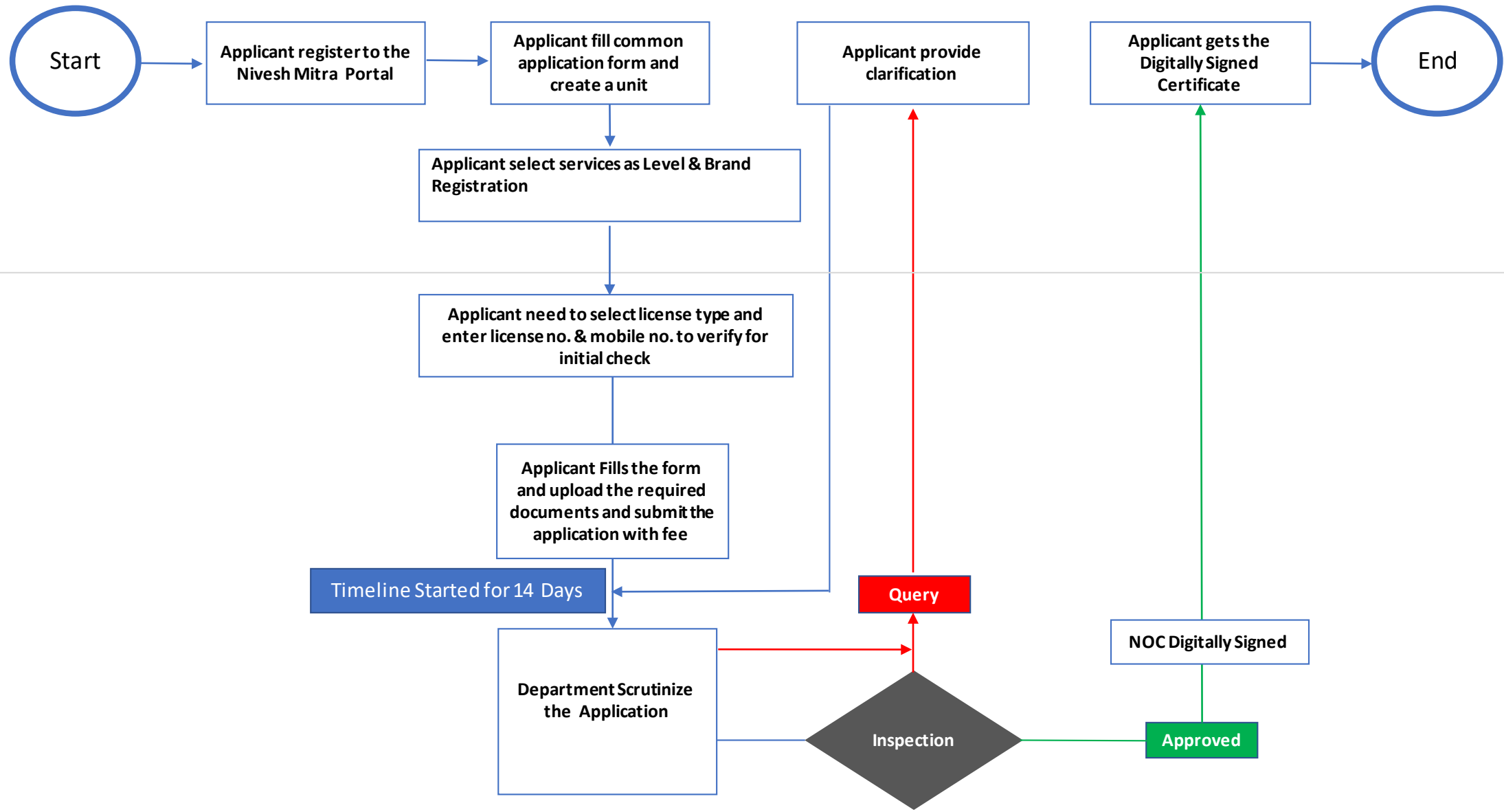


# Process Flow for Brand and Label Registration

Nivesh Mitra

Directorate of Excise



## Checklist

1	Name of Certificate	<b>Brand &amp; Label Registration</b>
2	Stage	<b>Post-Establishment</b>
3	SLA/ Number of Days	14
4	Documents Required	<b>Brand ownership or authorization from Brand Owner An Affidavit Copy of the Trademark Registration</b>
7	Form Submission	<b><a href="http://niveshmitra.up.nic.in">http://niveshmitra.up.nic.in</a></b>
8	Fee & Mode of Payment	<b>Annexure A (Online)</b>

## Annexure A

### Brand Registration :

1. UP Manufactured CL	Rs. 65,000.00
2. FL Manufactured in India	Rs. 85,000.00
3. Beer Manufactured in India	Rs. 50,000.00
4. LAB Manufactured in India	Rs. 5,000.00
5. Wine Manufactured in India	Rs. 7,500.00
6. FL from Other Countries	Rs. 85,000.00
7. Beer from Other Countries	Rs. 50,000.00
8. LAB from Other Countries	Rs. 30,000.00
9. Wine from Other Countries	Rs. 30,000.00
10. Export Brands	No Fee

### Label Registration :

1. UP Manufactured CL & FL	Rs. 65,000.00 per Label
2. UP Manufactured Beer	Rs. 40,000.00 per Label
3. UP Manufactured LAB	Rs. 7,500.00
4. UP Manufactured Wine	Rs. 7,500.00
5. Liquor from Other States	Same as in case of U.P. Produced Liquor
6. Liquor from Other Countries	No Label Fee
7. Export Brands FL	Rs. 2,50,000.00 per Label
8. Export Brand Beer	Rs. 1,50,000.00 per Label
9. Export Brand LAB	Rs. 20,000.00 per Label

# Procedure for Brand & Label Registration

## Steps for getting License/Certificate

1. a) The applicant will open the Online Single Window Portal using the address “<http://niveshmitra.up.nic.in>”  
b) Register with Online portal using their personal Details and Contact Details.  
c) A user id and password will be generated and sent through Email/SMS.  
d) Applicant should verify email id and mobile no.  
e) Now using the User id and Password, user is able to login to Nivesh Mitra portal.
2. After logging into the Nivesh Mitra portal, the Applicant has to fill the **Common Application Form** and create a new **Unit**.
3. Click **Apply for Permission**, select unit from dropdownlist, Now select Department as **Excise** and service as “**Brand & Label Registration**” then click on proceed button.
4. Applicant need to select license type , Unit id. and registered mobile no. then click on verify. Verified Applicant will go ahead and submit the application form for respective services.
5. Applicant submit the application and pay the Fee then tracker will be start, Now applicant can track the status from Dashboard.
5. Department officials **Scrutinizes** the application and if there is any **query** then department will raise the query otherwise they will start inspection process.
6. Applicant has to respond on the queries raised by Department within **7 working days**.
7. On the basis of scrutiny and inspection report, department uploads the license which is visible on applicant login.
8. Applicant open **Certificate/ NoC Issued** tab and click link to download the NOC /Inspection report.
9. Here applicant has to share his **feedback** before downloading the digitally signed NoC.
10. Applicant Downloads **the digitally signed certificate** from Nivesh Mitra login.