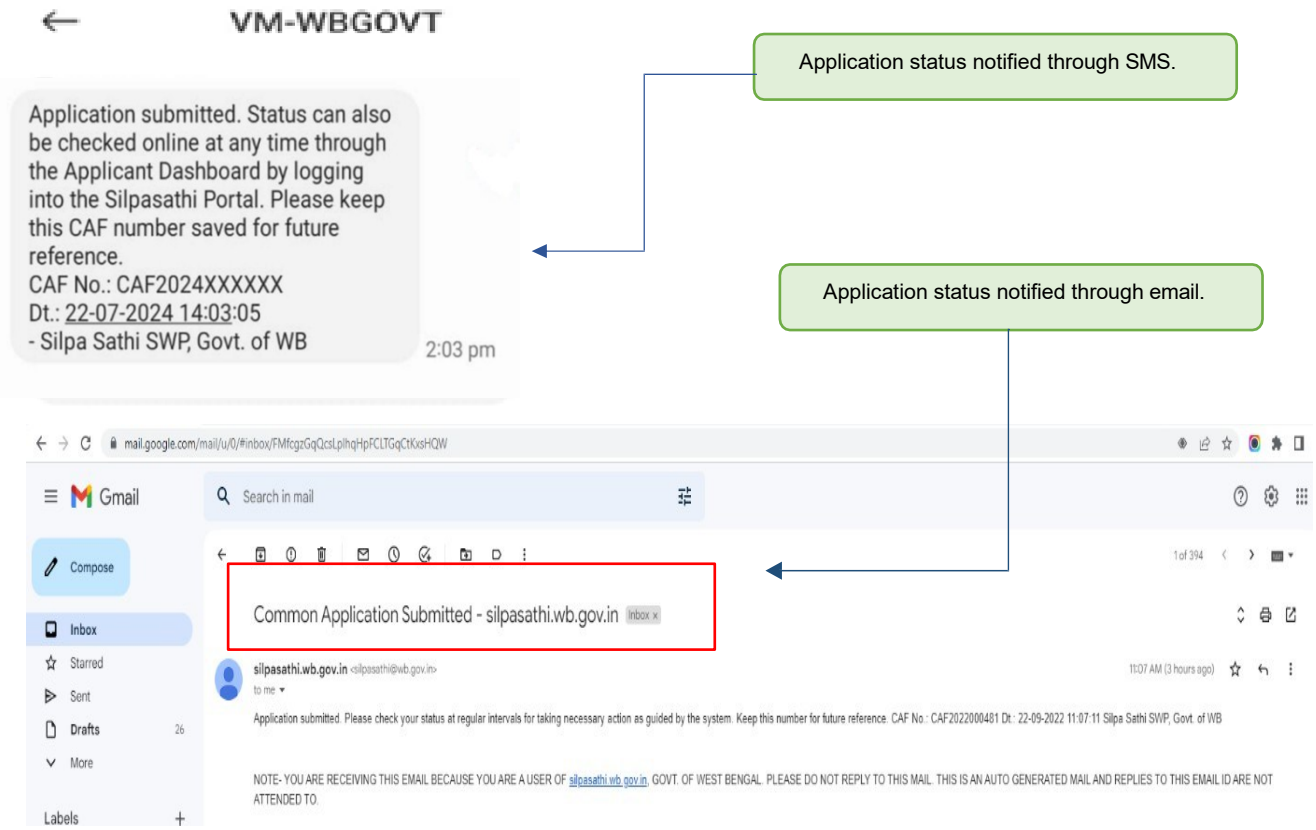
Brand and Label Registration under State Excise and renewal

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

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

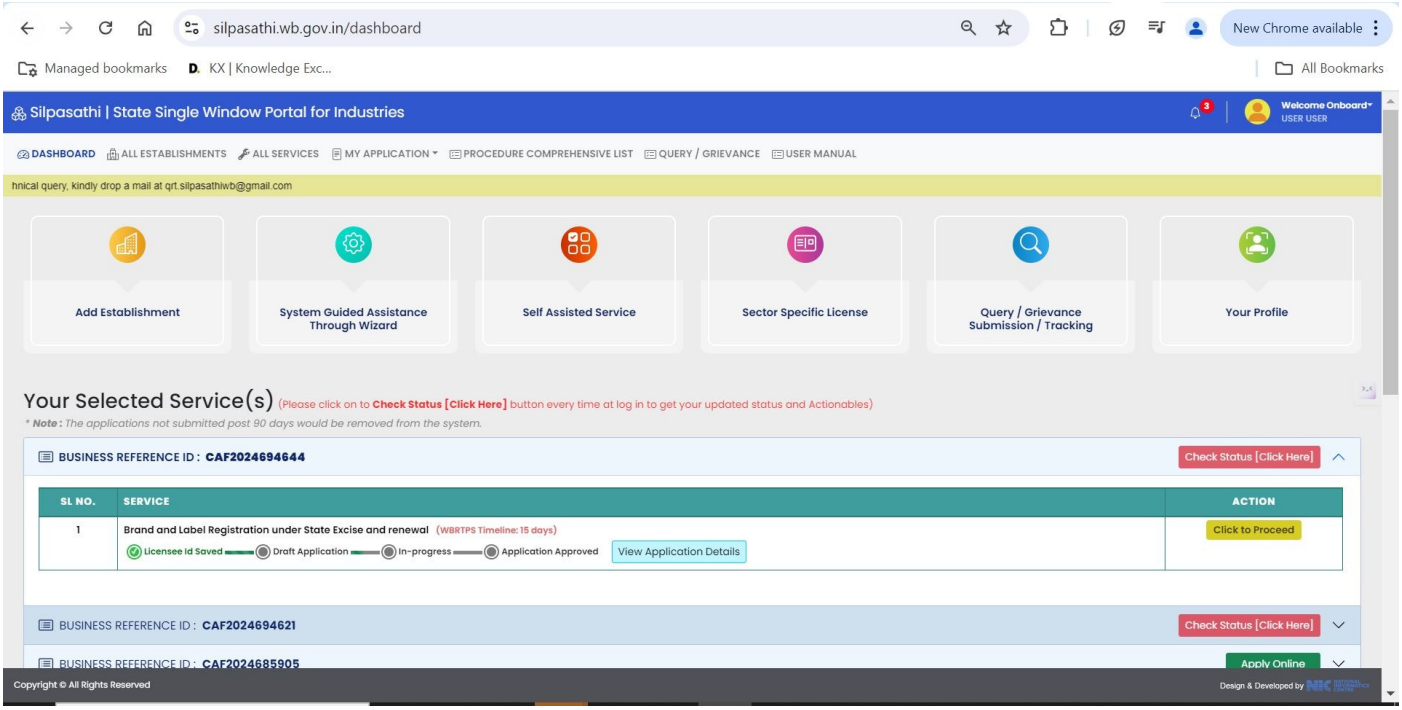


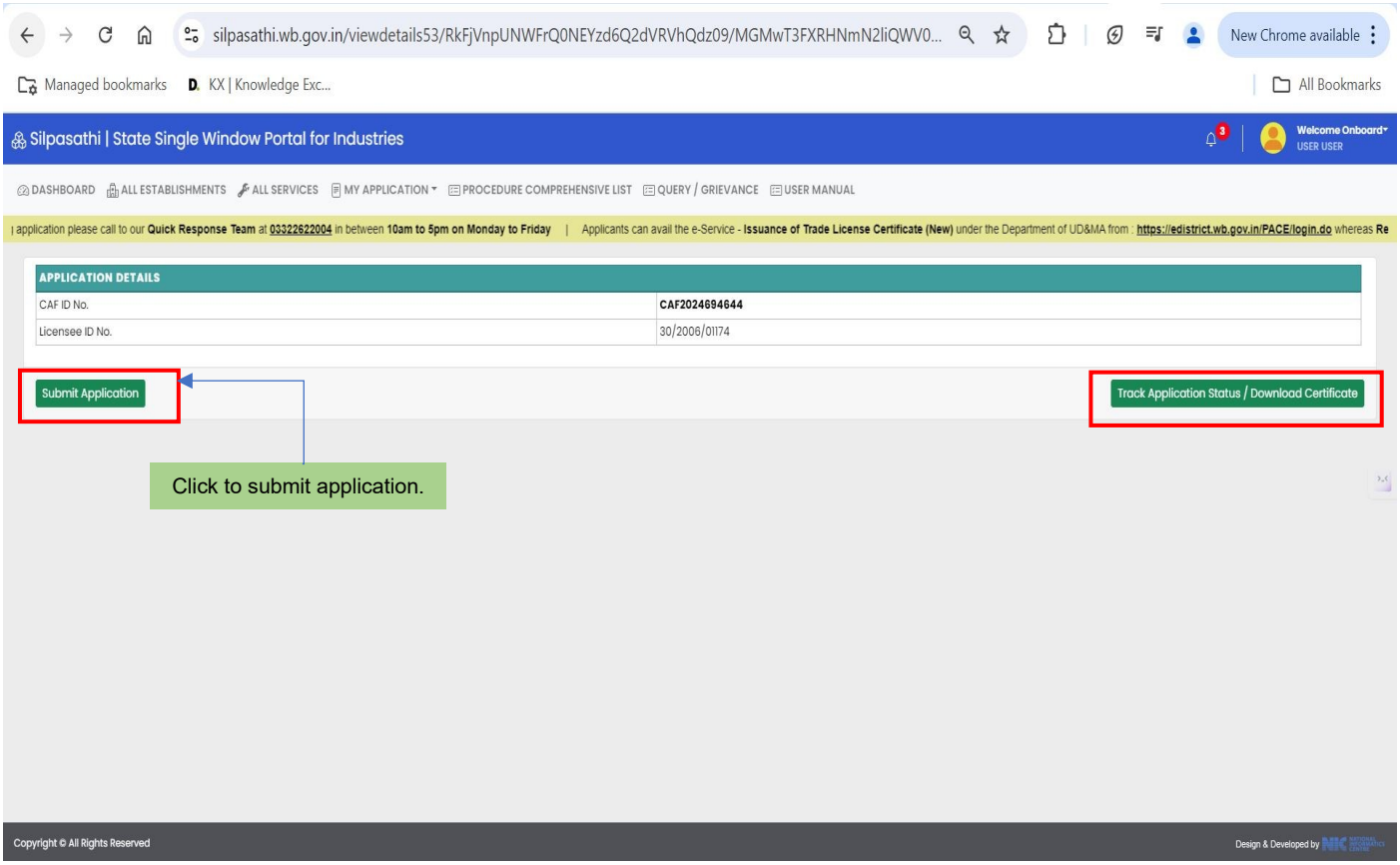
The applicant /user shall be notified via SMS and email on his registered phone number and email id respectively. The applicant receives notifications at different stages of the application - application submission, application approval, etc.



2. Online Payment of fees

The applicant has to click on **'Click to Proceed.'** to continue with further process.



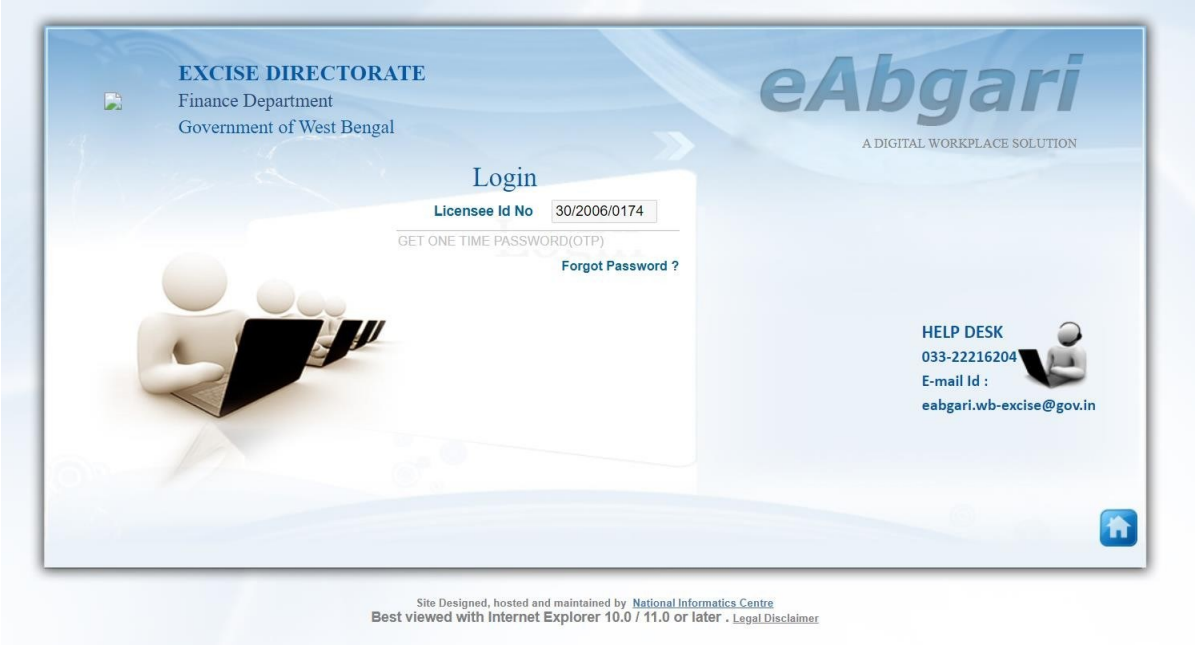


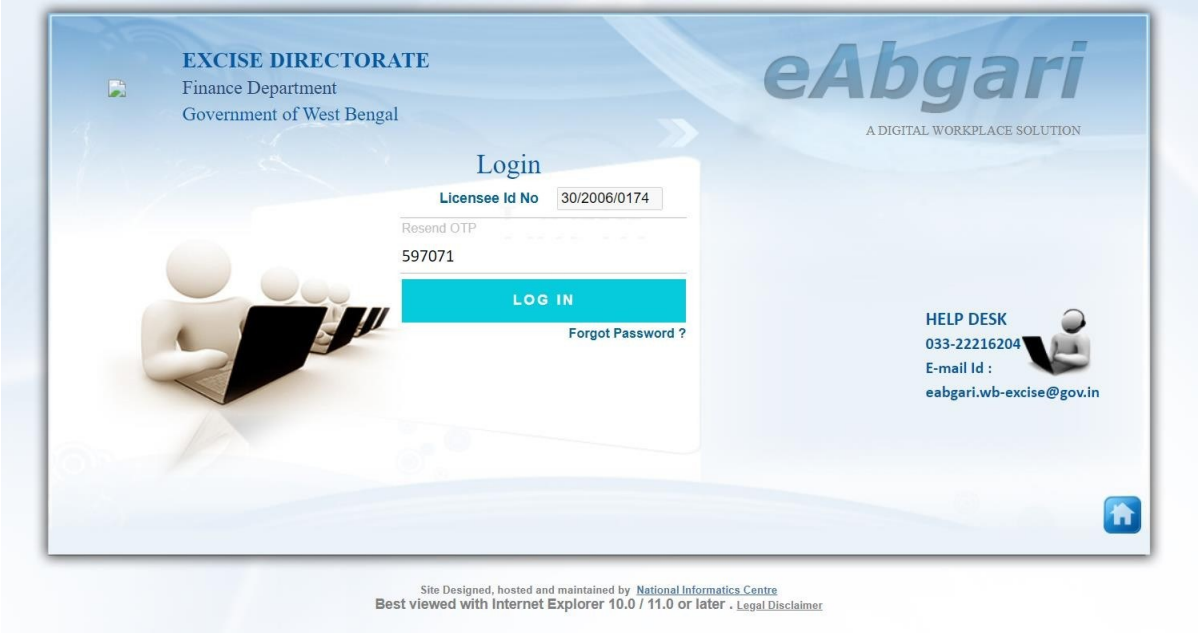
Brand and Label Registration under State Excise and renewal

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

Applicant successfully migrates to the Excise Directorate portal.

Login Page: Applicant logs into the Excise portal with Licensee ID No. and OTP.





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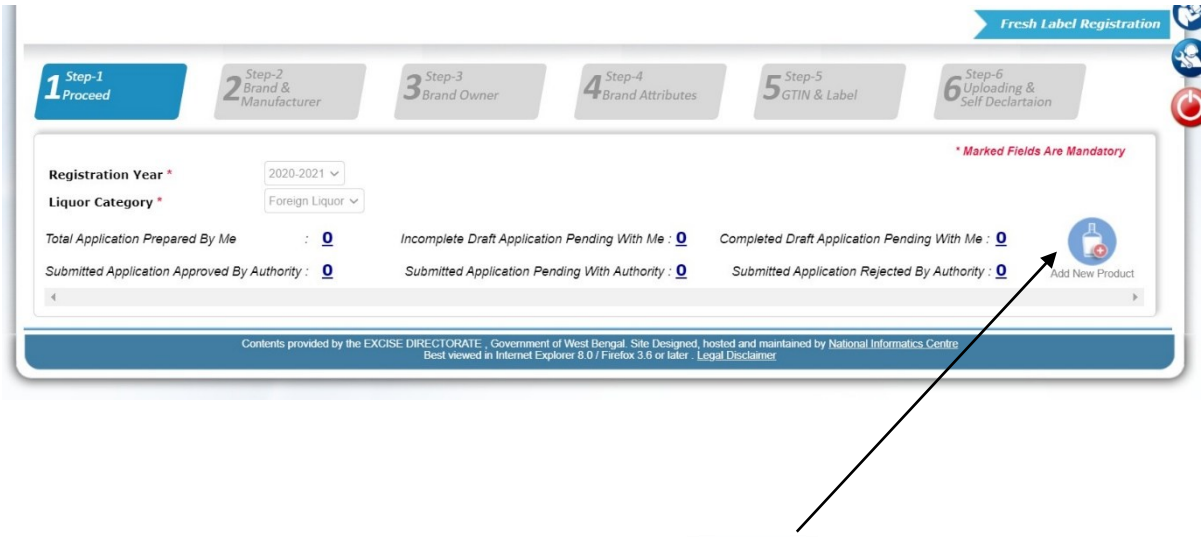
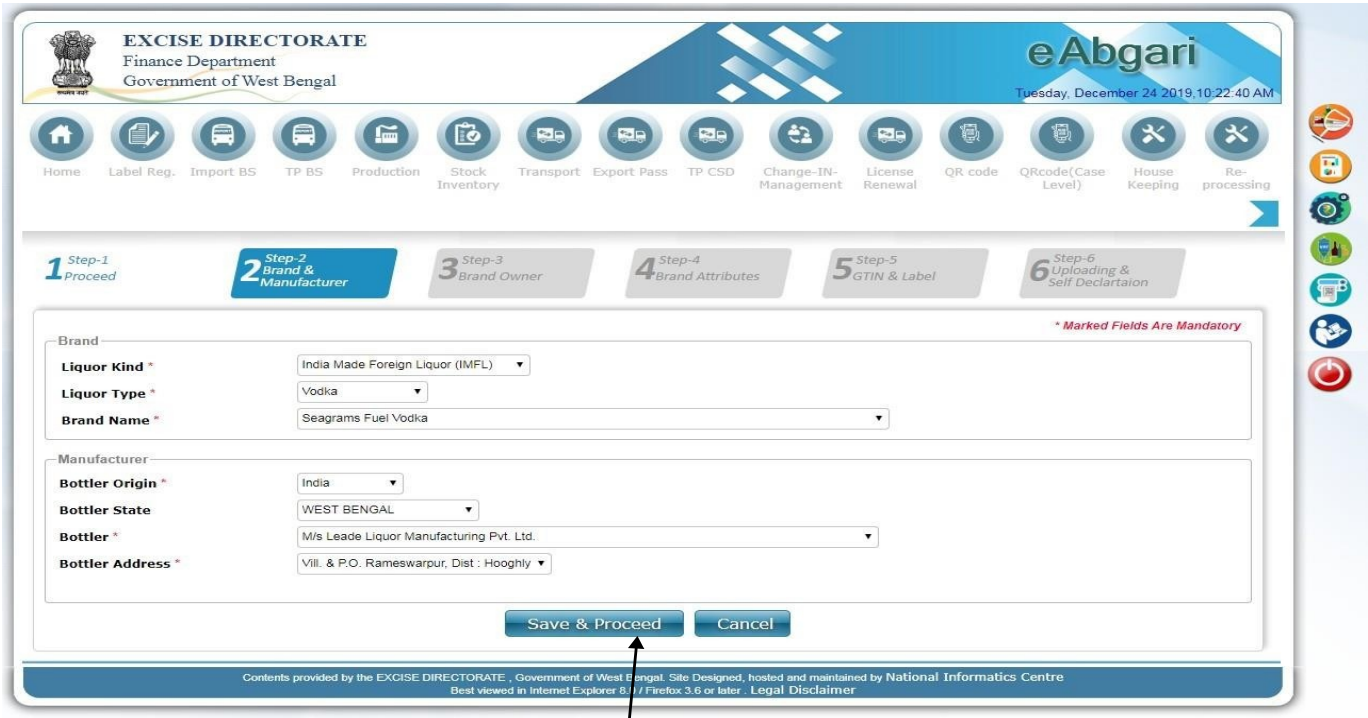


Click on Add New Product

Applicant fills in relevant details and proceeds with the application.

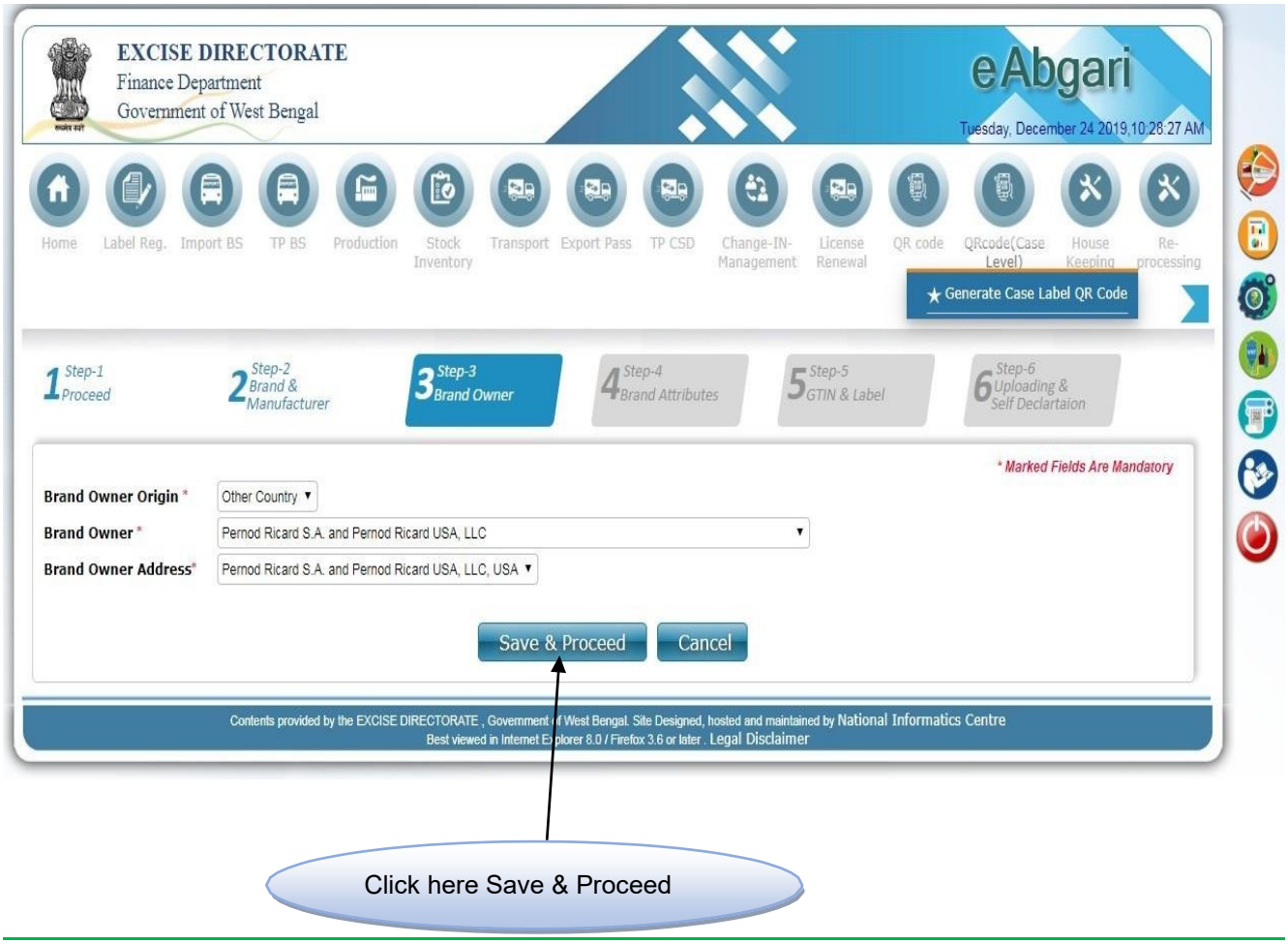


Click here Save & Proceed

➢ Brand Details:

For the selection of the **Liquor Kind**, **Liquor Type** and **Brand Name** the applicant can manually enter the names of the same in the respective text boxes. After typing, at least, 3 letters the system will allow the applicant to automatically select the respective procurement object according to the letters.

- **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.



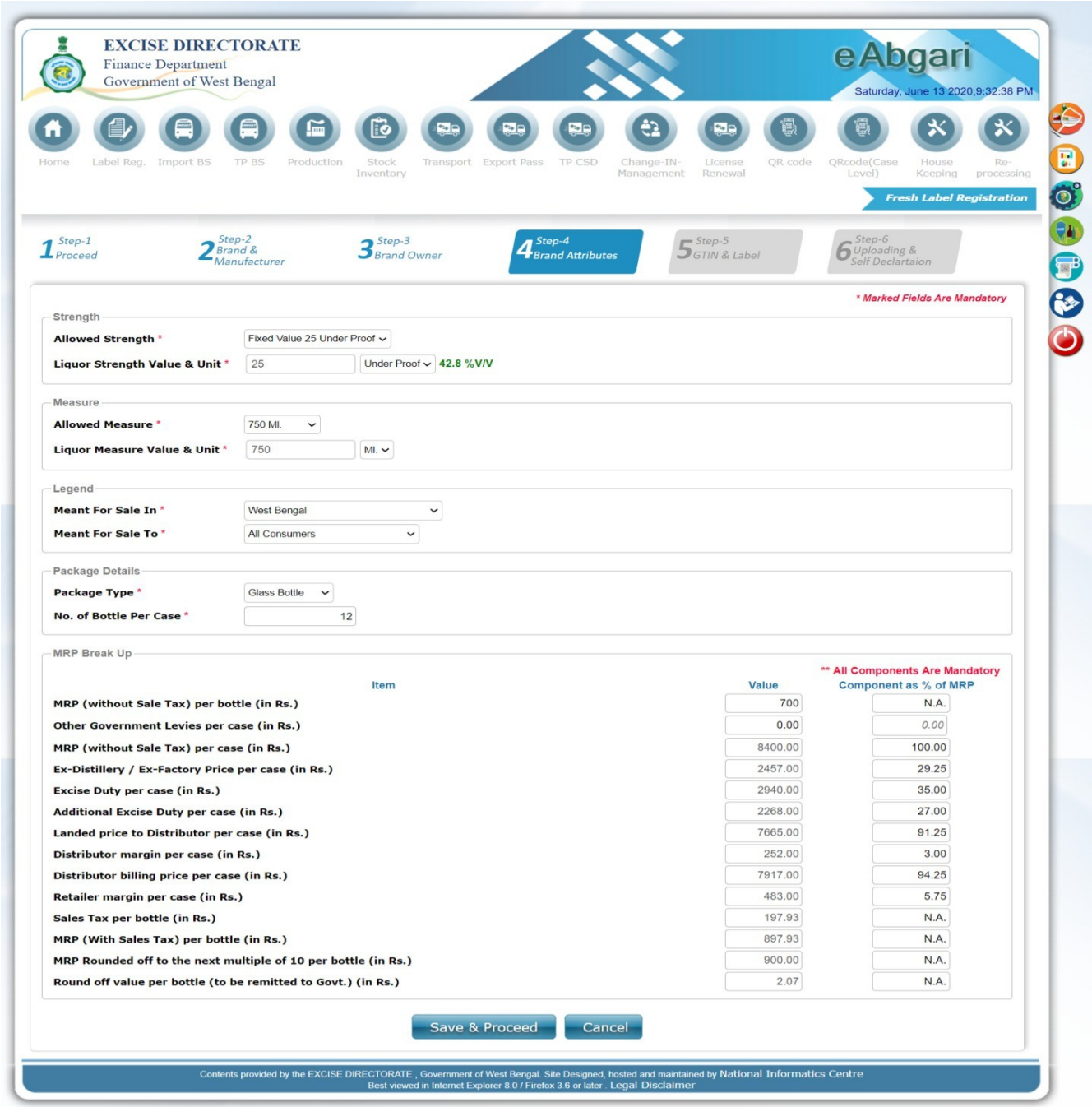
Click here Save & Proceed

Brand Owner Details:

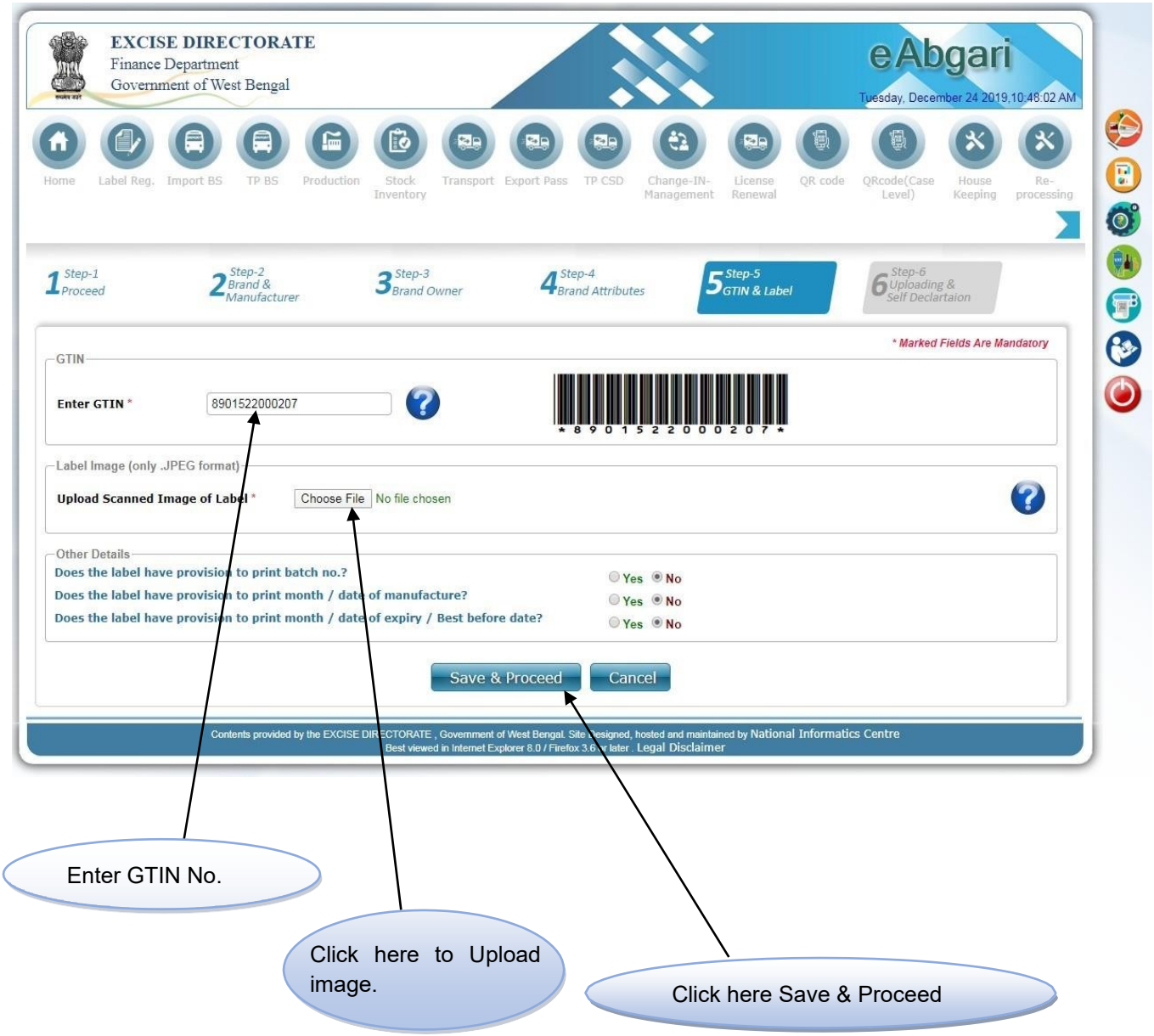
- Select **Brand Owner Origin**, **Brand Owner,** and **Brand Owner Address** from the dropdown lists.
- Click on the **Save & Proceed** button.

Brand and Label Registration under State Excise and renewal

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



- Enter all the required details like **Strength**, **Measure**, **Legend,** and **Package details.**
- **In the MRP Break up column** enter the values for **MRP (without Sale Tax) per bottle (in Rs.)**
- **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.



- 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** whichever is correct.

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 andshould be in visible and good quality.]

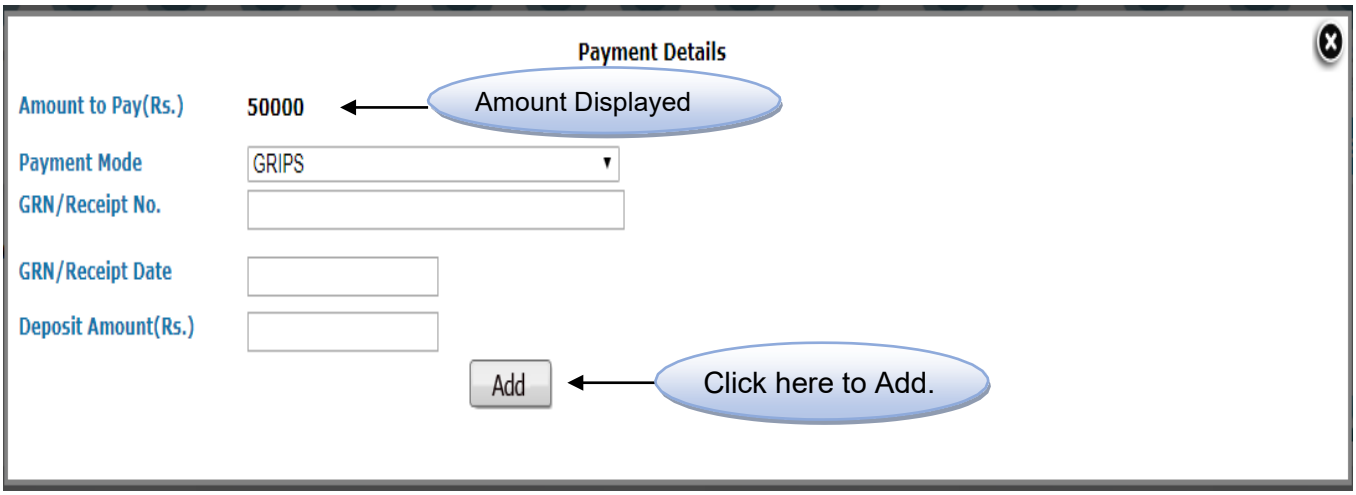
Brand and Label Registration under State Excise and renewal

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

Click here to submit application.

Click here to view documents.

Enter Payment Details

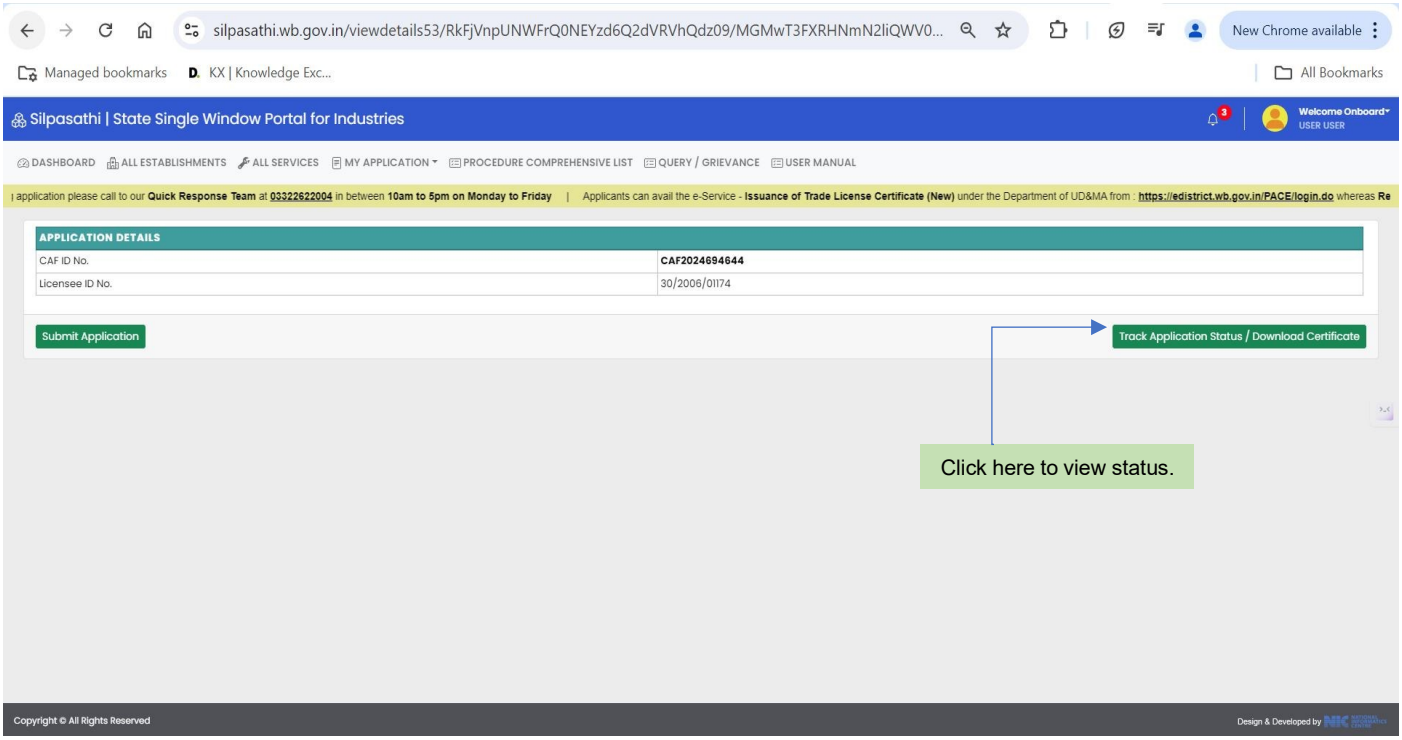


- Amount that is to be paid will be displayed on the screen as mentioned above.
- Now select the Payment Mode from the dropdown list and enter the GRN No. in the text box.
- After entering the correct GRN No., the GRN Date and Deposit Amount willbe displayed automatically. Then click on the **Add** button.

[NOTE: GRN No. will be available after the online payment through GRIPS Portal.]

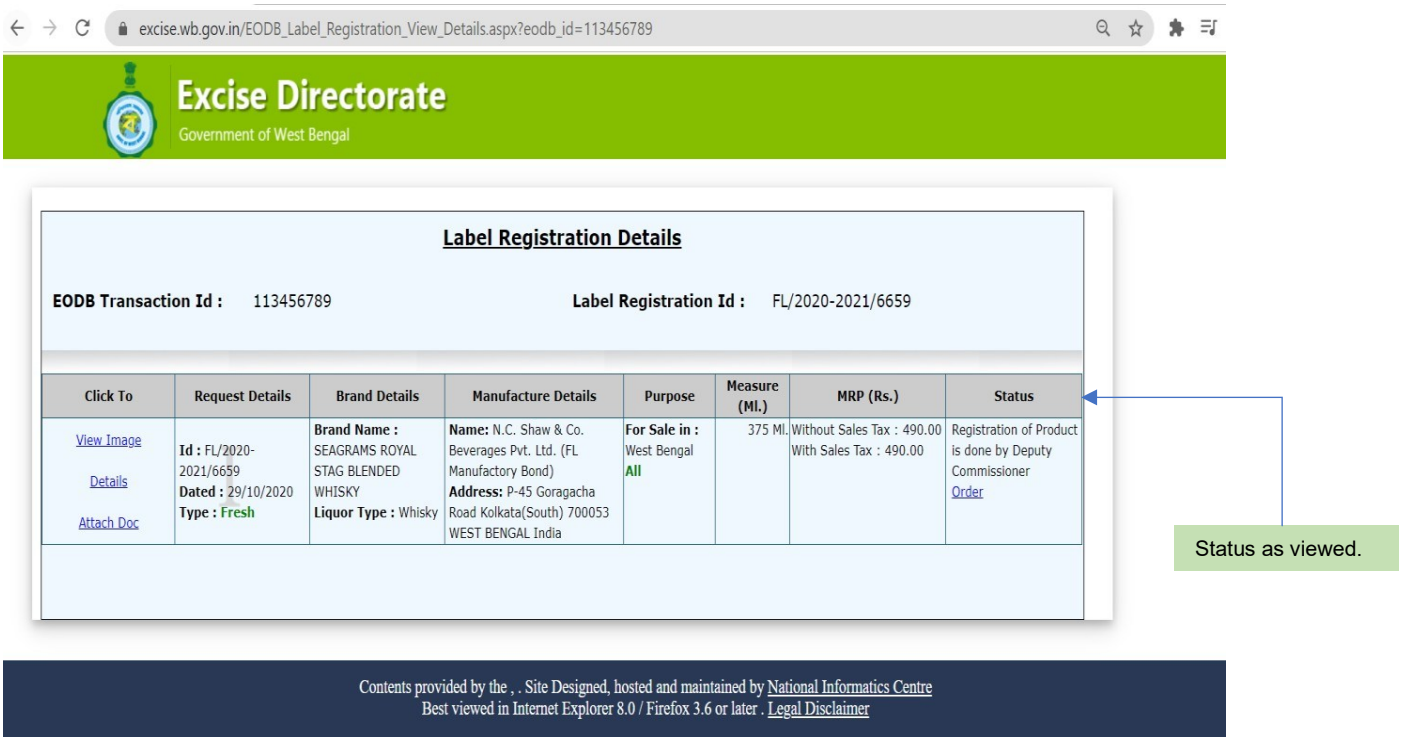
3. Track Status of Application

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

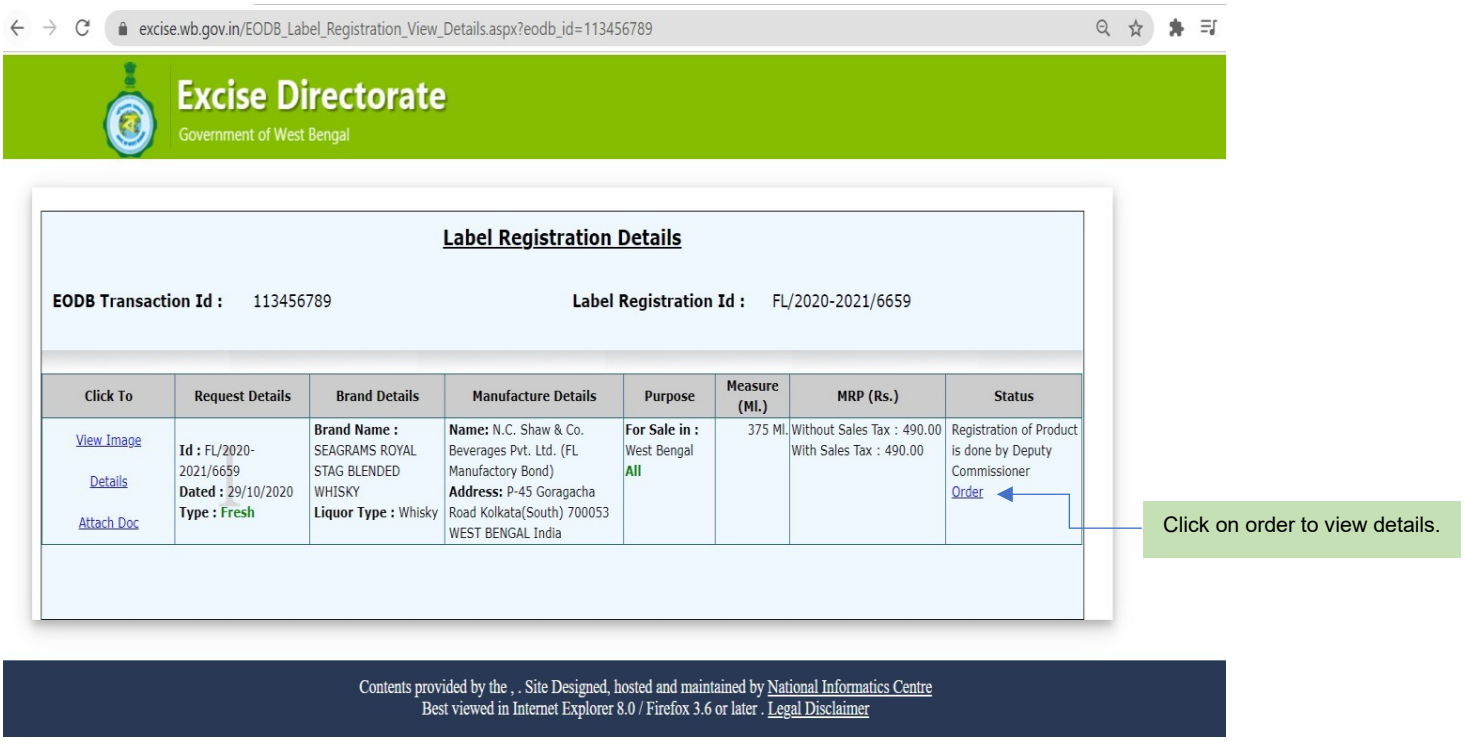


4. Online Download of final approval certificate

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.



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 **Seagrams 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 :	Seagrams Fuel Vodka			**Package Type :**	Glass Bottle
Name & Address of Manufacturer :	M/s Leade Liquor Manufacturing Pvt. Ltd.,Vill. & P.O. Rameswarpur, 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 (42.8% v/v)	**Measure :**	750 ML	**MRP (Rs.) :**	400.00

Payment Details

Payment Mode:	Grips	**Fee (in Rs.):**	50000	**GRN No.**	192018190323609371 (for 1 Labels)

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 Page 1 of 2 <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 Page 2 of 2 <NIC-WBSC>

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 portal.

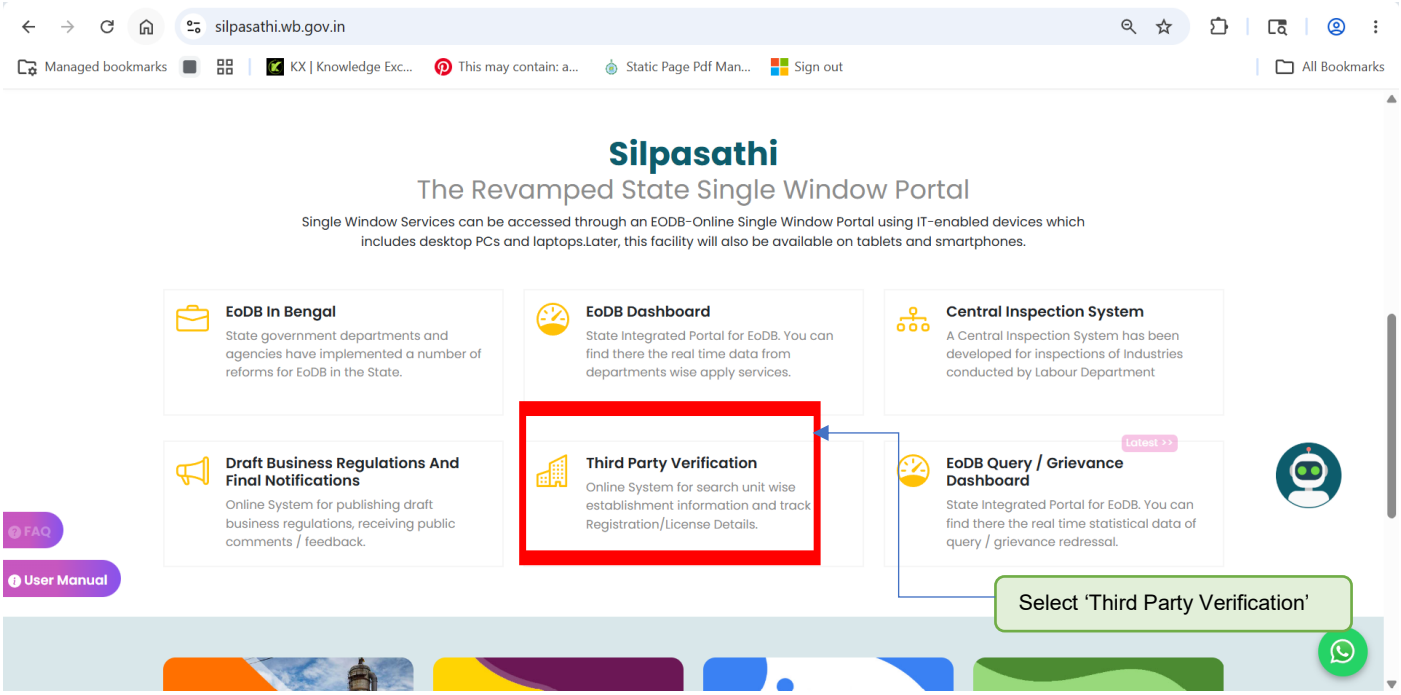
Third party verification process

The applicant or any user has to log in to **https://silpasathi.wb.gov.in/.**

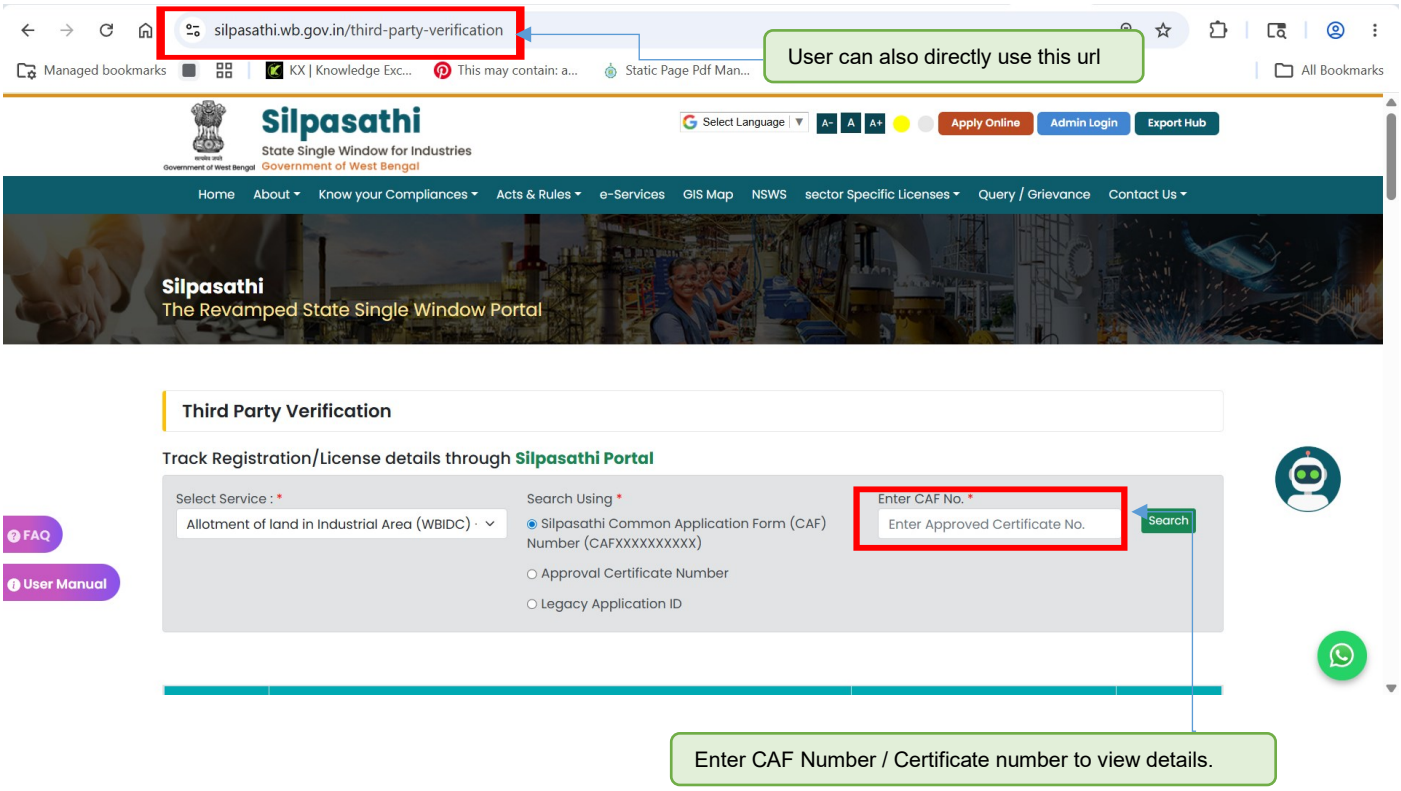
A user (any third party) needs to click on '*Third party Verification'* section in the homepage and enter registration number / license number and then click on 'Search' link, for Verification of Certificate.

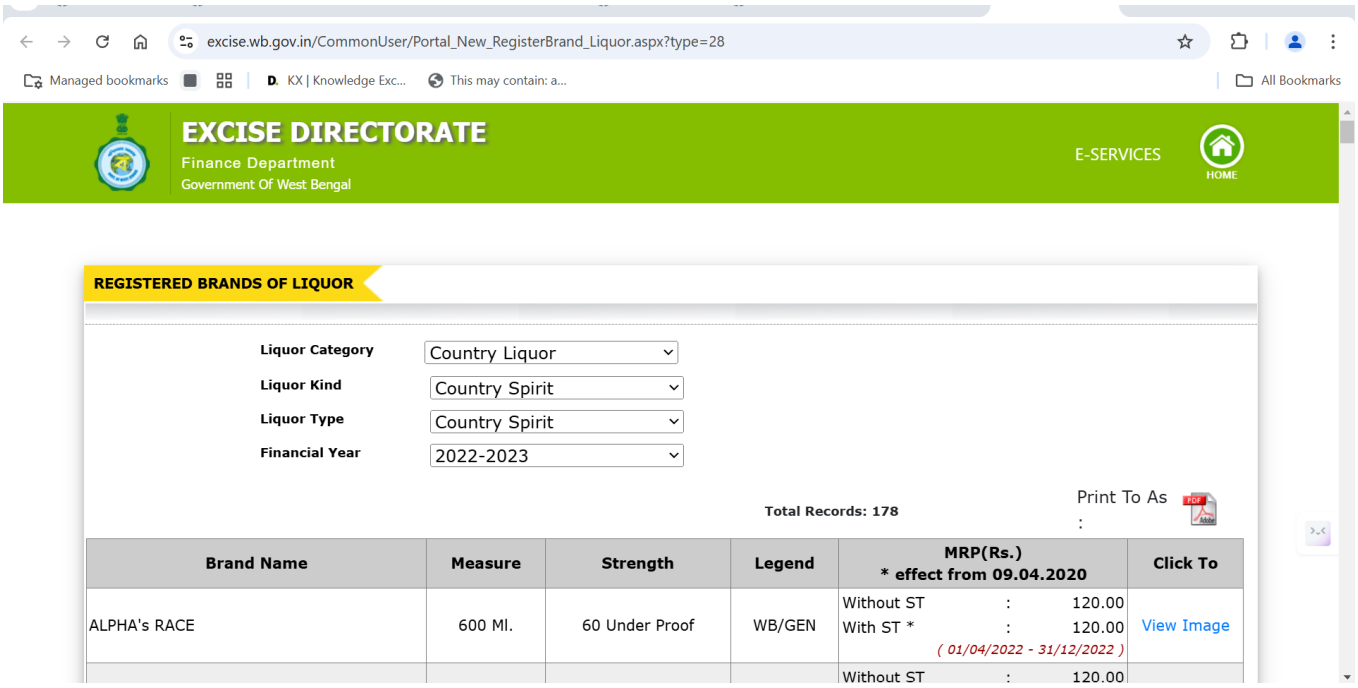
(Screenshots below):

SilpaSathi Homepage



Applicant selects the service and then select SilpaSathi CAF Number/ Approval Certificate Number. Enter the Certificate or Approval number / CAF Number in the text box beside it and click on 'Search' to view details of certificate.



Brand and Label Registration under State Excise and renewal

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