

INSTRUCTIONS FOR PROFILE REGISTRATION AND REGISTRATION OF BRAND & LABEL NAME FOR IMFL FOR SALE IN MANIPUR

A. PROFILE REGISTRATION:

1. Any Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm having their office/unit outside Manipur and intends to sell their products in Manipur shall submit application for Profile Registration in Form – A along with duly required documents. All documents must be sealed and signed by the authorised person.
2. The application form along with required documents shall be submitted both in physical to the Excise Office as per the address given below and through e-mail account namely excisemanipur@gmail.com.

Address: Office of the Commissioner of Excise, Manipur.

Lamphelpat, Near DC Imphal West, Manipur -795004.

3. The following are the fees for Profile Registration which shall be submitted through Demand Draft from any nationalized bank only in favour of Excise Commissioner, Manipur payable at Imphal, and are valid for minimum 3 months:
 - a. Non-refundable Processing Fee of Rs. 5,000/- which shall be submitted at the time of submission of Application form.
 - b. Profile Registration/Renewal Fee of Rs. 5,00,000/-. For those whose Profile Registration are not approved, the Registration/Renewal Fee shall be refunded within 1(one) month of the received of the application form.
4. The Profile Registration fee levied is valid till 31st March of the financial year i.e. upto 31st March 2026.
5. Renewal of Profile Registration must be done before expiry by following the similar process, for those who wishes to continue to sell their products in Manipur.

B. REGISTRATION OF BRAND AND LABEL NAME:

1. Any Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm having valid Profile Registration Certificate issued by Excise Department, Manipur and intention to sell their products in Manipur shall submit application for Registration of Brand and Label Name in Form – B along with required documents. All documents must be sealed and signed by the authorised person. Application copy for Profile Registration may be enclosed for those that have not received registration number at the time of submission of application.
2. Separate form must be submitted for each brand and label name.
3. The application form along with required documents shall be submitted both in physical to the Excise Office as per the address given below and through e-mail account namely excisemanipur@gmail.com.

Address: Office of the Commissioner of Excise, Manipur.

Lamphelpat, Near DC Imphal West, Manipur -795004.

4. The following are the fees for Registration of Brand & Label Name which shall be submitted through Demand Draft from any nationalized bank only in favour of Excise Commissioner, Manipur payable at Imphal, and are valid for minimum 3 months:
 - a. Non-refundable Processing Fee of Rs. 5,000/- which shall be submitted at the time of submission of Application form.
 - b. The prescribed annual registration/renewal fee is as below:

SN	Liquor type	Registration fee per brand per label	Renewal fee per brand per label
1	Whisky, Rum or Brandy	1,00,000/-	1,00,000/-
2	Wine, Vodka, Liqueurs, Gin, Champagne, Cordials and other similar potable alcohol preparations and Beer	50,000/-	50,000/-

- c. For those whose registration are not approved, the Registration/Renewal Fee shall be refunded within 1(one) month of the received of the application form.
- The Registration fee levied is valid till 31st March of the financial year i.e. upto 31st March 2026.
 - For any change, addition or deletion of any mark or inscription on labels, fresh registration shall be done with deposit of prescribed registration fees.
 - Renewal of Registration must be done before expiry by following the similar process, for those who wishes to continue to sell their products in Manipur.
 - The following details must be printed in all the labels:
 - Brand name
 - Alcoholic strength
 - Measure in ml/litre
 - Origin of the liquor;
 - Name and address of the distiller, compounder, blender and brewer and in respect of foreign liquor bottled in India, the name and address of the bottler;
 - MRP, dates of manufacture and expiry in case of canned beer
 - Batch Number of the liquor
 - Ingredients, where ever applicable
 - FOR SALE IN MANIPUR ONLY**
 - BE SAFE – DON'T DRINK AND DRIVE**
 - CONSUMPTION OF LIQUOR IS INJURIOUS TO HEALTH**
 - Profile Registration Number
 - Brand and Label Registration Number
 - FSSAI Registration Number
 - Customer Care details
 - QR Code.
 - Any other details as and when decided by the Competent Authority which shall be informed in advance.
 - Each bottle to be affixed with Excise Adhesive Label provided by Excise Department, Manipur. Cost per EAL is Re. 0.85 only.
 - Cartoon boxes per case shall also be labelled with necessary details. A mother QR Code to be generated for Track & Trace that shall carry the details of EAL for each bottle inside the box – like mother and child.

NOTE:

- Both Forms – A & B may be submitted simultaneously.
- For any query or clarification, the same may be sent to e-mail account namely excisemanipur@gmail.com.
- An MoU shall be signed after the registrations are approved for both Profile and Brand & Label Name.

Application for the Profile Registration of Distillery/ Manufacturer/ Distributor/
Bottler/ Company/ Firm dealing with Indian Made Foreign Liquor.

[See Rule3 61]

1.	Type of registration applied	Fresh/Renewal
2.	Registration Year applied for (FY)	
3.	Name of Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm etc	
4.	Type of liquor engaged	(Wine/Beer/Rum/Whisky etc)
5.	License Number of Distillery/ manufacturer/ Distributor/ Bottler/ Company/firm etc issued by the concerned state	
6.	Permanent address of Distillery/ manufacturer/ Distributor/ Bottler/ Company/firm	
7.	Name of the authorized person with salutation	
8.	Present age of authorised person with proof in support of age:	
9.	Address of the authorized person	
10.	Contact number & email address	
11.	Educational qualification of authorized person (certificate to be appended):	
12.	Whether the authorized person is/are citizens of India as defined in articles 5 & 8 of the Constitution of India.	
13.	Certificates of clearance of Sales Tax and Professional Tax assessment	
14.	PAN Number of the Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm	
15.	GST Number of the Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm	
16.	Company Identification Number (CIN)	
17.	Payment details for processing fee of Rs. 5,000/-	
18.	Payment details for Profile Registration fee of Rs. 5,00,000/-	

I/ we hereby declare that the particulars furnished above, are correct and true to me/ our belief / knowledge/ we further accede that if any particulars furnished in the application is subsequently found to be false, inaccurate or incomplete, the licence if any, granted to me/ as on the basis of application will be liable to instant withdrawal without prejudice to other action may be taken against me/ as under the law.

Signature of the applicant

Documents to be enclosed:

- 1.Age proof certificate of the authorized person
- 2.Permanent Address Proof of the authorized person
- 3.Educational Qualification Proof certificate
- 4.GST certificate
- 5.PAN Card of the applicant
- 6.CIN Certificate
- 7.Demand Draft for processing fee and profile registration fee
- 8.Aadhar Card of the authorized person
- 9.Valid License Certificate
10. Upto date Sales Tax and Professional Tax clearance certificate
11. Incorporation Certificate/ Partnership Deed

Application for the Registration of Brand Name and Label for Indian Made Foreign
Liquor for sale in Manipur.
[See Rules 355, 356, 357 & 358]

1.	Type of registration applied	Fresh/Renewal
2.	Registration Year applied for (FY)	
3.	Name of Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm etc	
4.	Type of liquor engaged	(Wine/Beer/Rum/Whisky etc)
5.	License Number of Distillery/ manufacturer/ Distributor/ Bottler/ Company/firm etc issued by the concerned state	
6.	Permanent address of Distillery/ manufacturer/ Distributor/ Bottler/ Company/firm	
7.	Profile Registration Certificate Number issued by Excise Department Manipur	
8.	Name of the authorized person with salutation	
9.	Present age of authorised person with proof in support of age:	
10.	Address of the authorized person	
11.	Contact number & email address	
12.	Educational qualification of authorized person (certificate to be appended):	
13.	Whether the authorized person is/are citizens of India as defined in articles 5 & 8 of the Constitution of India.	
14.	Certificates of clearance of Sales Tax and Professional Tax assessment	
15.	PAN Number of the Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm	
16.	GST Number of the Distillery/ Manufacturer/ Distributor/ Bottler/ Company/ Firm	
17.	Company Identification Number (CIN)	
18.	Payment details for processing fee of Rs. 5,000/-	
19.	Payment details for prescribed registration/renewal fee	
20.	Brand Name	
21.	Alcoholic strength (v/v)	
22.	Measure (quantity) in litre	

23.	Type of bottle (Glass/Plastic/Others)	
24.	Ex-Distillery Price (EDP) in INR	
25.	Chemical Certificate Number	
26.	Brand Owner Authorization Number	
27.	Source/origin of the liquor	
28.	Details of Manufacturer Unit, if any	
29.	Details of Bottling Unit, if any	

I/ we hereby declare that the particulars furnished above, are correct and true to me/ our belief / knowledge/ we further accede that if any particulars furnished in the application is subsequently found to be false, inaccurate or incomplete, the licence if any, granted to me/ as on the basis of application will be liable to instant withdrawal without prejudice to other action may be taken against me/ as under the law.

Signature of the applicant

Documents to be enclosed:

1. Valid Licence Certificate
2. Valid Profile Registration Certificate
3. Age proof certificate of the authorized person
4. Permanent Address Proof of the authorized person
5. Educational Qualification Proof certificate
6. Aadhar Card of the authorized person
7. GST certificate
8. PAN Card of the applicant
9. Chemical Certificate of the brand & label
10. Label Image (in JPEG/PDF full HD)
11. CIN Certificate
12. Demand Draft for processing fee and prescribed registration/renewal fee
13. Upto date Sales Tax and Professional Tax clearance certificate
14. Incorporation Certificate/Partnership Deed
15. Brand Owner Authorization Certificate