



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

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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
1.	Licensee ID	Unique ID as registered in the Excise Department

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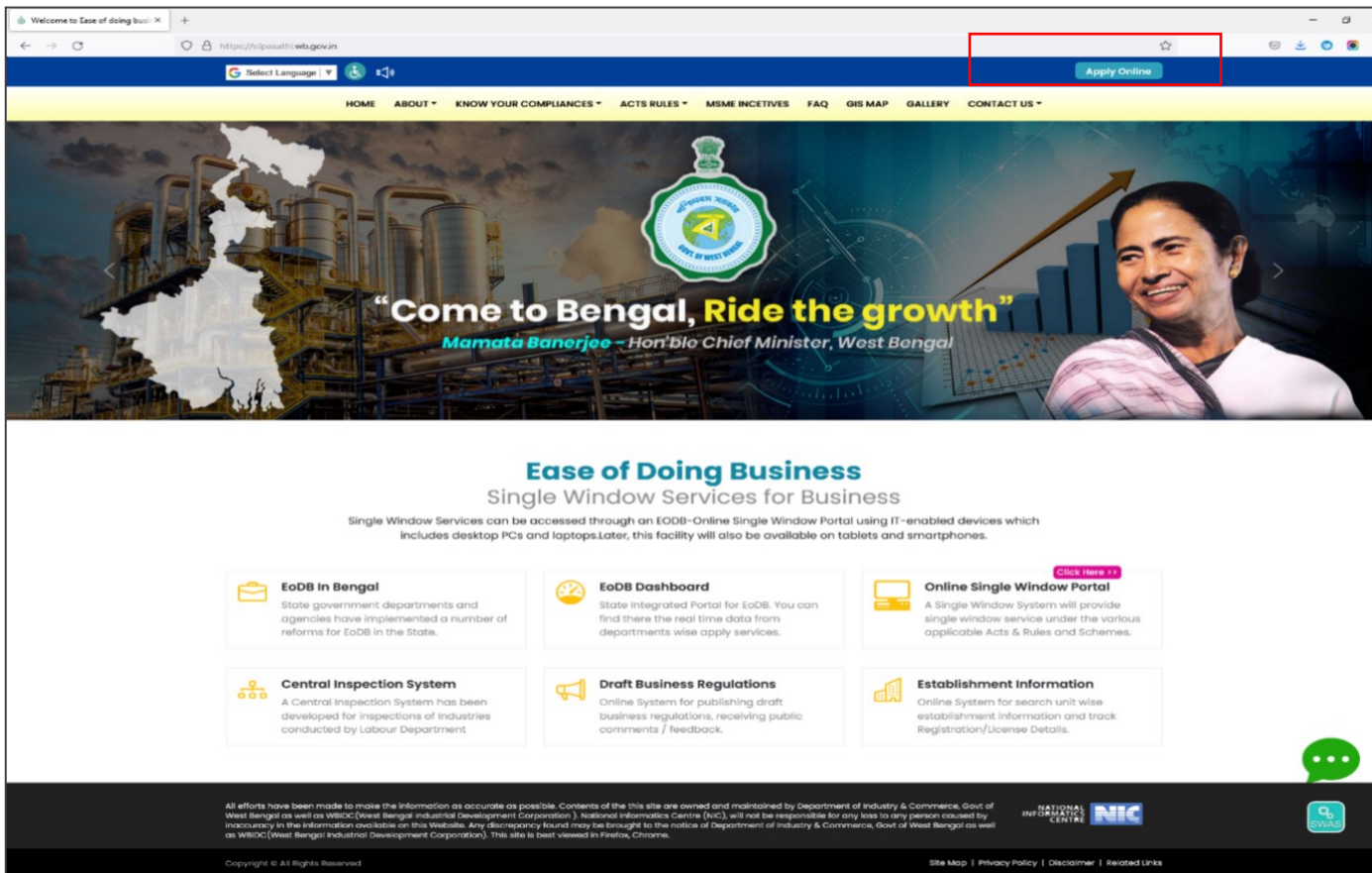
## Brand and Label Registration under State Excise and renewal

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## 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.

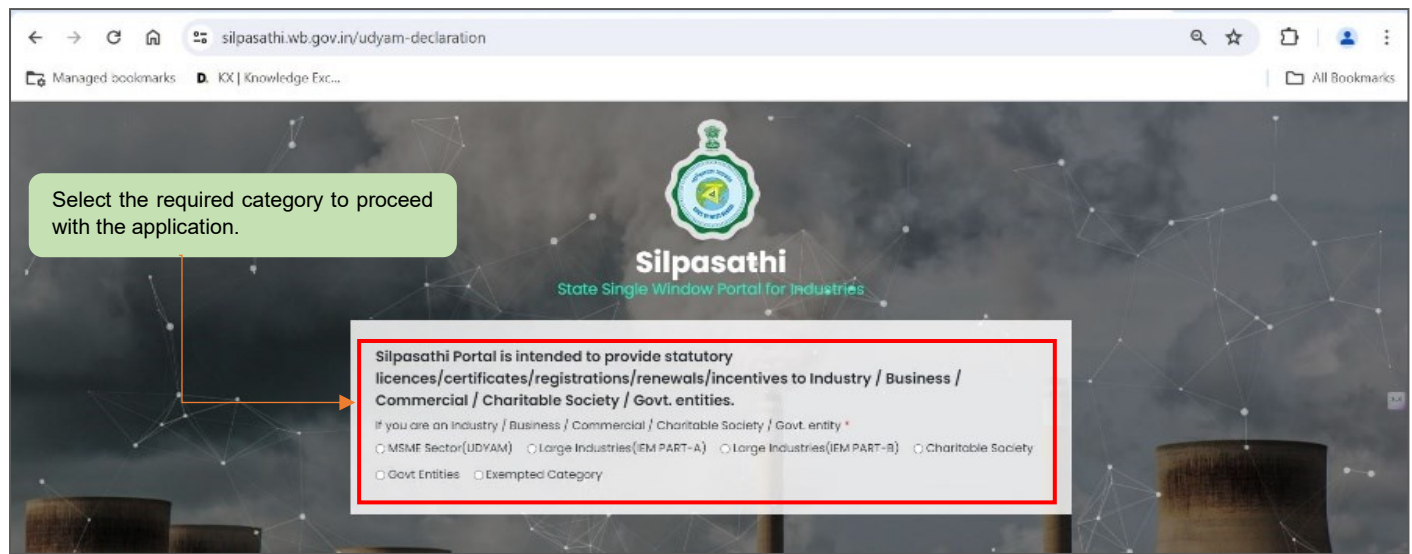


**Applicant Log-in:** The applicant needs to **select the required category** as illustrated in the screenshot below and proceed for registration.

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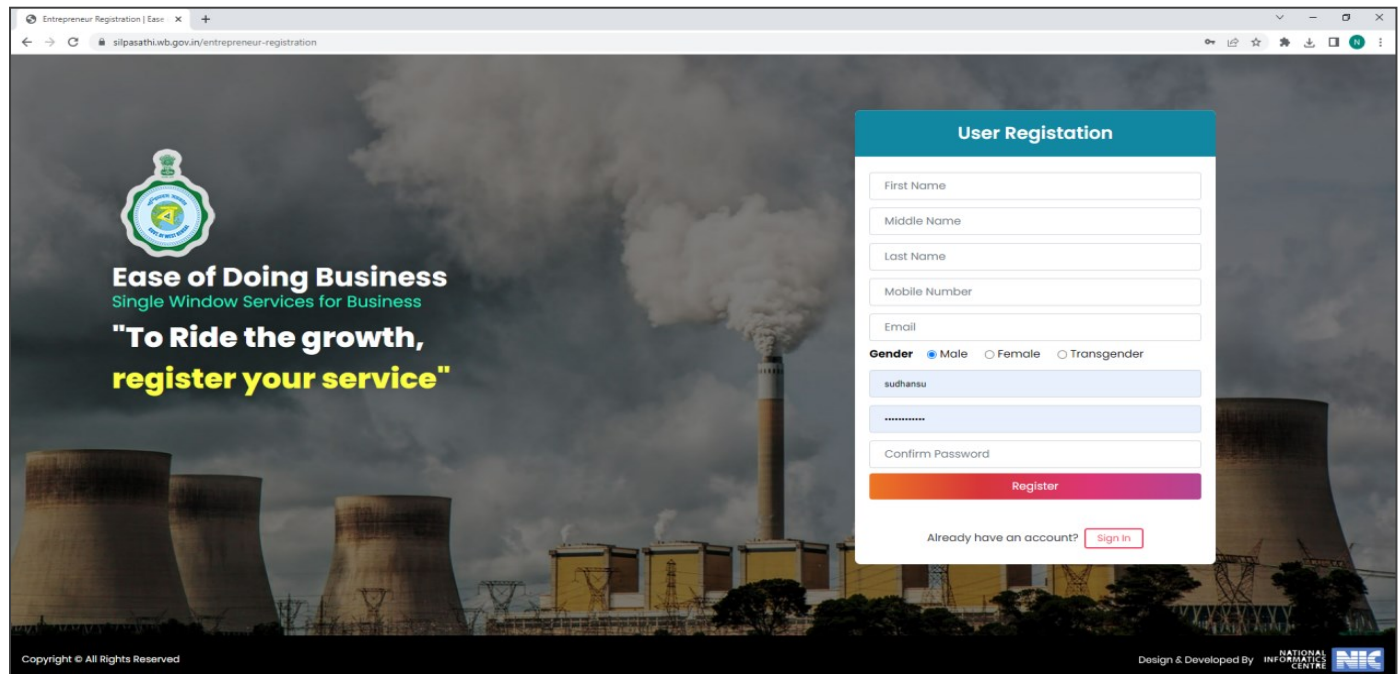
## Brand and Label Registration under State Excise and renewal

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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**.

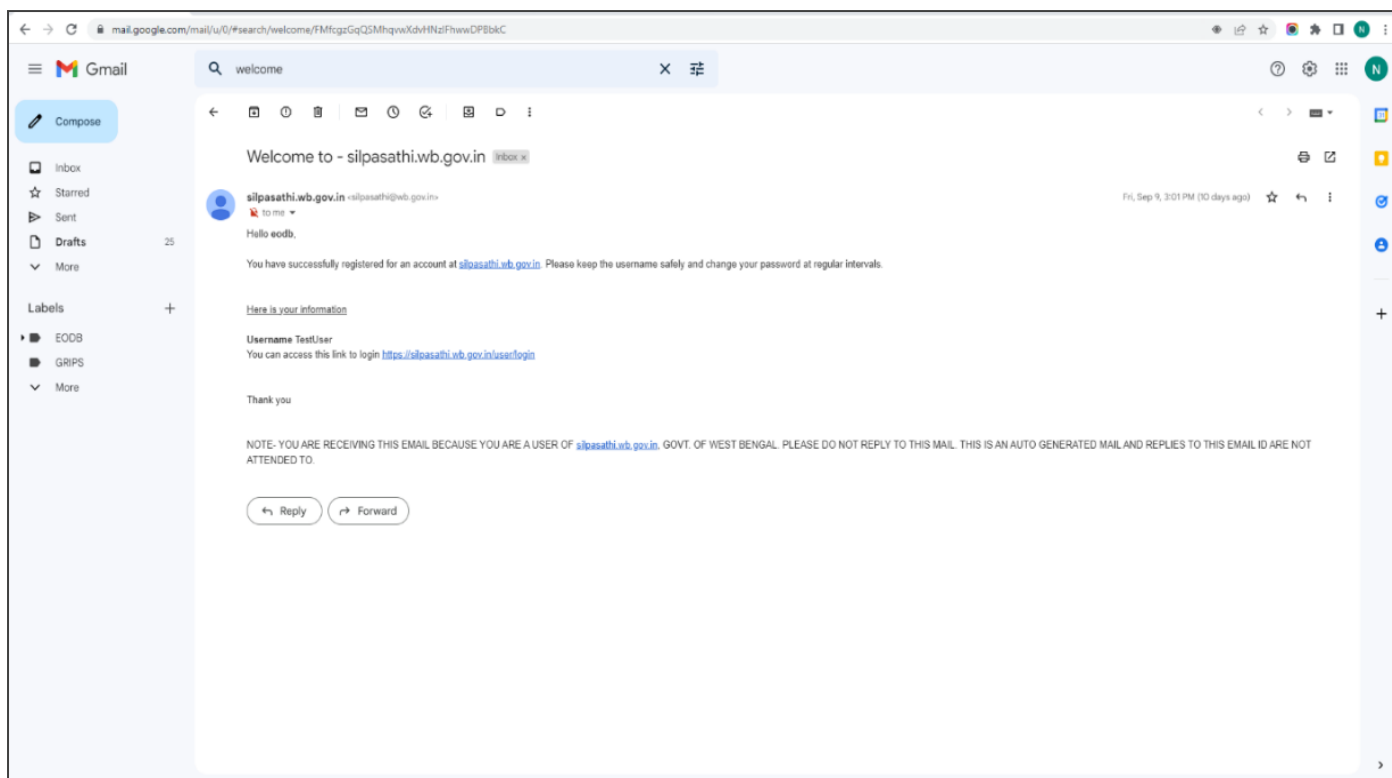


Applicants will receive email confirmation after registering into the single window portal. Please refer to the screenshot below:

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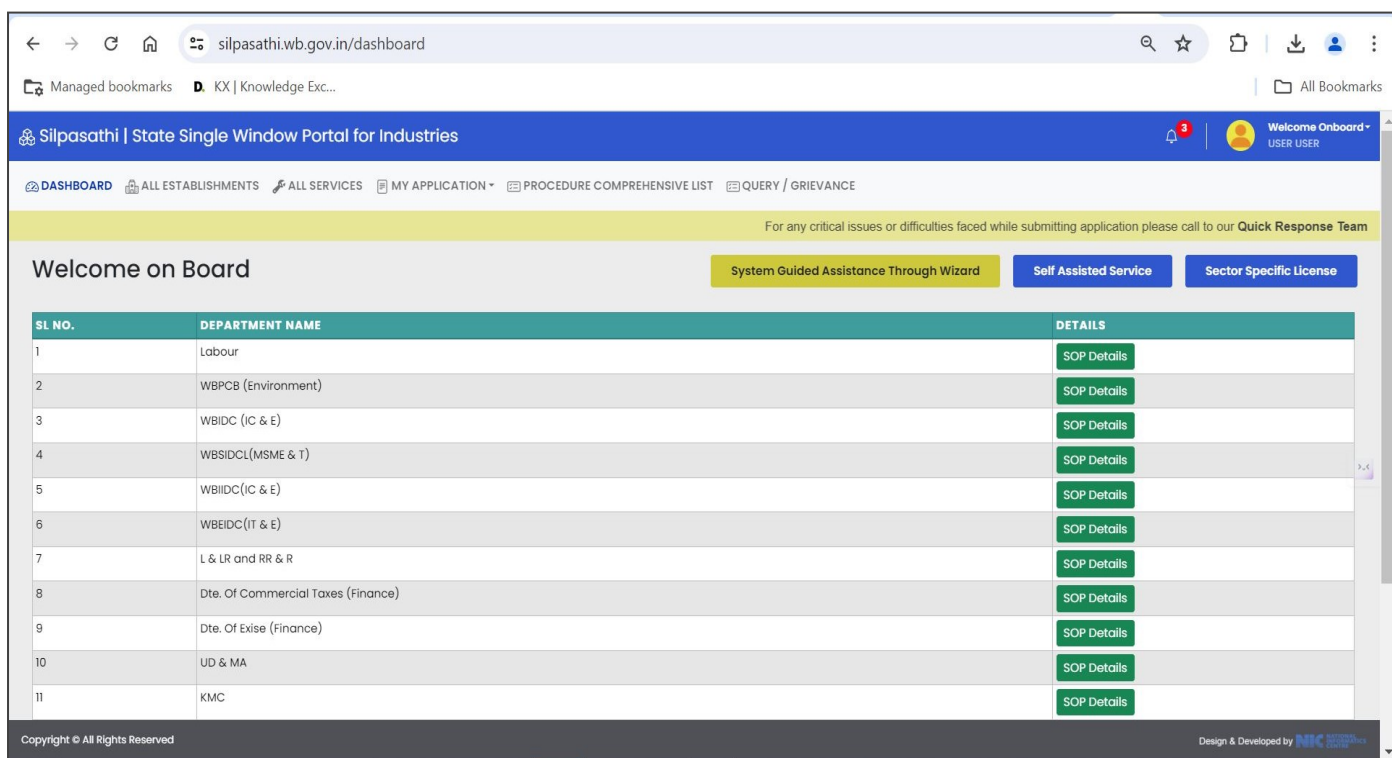
## Brand and Label Registration under State Excise and renewal

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## Online Application submission

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



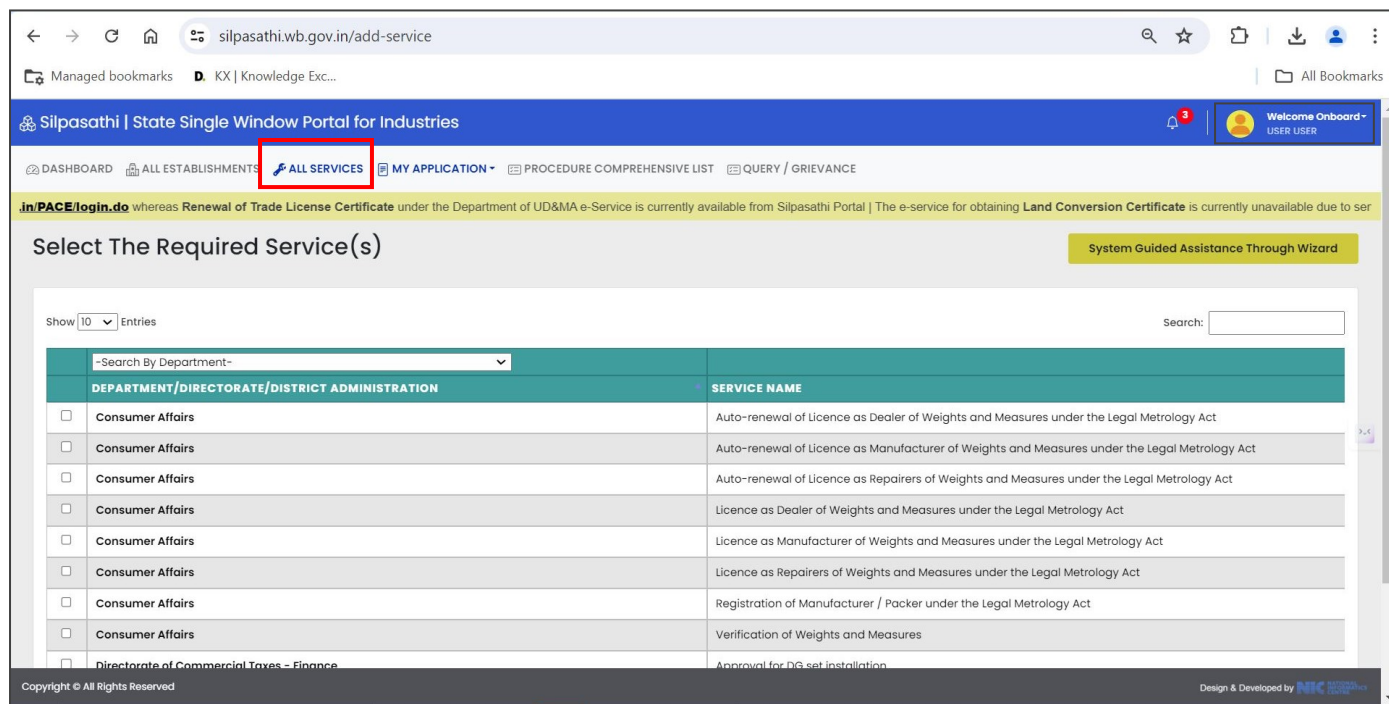


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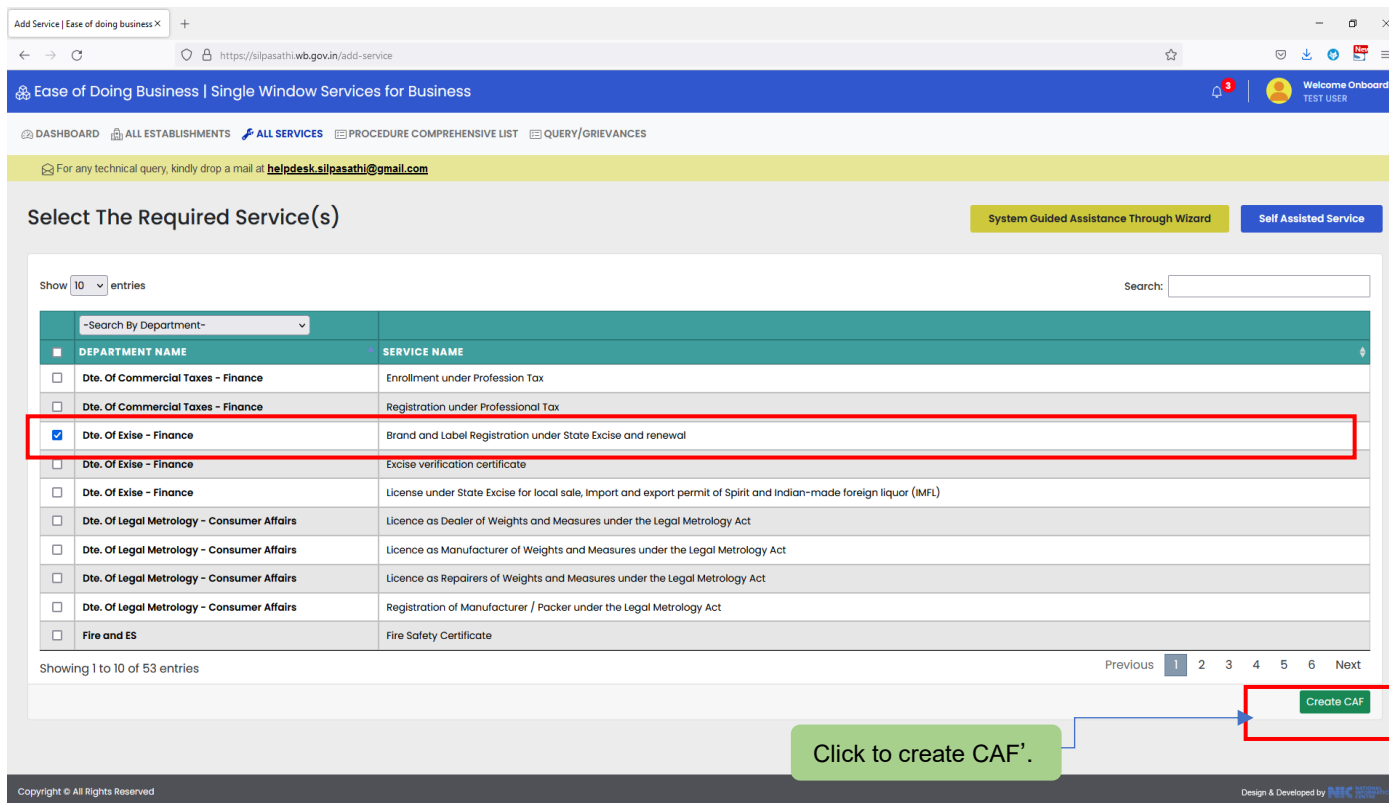
## Brand and Label Registration under State Excise and renewal

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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.

The screenshot shows the SilpaSathi dashboard with a green notification box at the top left stating "CAF ID generated." and a green instruction box at the top right stating "Click on 'Apply Online' to proceed with the application." The dashboard header includes the SilpaSathi logo and navigation links. A yellow banner at the top provides information about the Renewal of Trade License Certificate and Land Conversion Certificate. Below the banner, a green checkmark icon indicates "Service Added Successfully". The main content area features six service tiles: Add Establishment, System Guided Assistance Through Wizard, Self Assisted Service, Sector Specific License, Query / Grievance Submission / Tracking, and Your Profile. A section titled "Your Selected Service(s)" displays a table with one row for "Brand and Label Registration under State Excise and renewal". The table includes a progress bar showing the status from "Licensee Id Saved" to "Application Approved". A red box highlights the "BUSINESS REFERENCE ID : CAF2024694644" and another red box highlights the "Apply Online" button. The footer contains copyright information and the design & development by NMC.

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>	

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):

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

Silpasathi | State Single Window Portal for Industries

DASHBOARD ALL ESTABLISHMENTS ALL SERVICES MY APPLICATION PROCEDURE COMPREHENSIVE LIST QUERY / GRIEVANCE USER MANUAL

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 drop a mail at qrt.silpasathiwb@gmail.com

### Common Application Form - CAF2024694644

Process Start 10%

Licensee Id\*  
30/2006/01174

<< Back Save & Continue >>

Enter valid Licensee ID

Copyright © All Rights Reserved Design & Developed by NIC

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

Silpasathi | State Single Window Portal for Industries

DASHBOARD ALL ESTABLISHMENTS ALL SERVICES MY APPLICATION PROCEDURE COMPREHENSIVE LIST QUERY / GRIEVANCE USER MANUAL

on 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/PAGE/login.do> whereas Renewal of

Common application form data partially saved.

### Common Application Form Preview - CAF2024694644

Almost Completed 67%

APPLICANT REGISTRATION INFORMATION

Application Details

Licensee ID No 30/2006/01174

☒ I Hereby Declare That The Particulars Given Above Are True To The Best Of My Knowledge And Belief\*

Submit

Declaration statement

Click on submit for submission of application.

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

The screenshot shows the SilpaSathi portal interface. The header includes navigation links like DASHBOARD, ALL ESTABLISHMENTS, ALL SERVICES, MY APPLICATION, PROCEDURE COMPREHENSIVE LIST, QUERY / GRIEVANCE, and USER MANUAL. The main content area displays the application status for CAF2024694644. A table lists the steps of the application process:

NAME OF THE SERVICES	STATUS TITLE	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	

A green box highlights the 'Completed' status for the 'Licensee Id Saved' step. A blue arrow points from this box to a green callout box that says '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.

The top part of the image shows an SMS notification from VM-WBGOVT. The message reads: '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'. A green callout box points to the SMS with the text 'Application status notified through SMS.'

The bottom part of the image shows an email notification from silpasathi.wb.gov.in. The subject is 'Common Application Submitted - silpasathi.wb.gov.in'. The body text says: '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'. A green callout box points to the email with the text 'Application status notified through email.'

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### 2. Online Payment of fees

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

The screenshot shows the SilpaSathi dashboard. At the top, there's a navigation bar with links like DASHBOARD, ALL ESTABLISHMENTS, ALL SERVICES, MY APPLICATION, PROCEDURE COMPREHENSIVE LIST, QUERY / GRIEVANCE, and USER MANUAL. Below this, there's a section titled 'Your Selected Service(s)' with a note: '(Please click on to Check Status [Click Here] button every time at log in to get your updated status and Actionables)'. A note below states: '\* Note: The applications not submitted post 90 days would be removed from the system.' The main content area displays a table with columns: SL NO., SERVICE, and ACTION. The first row shows a service 'Brand and Label Registration under State Excise and renewal (WBRTS Timeline: 15 days)' with a status 'Licensee Id Saved' and a 'Click to Proceed' button. Below the table, there are three business reference IDs: CAF2024694644, CAF2024694621, and CAF2024685905, each with a 'Check Status [Click Here]' button. The footer contains copyright information and a design credit to NIK.

The screenshot shows the 'View Details' page for a specific application. The URL in the browser is silpasathi.wb.gov.in/viewdetails53/RkFjVnpUNWFrQ0NEYzd6Q2dVRVhQdz09/MGMwT3FXRHmN2liQWV0... The page header is the same as the dashboard. Below the header, there's a banner with information about the Quick Response Team and the e-Service - Issuance of Trade License Certificate (New). The main content area is titled 'APPLICATION DETAILS' and shows the CAF ID No. as CAF2024684644 and the Licensee ID No. as 30/2006/01174. At the bottom, there are two buttons: 'Submit Application' and 'Track Application Status / Download Certificate'. A red box highlights the 'Submit Application' button, and a blue arrow points to it with the text 'Click to submit application.' Another red box highlights the 'Track Application Status / Download Certificate' button. The footer contains copyright information and a design credit to NIK.

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#### Applicant successfully migrates to the Excise Directorate portal.

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

EXCISE DIRECTORATE  
Finance Department  
Government of West Bengal

**eAbgari**  
A DIGITAL WORKPLACE SOLUTION

Login

Licensee Id No 30/2006/0174

GET ONE TIME PASSWORD(OTP)

Forgot Password ?

HELP DESK  
033-22216204  
E-mail Id :  
eabgari.wb-excise@gov.in

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EXCISE DIRECTORATE  
Finance Department  
Government of West Bengal

**eAbgari**  
A DIGITAL WORKPLACE SOLUTION

Login

Licensee Id No 30/2006/0174

Resend OTP

597071

LOG IN

Forgot Password ?

HELP DESK  
033-22216204  
E-mail Id :  
eabgari.wb-excise@gov.in

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The screenshot shows the 'Fresh Label Registration' portal. At the top, there are six steps: 1. Step-1 Proceed (highlighted), 2. Step-2 Brand & Manufacturer, 3. Step-3 Brand Owner, 4. Step-4 Brand Attributes, 5. Step-5 GTIN & Label, and 6. Step-6 Uploading & Self Declaration. Below the steps, there are input fields for 'Registration Year' (2020-2021) and 'Liquor Category' (Foreign Liquor). A table shows application statistics: Total Application Prepared By Me (0), Incomplete Draft Application Pending With Me (0), Completed Draft Application Pending With Me (0), Submitted Application Approved By Authority (0), Submitted Application Pending With Authority (0), and Submitted Application Rejected By Authority (0). An 'Add New Product' button is on the right. A red asterisk indicates that marked fields are mandatory. At the bottom, a footer states: '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 on Add New Product

Applicant fills in relevant details and proceeds with the application.

The screenshot shows the 'eAbgari' portal. At the top, there is a header with the 'EXCISE DIRECTORATE' logo and 'Finance Department Government of West Bengal'. A navigation bar contains 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. The date and time 'Tuesday, December 24 2019, 10:22:40 AM' are displayed. Below the navigation bar, there are six steps: 1. Step-1 Proceed, 2. Step-2 Brand & Manufacturer (highlighted), 3. Step-3 Brand Owner, 4. Step-4 Brand Attributes, 5. Step-5 GTIN & Label, and 6. Step-6 Uploading & Self Declaration. The main form area contains fields for 'Brand' (Liquor Kind: India Made Foreign Liquor (IMFL), Liquor Type: Vodka, Brand Name: Seagrams Fuel Vodka) and 'Manufacturer' (Bottler Origin: India, Bottler State: WEST BENGAL, Bottler: M/s Leade Liquor Manufacturing Pvt. Ltd., Bottler Address: Vill. & P.O. Rameswarpur, Dist : Hooghly). A 'Save & Proceed' button and a 'Cancel' button are at the bottom. A red asterisk indicates that marked fields are mandatory. At the bottom, a footer states: '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



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#### ➤ 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.

The screenshot displays 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 also present. Below the navigation bar, a progress bar shows six steps: Step-1 Proceed, Step-2 Brand & Manufacturer, Step-3 Brand Owner (highlighted), Step-4 Brand Attributes, Step-5 GTIN & Label, and Step-6 Uploading & Self Declaration.

The 'Brand Owner' form contains the following fields:

- Brand Owner Origin \***: A dropdown menu currently showing 'Other Country'.
- Brand Owner \***: A dropdown menu currently showing 'Pernod Ricard S.A. and Pernod Ricard USA, LLC'.
- Brand Owner Address \***: A dropdown menu currently showing 'Pernod Ricard S.A. and Pernod Ricard USA, LLC, USA'.

A red asterisk note on the right states: '\* Marked Fields Are Mandatory'. At the bottom of the form are two buttons: 'Save & Proceed' and 'Cancel'. An arrow points from a blue oval callout at the bottom of the page, containing the text 'Click here Save & Proceed', to the 'Save & Proceed' button.

At the very bottom of the page, a footer contains 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'.


#### Brand Owner Details:


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

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

**eAbgari**  
Saturday, June 13 2020, 9:32:38 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

Strength

**Allowed Strength \*** Fixed Value 25 Under Proof ▾

**Liquor Strength Value & Unit \*** 25 Under Proof ▾ 42.8 %V/V

Measure

**Allowed Measure \*** 750 ML ▾

**Liquor Measure Value & Unit \*** 750 ML ▾

Legend

**Meant For Sale In \*** West Bengal ▾

**Meant For Sale To \*** All Consumers ▾

Package Details

**Package Type \*** Glass Bottle ▾

**No. of Bottle Per Case \*** 12

MRP Break Up

Item	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.

Save & Proceed

Cancel

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- 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.

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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**

**GTIN** \* Marked Fields Are Mandatory

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** whichever 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	<input type="button" value="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.	<input type="button" value="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.	<input type="button" value="Choose File"/> No file chosen	
4	Applicant License Copy *	Copy of valid License	<input type="button" value="Choose File"/> No file chosen	
5	Brandowner's Copy *	Copy of valid License or Permit or Certificate of registration	<input type="button" value="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 Exise 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 Exise 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 Exise 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.

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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

eAbgari  
Saturday, June 20 2020, 4:32:17 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 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"/> 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"/> 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"/> Choose File No file chosen	<a href="#">View</a>
4	Applicant License Copy *	Copy of valid License	<input checked="" type="checkbox"/> 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"/> 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.**

Save

Submit Application

Cancel

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

- Amount to Pay(Rs.):** A text box containing "50000". An arrow points from a blue oval labeled "Amount Displayed" to this text box.
- Payment Mode:** A dropdown menu with "GRIPS" selected.
- GRN/Receipt No.:** An empty text box.
- GRN/Receipt Date:** An empty text box.
- Deposit Amount(Rs.):** An empty text box.
- Add:** A button located below the Deposit Amount field. An arrow points from a blue oval labeled "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 GRIPS Portal.]**



# 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.

The screenshot shows the SilpaSathi portal interface. At the top, there's a navigation bar with links like DASHBOARD, ALL ESTABLISHMENTS, ALL SERVICES, MY APPLICATION, PROCEDURE COMPREHENSIVE LIST, QUERY / GRIEVANCE, and USER MANUAL. Below this, a banner displays a Quick Response Team contact number and e-service information. The main content area features an 'APPLICATION DETAILS' section with fields for CAF ID No. (CAF2024684644) and Licensee ID No. (30/2006/01174). A green button labeled 'Track Application Status / Download Certificate' is highlighted with a blue arrow pointing to it. A green callout box with the text 'Click here to view status.' points to the button.

### Checking the Status of Application

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

The screenshot shows the Excise Directorate portal for the Government of West Bengal. The main heading is 'Excise Directorate'. Below it, a table titled 'Label Registration Details' displays application information. The table includes fields for EODB Transaction Id (113456789) and Label Registration Id (FL/2020-2021/6659). A table with 8 columns (Click To, Request Details, Brand Details, Manufacture Details, Purpose, Measure (ML.), MRP (Rs.), and Status) provides detailed information about the application. A green callout box with the text 'Status as viewed.' points to the 'Status' column of the table.

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 <b>STAG BLENDED WHISKY</b> <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>

## 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.

**Excise Directorate**  
Government of West Bengal

**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>

Click on order to view details.

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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 **Seagrams Fuel Vodka** and its associated label(s), has been **registered** with the Excise Commissioner, West Bengal by **M/s Leads 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 Leads Liquor Manufacturing Pvt. Ltd., Vill. & P.O. Ramevempur, 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.	192018190323609371 (for 1 Label)
---------------	--------	---------------	-------	---------	----------------------------------

**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

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Generated On : 24/12/2019Page 1 of 2<NIC-WBSC>

Label Registration ID : FL/2019-2020/1736Date : 24/12/2019



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

Generated On : 24/12/2019Page 2 of 2<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.

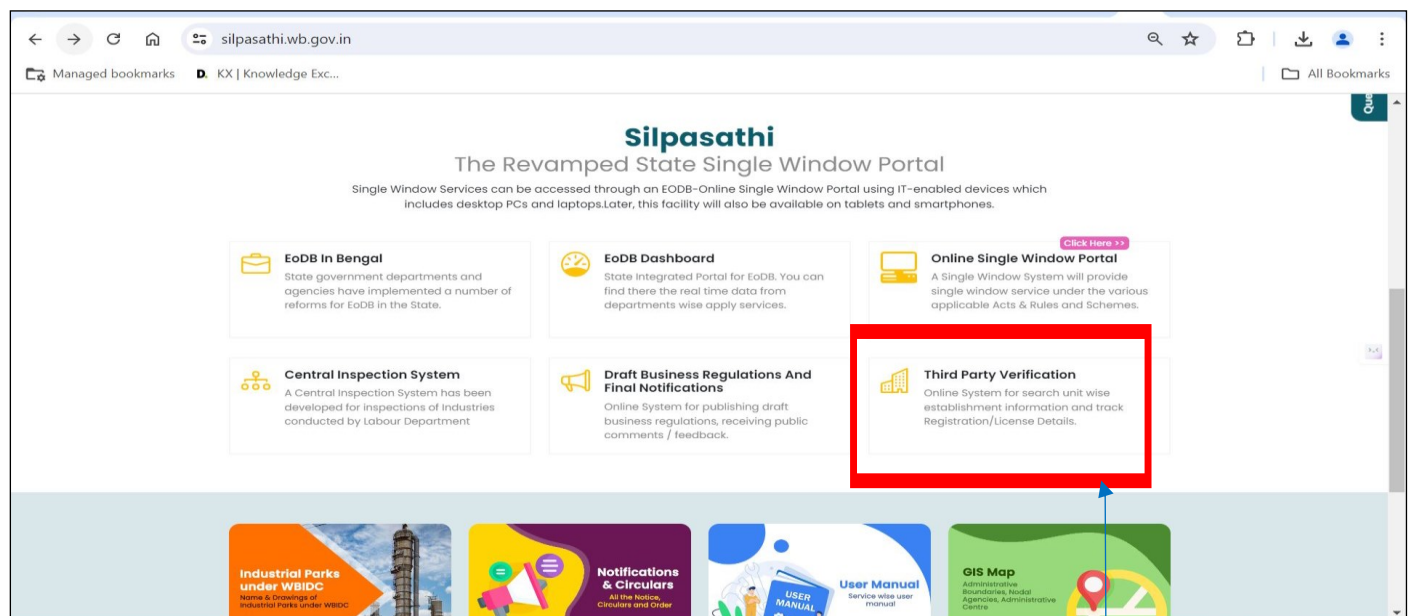
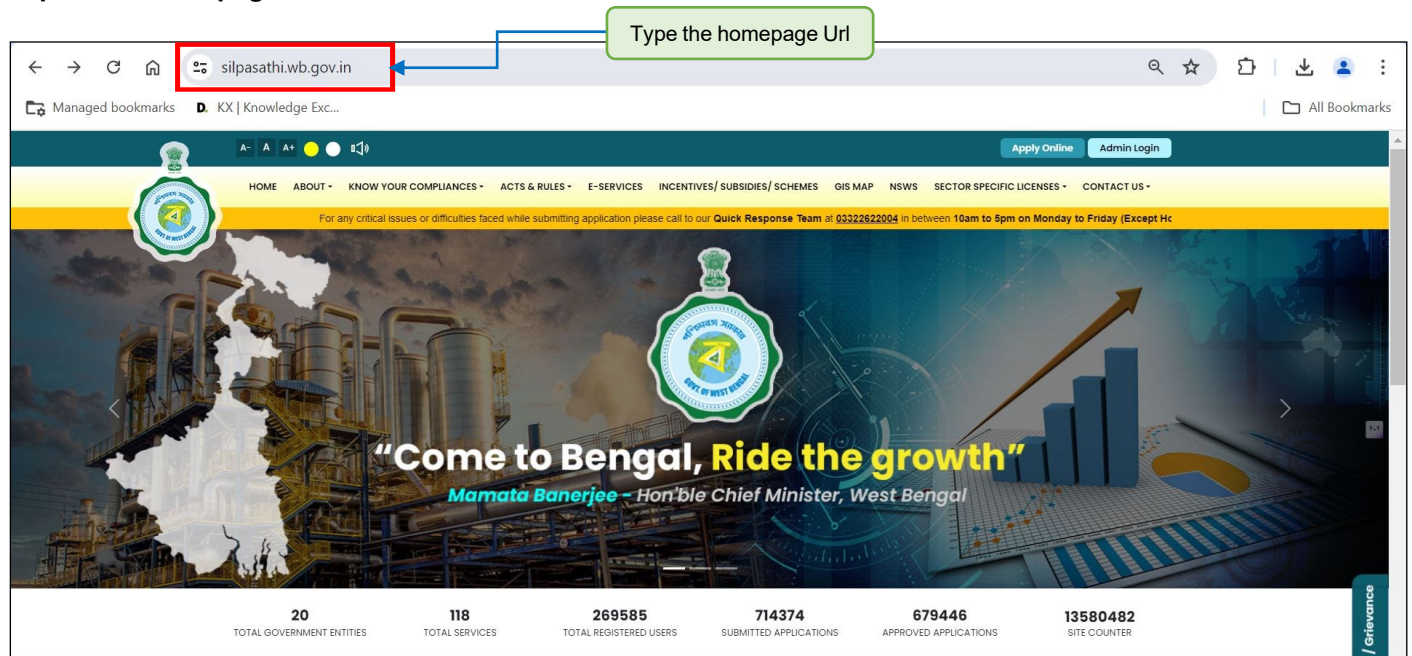
#### Third party verification process

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







# 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 Department w.r.t "Brand and Label Registration under State Excise and renewal" service availed.

← → ↻ 🏠 silpasathi.wb.gov.in/third-party-verification 🔍 ☆ 📁 | 👤 ⋮

🔗 Managed bookmarks 🖱️ 🗄️ | 📄 D. KX | Knowledge Exc... 🌐 This may contain: a... 📁 All Bookmarks



Select Language ▼


A- A+ 🌞 🔊

Apply Online

Admin Login


HOME ABOUT KNOW YOUR COMPLIANCES ACTS & RULES E-SERVICES INCENTIVES/SUBSIDIES/SCHEMES GIS MAP NSWS SECTOR SPECIFIC LICENSES CONTACT US

Monday to Friday (Except Holidays) | Applicants can avail the e-Service - Issuance of Trade License Certificate (New) under the Department of UD&MA from: <https://edistrict.wb.gov.in/PACE/login.do> w.r



Silpasathi

The Revamped State Single Window Portal



Third Party Verification

Track Registration/License details through Silpasathi Portal

Select Service : \*  
Brand and Label Registration under State Exc ▼

Search Using \*  
☒ Silpasathi Common Application Form (CAF)  
Number (CAFXXXXXXXXXX)  
☐ Approval Certificate Number

Enter Approved Certificate No. \*  

Search


Please click [here](#) to verify the certificate details related to services under Dte. Of Excise - Finance. Please select the appropriate option from dropdown for details.

Sl No.	Service Name	Department Name	Action
1	Authorization under Bio-Medical Waste Management Rules, 2016	WBPCB	<a href="#">Click Here &gt;&gt;</a>
2	Authorization under The E-waste Management Rules, 2016	WBPCB	<a href="#">Click Here &gt;&gt;</a>

Query / Grievance


← → ↻ 🏠 excise.wb.gov.in/CommonUser/Portal\_New\_RegisterBrand\_Liquor.aspx?type=28 🔍 ☆ 📁 | 👤 ⋮

🔗 Managed bookmarks 🖱️ 🗄️ | 📄 D. KX | Knowledge Exc... 🌐 This may contain: a... 📁 All Bookmarks



EXCISE DIRECTORATE

Finance Department  
Government Of West Bengal

E-SERVICES 

REGISTERED BRANDS OF LIQUOR


Liquor Category  
Country Liquor ▼

Liquor Kind  
Country Spirit ▼

Liquor Type  
Country Spirit ▼

Financial Year  
2022-2023 ▼

Total Records: 178 

Print To As 

Brand Name	Measure	Strength	Legend	MRP(Rs.) * effect from 09.04.2020	Click To
ALPHA's RACE	600 ML.	60 Under Proof	WB/GEN	Without ST : 120.00	<a href="#">View Image</a>
				With ST * : 120.00	
				( 01/04/2022 - 31/12/2022 )	
				Without ST : 120.00	