

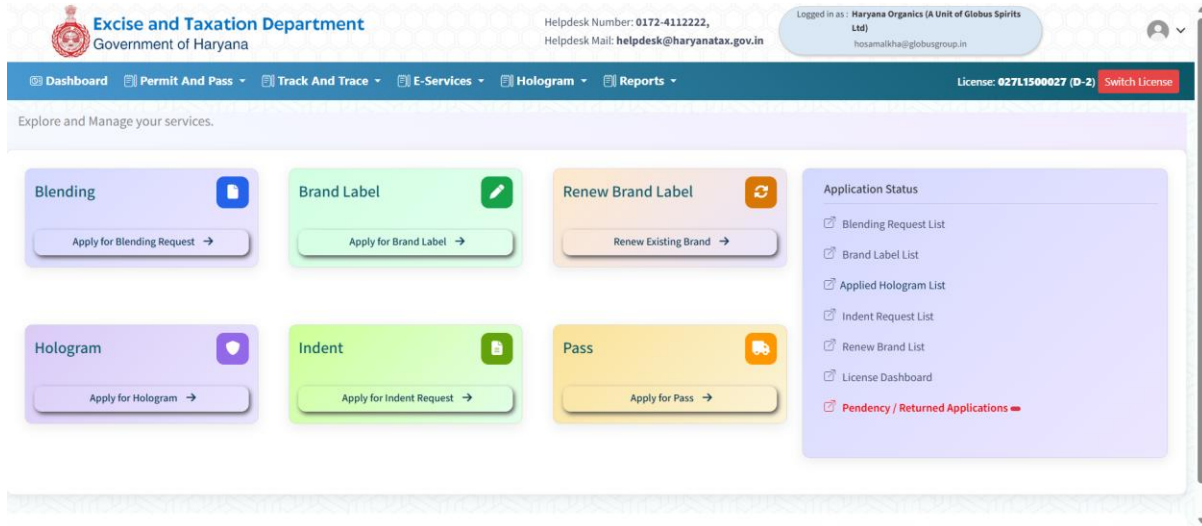
Excise and Taxation Department,
Government of Haryana



User Manual
Apply for New Brand Label

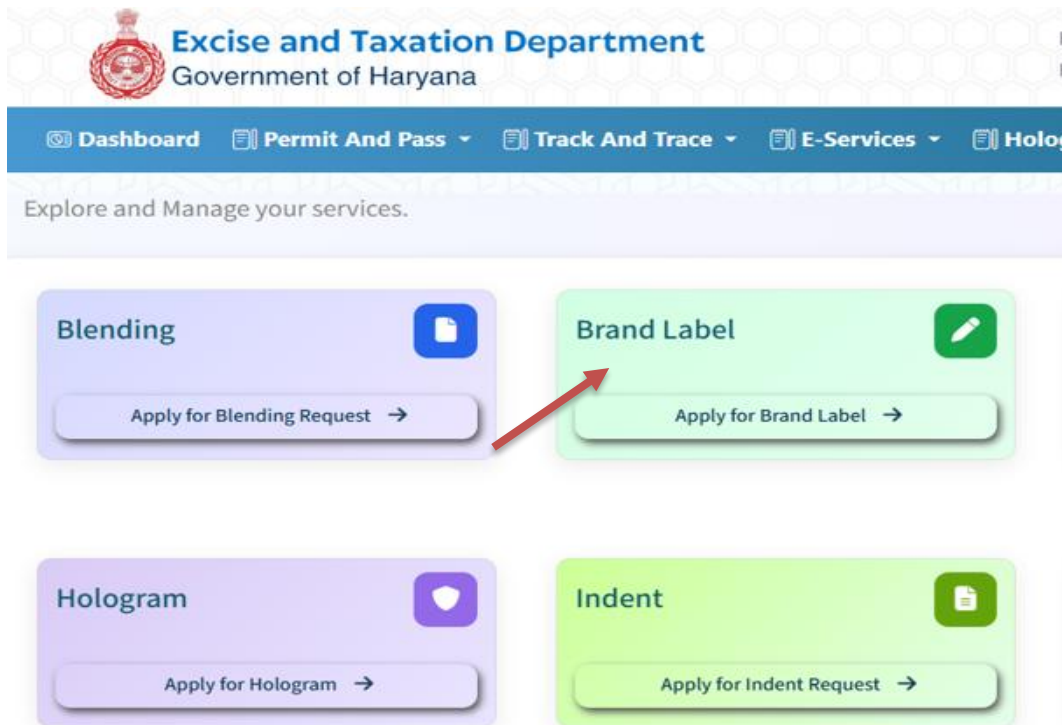
Apply for Brand Label

Manufacturer applies for Brand Label from the dashboard.



The screenshot shows the dashboard of the Excise and Taxation Department, Government of Haryana. The user is logged in as Maryana Organics (A Unit of Globus Spirits Ltd). The dashboard features a navigation menu with options like Dashboard, Permit And Pass, Track And Trace, E-Services, Hologram, and Reports. The main content area displays several service cards: Blending, Brand Label, Renew Brand Label, Hologram, Indent, and Pass. The 'Brand Label' card is highlighted in green, and the 'Apply for Brand Label' button is visible. An 'Application Status' sidebar on the right lists various application types, with 'Pendency / Returned Applications' highlighted in red.

Selecting the relevant option and initiating the request for approval of the brand.



This close-up screenshot focuses on the 'Brand Label' service card. A red arrow points to the 'Apply for Brand Label' button, indicating the selection of this option to initiate the request for approval.

Manufacturer carefully fills the application form with all required details, ensuring all information is complete, correct, and as per Excise Policy guidelines.

Excise and Taxation Department
Government of Haryana

Helpdesk Number: 0172-4112222,
Helpdesk Mail: helpdesk@haryanatax.gov.in

Logged in as: Haryana Organics (A Unit of Globus Spirits Ltd)
hosamalkha@globusgroup.in

Dashboard / Add New Brand

License: 027L1500027 (D-2) Switch License

Add New Brand

Brand Details | Document Details | Fee Details

Policy Period*
Policy Period 2025-2027

Liquor Type*
IMFL

Liquor Category*
Whisky / Scotch

Strength*
75

Blend Group*
Testing P

Brand Name*
Chivas Regal

Sale Type*
Within State

Expected Sale During Policy Period*
Above 1000 cases

Pack Details

Pack Type (ml)*
-- Select Pack Type --

EDP Range
-- Select EDP --

EDP (₹)*
EDP Range

Source State*
Haryana

Source Name*
Haryana Organics Unit of Global Spirit Ltd.

Upload Brand Label*
Choose File No file chosen

(Allowed file type: JPG/JPEG | Maximum size: 5 MB)

Note: Kindly upload all labels in single image related to this pack type.

Add

Excise and Taxation Department
Government of Haryana

Helpdesk Number: 0172-4112222,
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hosamalkha@globusgroup.in

Dashboard / Permit And Pass / Track And Trace / E-Services / Hologram / Reports

License: 027L1500027 (D-2) Switch License

Brand Details | Document Details | Fee Details

Policy Period*
Policy Period 2025-2027

Liquor Type*
IMFL

Liquor Category*
Whisky / Scotch

Strength*
75

Brand Name*
Old Hunter Reserve

Sale Type*
Within State

EDP Range
3501-5000

Pack Details

Pack Type (ml)*
Select Pack Type --

EDP (₹)*
EDP Range

Source Name*
Haryana Organics Unit of Global Spirit Ltd.

Upload Brand Label*
Choose File No file chosen

(Allowed file type: JPG/JPEG | Maximum size: 5 MB)

Note: Kindly upload all labels in single image related to this pack type.

Are you sure you want to save this brand?

Submit Cancel

| Pack Type (ml) | EDP (₹) | State | Is Primary State | Source Name | Image | Action |
|----------------|---------|---------|------------------|---|--------------|--------|
| 50 | 3600 | Haryana | No | Haryana Organics Unit of Global Spirit Ltd. (Haryana) | BRAND.01.jpg | |
| 75 | 3600 | Haryana | No | Haryana Organics Unit of Global Spirit Ltd. (Haryana) | BRAND.01.jpg | |

Manufacturer uploads all mandatory supporting documents related to the brand and compliance requirements before submission.

Excise and Taxation Department
Government of Haryana

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Helpdesk Mail: helpdesk@haryanatax.gov.in

Logged in as: Haryana Organics (A Unit of Globus Spirits Ltd)
hosamakha@globusgroup.in

License: 027L1500027 (D-2) [Switch License](#)

Dashboard / Add New Brand [Back](#)

Add New Brand

Brand Details | Document Details | Fee Details

| Sr. No. | Document Description | Upload | View |
|---------|--|---|------|
| 1 | Chemical Analysis Report of the proposed brand labels * | <input type="button" value="Choose File"/> No file chosen | |
| 2 | Copy of bottling agreement (required in case supplier and bottler are different person) * | <input type="button" value="Choose File"/> No file chosen | |
| 3 | No dues certificate of applicant and Sister concern, if any (in case there is no sister concern, the applicant must submit an undertaking) VAT/GST/Excise Dues * | <input type="button" value="Choose File"/> No file chosen | |
| 4 | Ex-factory rates of the said product alongwith its prevalent ex-factory rates in neighbouring States (Six) * | <input type="button" value="Choose File"/> No file chosen | |
| 5 | FSSAI Certificate * | <input type="button" value="Choose File"/> No file chosen | |
| 6 | Additional Document (Optional) | <input type="button" value="Choose File"/> No file chosen | |

[Upload Documents](#) (Allowed Files: JPG/JPEG/PDF Only | Max size: 5 MB)

Manufacturer pays the applicable fee as prescribed under the Excise Policy through the online payment system.

Excise and Taxation Department | Htax - Dashboard

Not secure | 15.207.0.109:8088/Department/DeptBrandManagement/DeptBrandManagement

Details

Brand Details | Pack Details | Document Details | Fee Details | Approval History

Corpus Balance: Available Balance: 2,59,21,601.35

| Sr No. | Fee Type Name | Fee Description | Fee Amount | Fee Status | Policy Period |
|--------|-----------------|-----------------|------------|------------|---------------|
| 1 | Brand Label Fee | Brand Label Fee | 9,00,000 | Pending | 2025-2027 |

[Pay](#) [Final Submit](#)

List of Brand

| Sr. No. | Ack No. | Brand Name | Status | Initiated By | Initiated At | Collector | Action |
|---------|-----------------------------|--------------------------------------|----------------------------|--------------|------------------|-----------|----------------------|
| 1 | AckNo-00309 | Chivas Regal | Initiated | | 20-01-2026 13:13 | | View |
| 2 | AckNo-00293 | Rockford Reserve1 | Returned for Clarification | | 22-01-2026 18:48 | Collector | View |
| 3 | AckNo-00292 | B-00047 Jack Daniels | Approved | | 21-01-2026 15:39 | | View |
| 4 | AckNo-00291 | VODKA FULL | In-Process | | 20-01-2026 22:52 | Collector | View |
| 5 | AckNo-00290 | Black Dog | Initiated | | 20-01-2026 20:31 | EI-D2 | View |

Excise and Taxation Department | Htax - Dashboard

Not secure | 15.207.0.109:8088/Department/DeptBrandManagement/DeptBrandManagement

Details

Brand Details | Pack Details | Document Details | Fee Details | Approval History

Corpus Balance: Available Balance: 2,59,21,601.35

| Sr No. | Fee Type Name | Policy Period |
|--------|-----------------|---------------|
| 1 | Brand Label Fee | 2025-2027 |

Do you want to proceed with the payment !

Pay Cancel

Excise and Taxation Department | Htax - Dashboard

Not secure | 15.207.0.109:8088/Department/DeptBrandManagement/DeptBrandManagement

Details

Brand Details | Pack Details | Document Details | Fee Details | Approval History

Corpus Balance: Available Balance: 25021601.35

| Sr No. | Fee Type Name | Fee Description | Fee Amount | Fee Status | Policy Period |
|--------|-----------------|-----------------|------------|------------|---------------|
| 1 | Brand Label Fee | Brand Label Fee | 900000 | Paid | 2025 |

Pay Final Submit

After successful submission and payment, a system-generated acknowledgement receipt is created and the application is officially recorded in the system.

Excise and Taxation Department
Government of Haryana

Brand Label Acknowledgement Receipt

Brand Detail

| | |
|---------------------|--------------|
| Acknowledgement No: | AckNo-00309 |
| Date: | 28-01-2026 |
| Brand Name | Chivas Regal |
| Policy Period | 2025-2027 |

Pack Detail

| Pack Type (ml) | State | Exact EDP |
|----------------|---------|-----------|
| 750 | Haryana | 5500 |
| 375 | Haryana | 5600 |

Fee Detail

| Fee Type | Amount | Status |
|-----------------|----------|--------|
| Brand Label Fee | 9,00,000 | Paid |

Authorized Representative: Haryana Organics Unit of Global Spirit Ltd.
Licensee Number: 027L1500027
District: Panipat
RTS Due Date: 11-03-2026

Buttons: Close, Print

The submitted Brand Label application is forwarded for Approval for initial scrutiny and verification of details.

After approval, the **L-1C certificate** is generated by the system and made available in the licensee login for the approved brand.

Excise and Taxation Department
Government of Haryana

L-1C

This license authorizes Haryana Organics Unit of Global Spirit Ltd. at Panipat, Haryana to sell the following brand of IMFL to the L-1 licensee in the State of Haryana as per Excise Policy for the period 2025-2027:

| Sr. No. | Name of Brand | Size in ML | Exact EDP | Strength | Source |
|---------|------------------------|------------|-----------|----------|---|
| 1 | Chivas Regal (B-00054) | 750 | 5500 | 75 | Haryana Organics Unit of Global Spirit Ltd. Panipat, Haryana |
| 2 | | 375 | 5600 | 75 | |

This license is granted subject to the provision of the Punjab Excise Act, 1914 and the Rules framed there under from time to time and subject to the payment of requisite fee of the brands.

The holders of L-1C shall abide by the following conditions:

- They shall sell only those brands approved by the competent authority.
- They shall export/transport liquor only against duty paid permits.

Date: 28/01/2026 15:39

Collector (Excise)-cum-Jt. Excise and Taxation Commissioner
for Excise and Taxation Commissioner,
Haryana, Panchkula