

TAMILNADU SINGLE WINDOW PORTAL

APPLICANT MANUAL

Brand and Label Registration

Prohibition and Excise Department



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1. Home Page

- 1) The journey of the new applicant starts with Tamil Nadu Single Window Portal (TNSWP) homepage that can be accessed through <https://tnswp.com> website wherein it gives various information's, useful links, and functionalities about TNSWP.
- 2) **Applicant can reach the helpdesk Toll free number-1800-258-3878 and Helpdesk Email.**

**TNSWP website
(www.tnswp.com)**

**Toll free number
and Mail Id**



The screenshot shows the TNSWP Home Page with the following details:

- URL:** tnswp.com/DIGIGOV/swp-tnswp.jsp
- Page Title:** A Tamil Nadu Government Portal
- Date/Time:** Wednesday, 30 November 2022, 10:11 pm (IST)
- Operational Timings:** 8:30 AM to 8:30 PM
- Toll Free Number:** 18002583878
- Email:** helpdesk@investtn.in
- Language:** English
- Navigation:** Home, About Us, Clearances/Approvals, Legislation, Policies & Notifications, Dashboard, Help & Support, Register, Login
- Header:** TAMIL NADU Leading the Nation
- Achievements:**
 - #1 Number of Factories in India
 - #1 Number of Operational SEZs in India
 - #1 Governance & Political Stability (N-SIPI 2019)
 - #1 International and Domestic Tourist Arrivals
 - #1 Best Performing State (India Today State of the State Award 2018, 2019 & 2020)
 - #2 Sustainable Development Goals (SDG) Index 2020-21 (NITI Aayog)
 - #2 Second Largest Economy in India
 - #2 Best Governed State (Public Affairs Index 2020)
 - #2 Job Creation Under IBPS Scheme
 - #2 Growth, Innovation and Leadership Index 2019 (Frost & Sullivan)
- Footer:** Tamil Nadu Single Window Portal is a one-stop portal for investors to electronically secure all business-related approvals/ licenses/ clearances/ NOCs in a time-bound, transparent and hassle-free manner. The Tamil Nadu Single Window Portal covers 200+ services encompassing 40+ Government departments/ agencies with an aim to improve Ease of Doing Business (EoDB) for investors in Tamil Nadu, and make the G2B interface faceless, paperless and contactless.
- Additional Info:** TN Single Window Fee Slab for Large Industries

Figure 1. Single Window Portal Home Page

2. Registration

To access the TNSWP and to apply for various clearances the applicant needs to complete the Registration process.

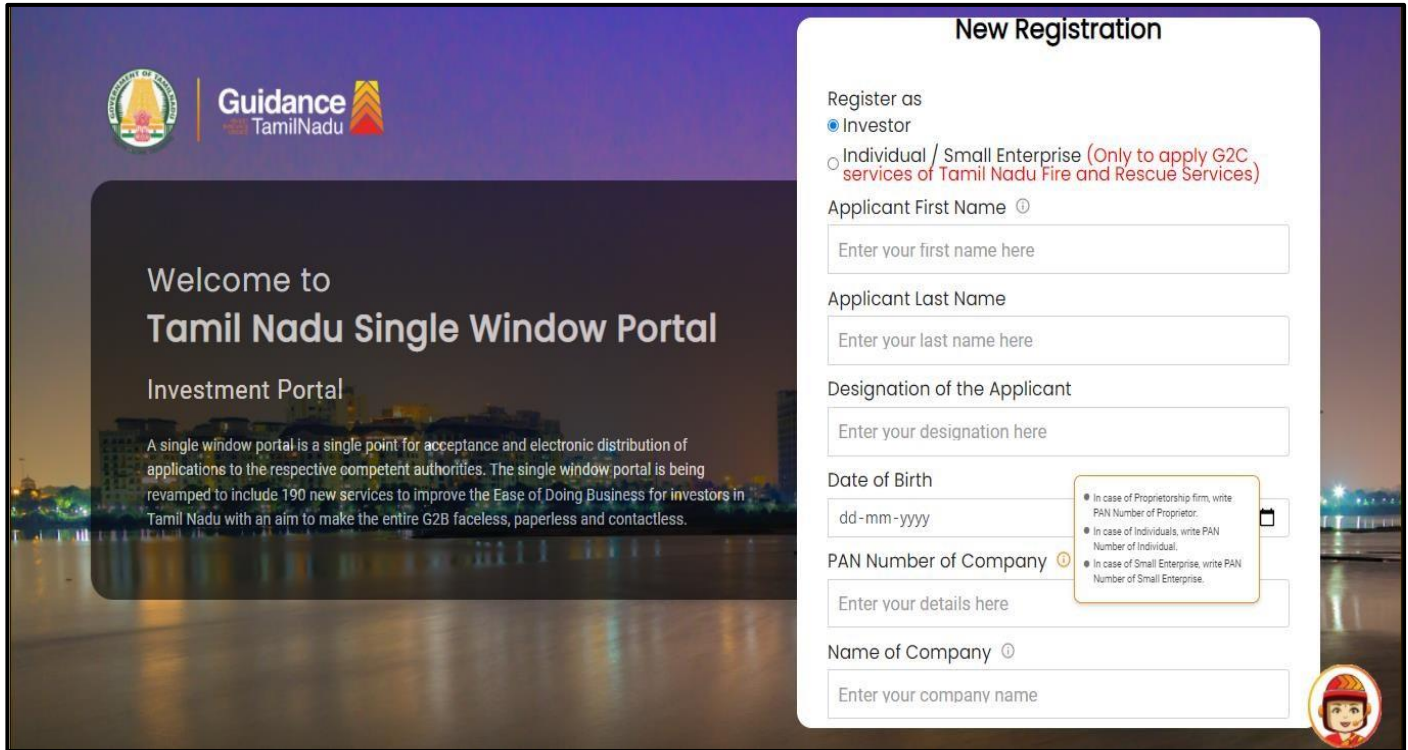
1) Click on '**Register**' button on TNSWP.



The screenshot shows the TNSWP homepage. At the top, there is a header with the Tamil Nadu Government Portal logo, date (Wednesday, 30 November 2022, 10:12 pm (IST)), operational timings (8:30 AM to 8:30 PM), toll-free number (1800258387), and email (helpdesk@investtr). A navigation menu includes Home, About Us, Clearances/Approvals, Legislation, Policies & Notifications, Dashboard, and Help & Support. A prominent orange 'Register' button is highlighted by a callout bubble that says 'Register on TNSWP'. Below the navigation, the main content area features the 'WINDOW PORTAL' title and a central graphic of a hand signing a document on a laptop. To the left, there are icons for 'Real-time Monitoring' and 'Dedicated Industrial Helpdesk'. To the right, there is a map of Tamil Nadu with a star and laurel wreath, and a 'Number in India' badge. At the bottom, a text block describes the portal as a one-stop service for investors, and a 'TN Single Window Fee Slab for Large Industries' button is visible.

Figure 2. Register

- 2) New Investor Registration page will appear (Refer Figure 3 & 4)
- 3) Select the 'Investor' option and continue with the Registration process.
- 4) Only for applying Government to Citizen (G2C) fire clearances, click on option '**G2C clearances of Tamil Nadu fire and rescue clearances under the category individual/small enterprise**'.
- 5) The information icon ⓘ gives a brief description about the fields when the applicant hovers the cursor on these icons.



**Welcome to
Tamil Nadu Single Window Portal
Investment Portal**

A single window portal is a single point for acceptance and electronic distribution of applications to the respective competent authorities. The single window portal is being revamped to include 190 new services to improve the Ease of Doing Business for investors in Tamil Nadu with an aim to make the entire G2B faceless, paperless and contactless.

New Registration

Register as

Investor

Individual / Small Enterprise (Only to apply G2C services of Tamil Nadu Fire and Rescue Services)

Applicant First Name ⓘ

Applicant Last Name

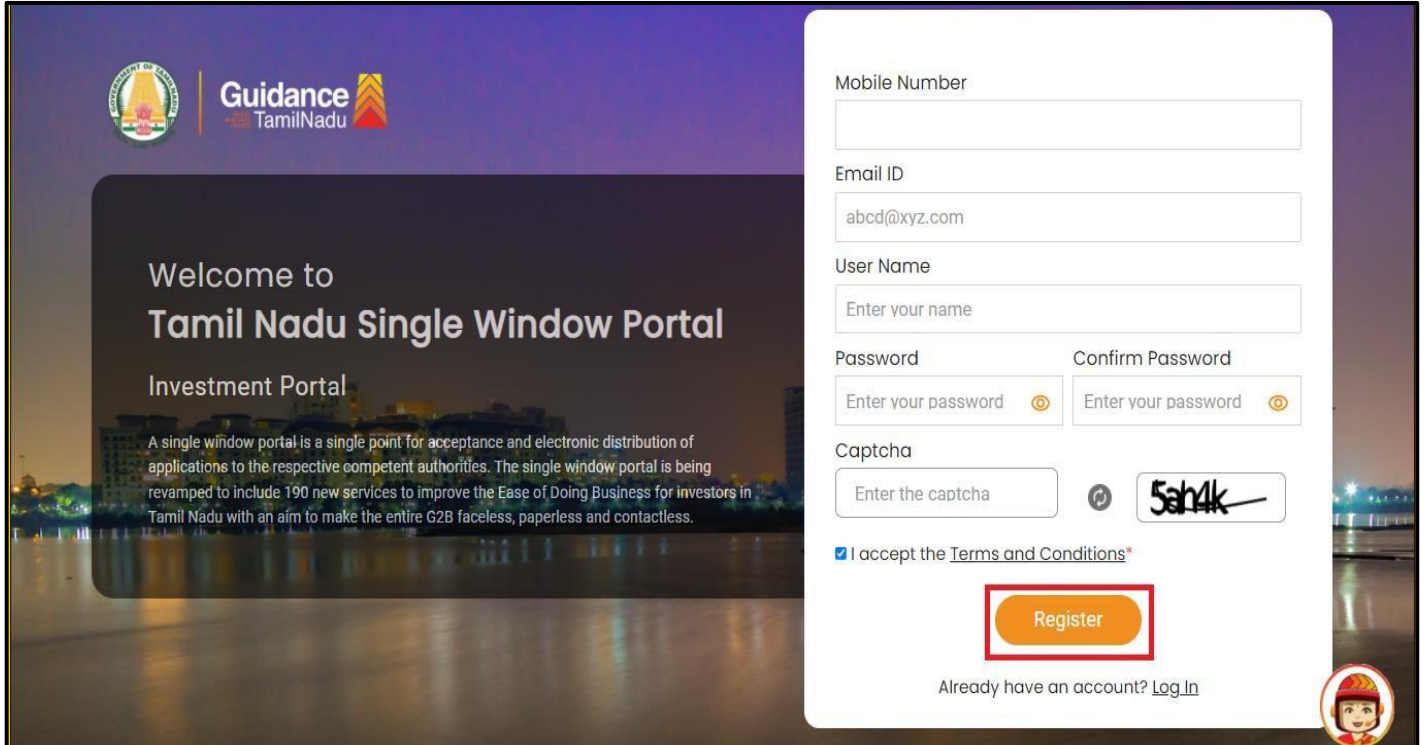
Designation of the Applicant

Date of Birth

PAN Number of Company ⓘ

Name of Company ⓘ

Figure 3. Registration Form



**Welcome to
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Investment Portal**

A single window portal is a single point for acceptance and electronic distribution of applications to the respective competent authorities. The single window portal is being revamped to include 190 new services to improve the Ease of Doing Business for investors in Tamil Nadu with an aim to make the entire G2B faceless, paperless and contactless.


Mobile Number

Email ID

User Name

Password 👁 🔒 Confirm Password

Captcha

I accept the [Terms and Conditions](#)*

Register

Already have an account? [Log In](#)

Figure 4. Registration Form Submission

- 6) The Email ID would be the Username to login the TNSWP.
- 7) Future communications would be sent to the registered mobile number and Email ID of the applicant.
- 8) Create a strong password and enter the Captcha code as shown.
- 9) The applicant must read and accept the terms and conditions and click on 'Register' button.

3. Mobile Number / Email ID – 2-Step Verification Process

- **'2-Step Verification Process'** screen will appear when the applicant clicks on 'Register' button.

- **Mobile Number Verification**

- 1) For verifying the mobile number, the verification code will be sent to the given mobile number.
- 2) Enter the verification code and click on the **'Verify'** button.

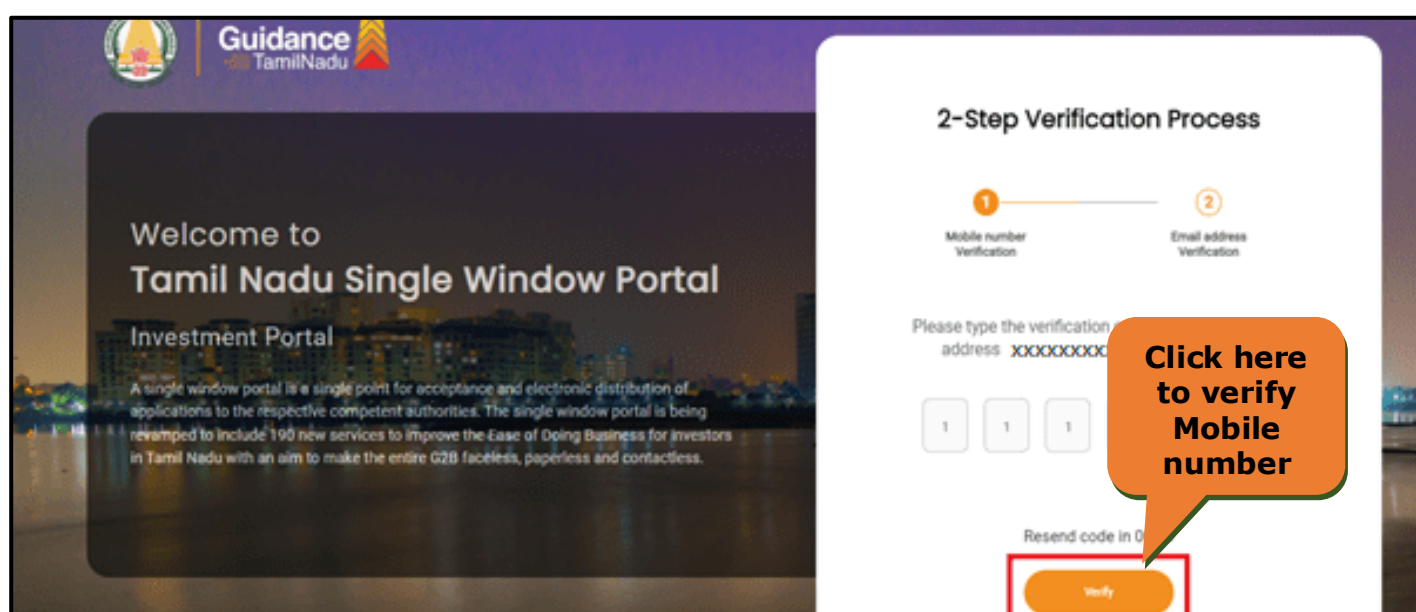


Figure 5. Mobile Number Verification

- o **Email ID Verification**

- 1) For verifying the Email ID, the verification code will be sent to the given Email ID.
- 2) Enter the verification code and click on the '**Verify**' button.

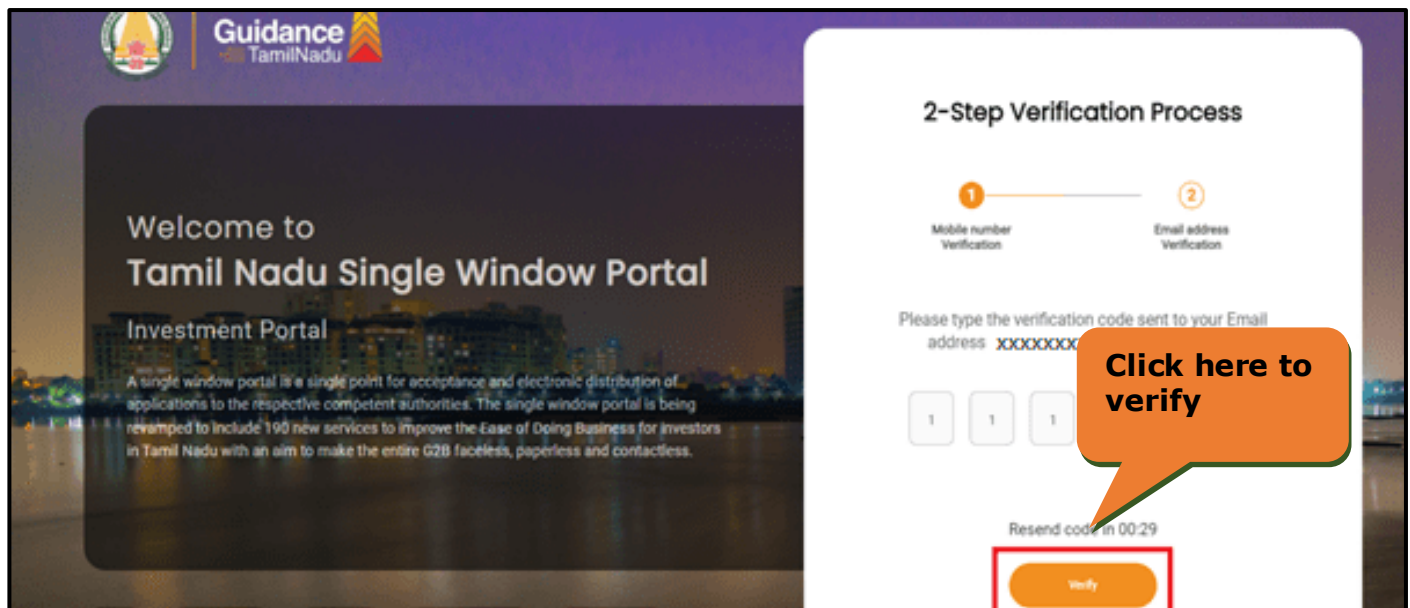


Figure 6. Email ID Verification

- 3) After completion of the 2-Step Verification process, registration confirmation message will pop-up stating as **'Your registration was successful'** (Refer Figure 7).
- 4) Registration process is completed successfully.

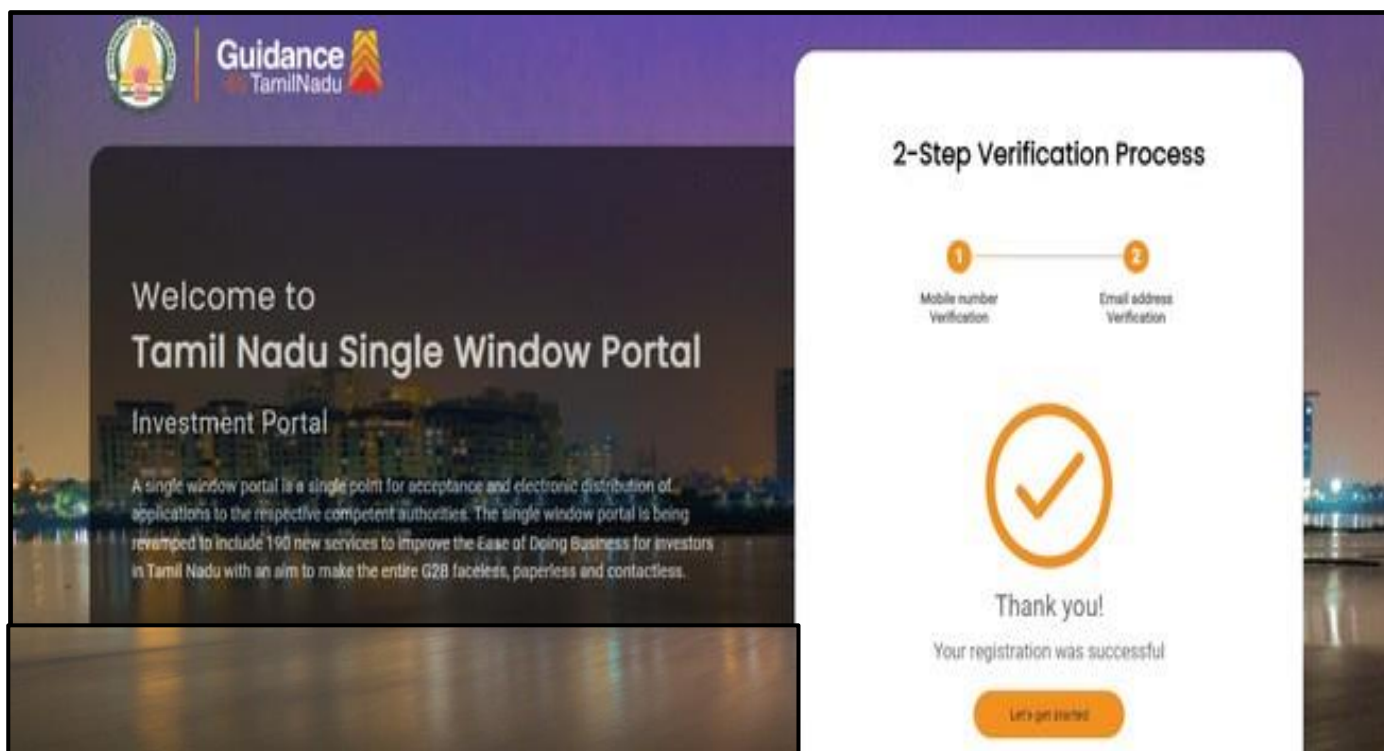


Figure 7. Registration Confirmation Pop-Up

4. Login

- 1) The applicant can login to TNSWP with the Username and Password created during the registration process.
- 2) Click on login button to enter TNSWP.

Login to TNSWP



The screenshot shows the TNSWP website interface. At the top, there is a navigation bar with the following elements:

- Left side: "A Tamil Nadu Government Portal", "Wednesday, 30 November 2022, 10:11 pm (IST)", "Visit Guidance Site", "Operational Timings For Toll Free Number 8:30 AM to 8:30 PM", "Toll Free Number: 1800258387", "Email: helpdesk@investtn.in", "Industrial Helpline", and "English" dropdown.
- Center: "Guidance TamilNadu" logo and navigation links: "Home", "About Us", "Clearances/Approvals", "Legislation, Policies & Notifications", "Dashboard", "Help & Support".
- Right side: "Register" and "Login" buttons.

The main content area features a large orange map of Tamil Nadu on the left. To the right, the text "TAMIL NADU Leading the Nation" is displayed. Below this, there are two rows of award statistics:

- Row 1 (All #1):
 - Number of Factories in India
 - Number of Operational SEZs in India
 - Governance & Political Stability (N-SIPI 2019)
 - International and Domestic Tourist Arrivals
 - Best Performing State (India Today State of the State Award 2018, 2019 & 2020)
- Row 2 (All #2):
 - Sustainable Development Goals (SDG) Index 2020-21 (NITI Aayog)
 - Second Largest Economy in India
 - Best Governed State (Public Affairs Index 2020)
 - Job Creation Under IBPS Scheme
 - Growth, Innovation and Leadership Index 2019 (Frost & Sullivan)

At the bottom of the page, there is a text block:

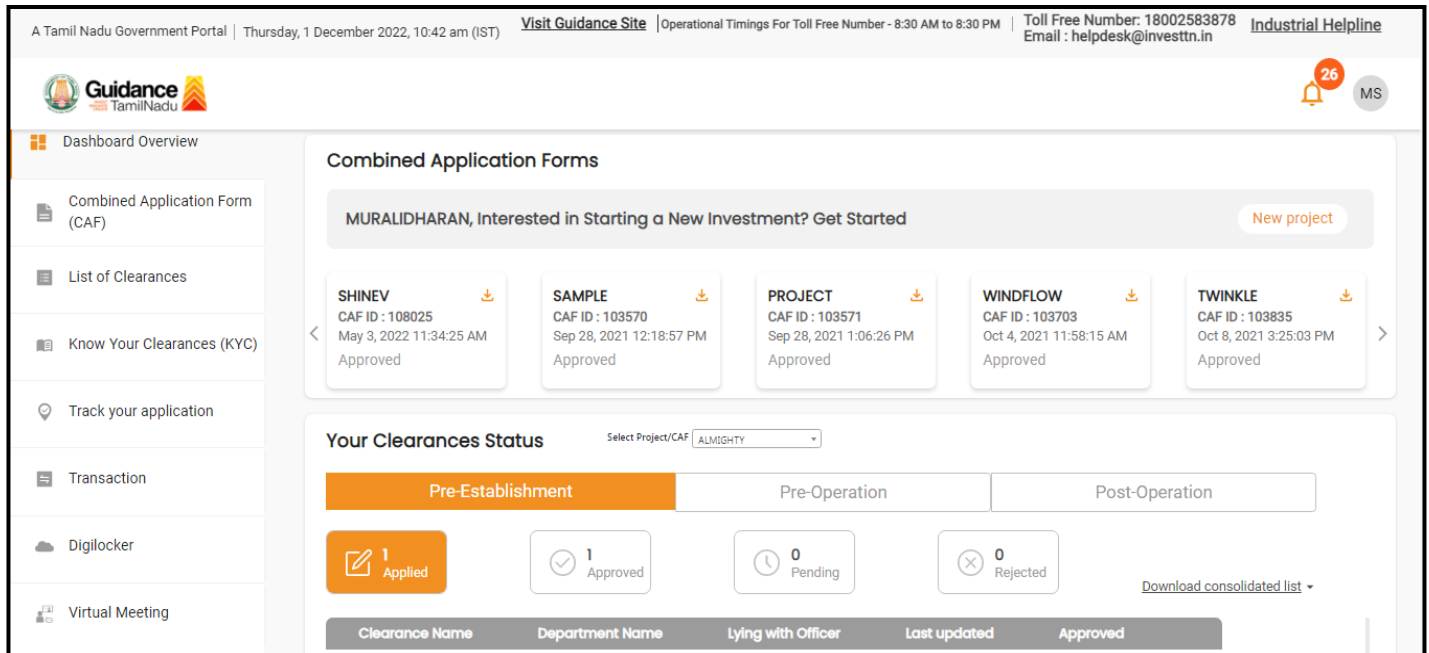
Tamil Nadu Single Window Portal is a one-stop portal for investors to electronically secure all business-related approvals/ licenses/ clearances/ NOCs in a time-bound, transparent and hassle-free manner. The Tamil Nadu Single Window Portal covers 200+ services encompassing 40+ Government departments/ agencies with an aim to improve Ease of Doing Business (EoDB) for investors in Tamil Nadu, and make the G2B interface faceless, paperless and contactless

Below the text block, there is a button labeled "TN Single Window Fee Slab for Large Industries" and a small cartoon character icon on the right.

Figure 8. Login

5. Dashboard Overview

- 1) When the Applicant logs into TNSWP, the dashboard overview page will appear.
- 2) Dashboard overview is Applicant-friendly interface for the Applicant's easy navigation and to access various functionalities such as Menu bar, Status whether the application is Approved, Pending, Rejected and Data at-a glance on a unified point.

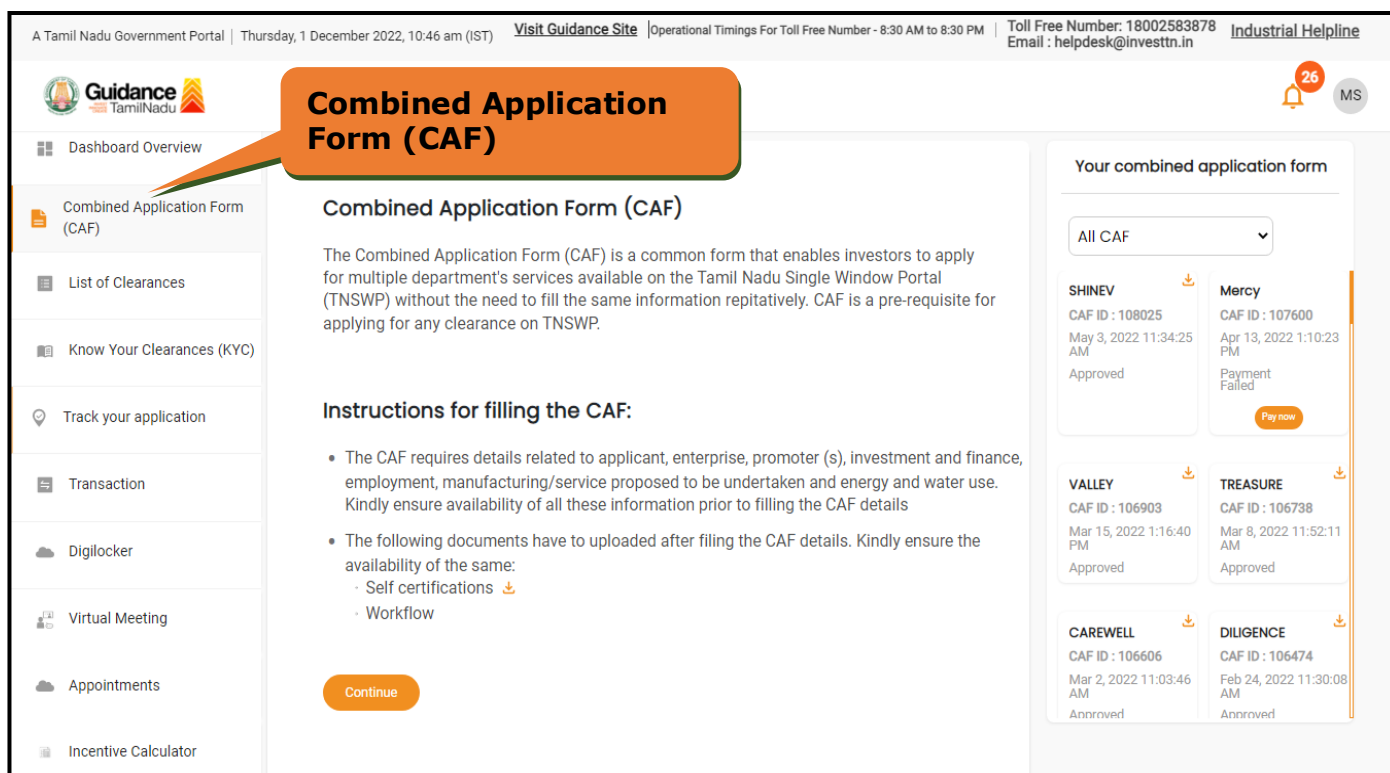


The screenshot shows the dashboard overview page for the Guidance TamilNadu portal. The page includes a navigation menu on the left with options like 'Dashboard Overview', 'Combined Application Form (CAF)', 'List of Clearances', 'Know Your Clearances (KYC)', 'Track your application', 'Transaction', 'Digilocker', and 'Virtual Meeting'. The main content area is titled 'Combined Application Forms' and features a header for 'MURALIDHARAN, Interested in Starting a New Investment? Get Started' with a 'New project' button. Below this, there are five application cards for 'SHINEV', 'SAMPLE', 'PROJECT', 'WINDFLOW', and 'TWINKLE', each showing the CAF ID, date, and status (Approved). The 'Your Clearances Status' section shows a dropdown for 'Select Project/CAF' set to 'ALMIGHTY' and three tabs: 'Pre-Establishment', 'Pre-Operation', and 'Post-Operation'. Under 'Pre-Establishment', there are four status boxes: 'Applied' (1), 'Approved' (1), 'Pending' (0), and 'Rejected' (0). A 'Download consolidated list' link is also present. At the bottom, a table header is visible with columns: 'Clearance Name', 'Department Name', 'Lying with Officer', 'Last updated', and 'Approved'.

Figure 9. Dashboard Overview

6. Combined Application Form (CAF)

- 1) Prior to applying for various clearances on TNSWP, the applicant must create a project by filling in the combined application form (CAF).
- 2) Click on Combined Application Form (CAF) from the menu bar on the left.
- 3) The details which are commonly required for applying various clearances are stored in Central Repository through CAF. So, whenever the applicant applies for various clearances for a specific project, the details stored in CAF gets auto populated in the application form which minimizes the time spent on entering the same details while filling multiple applications.
- 4) The Overview of the Combined Application Form (CAF) and the instructions to fill in the Combined Application Form (CAF) are mentioned in the below Figure.
- 5) Click on '**Continue**' button to fill in the Combined Application Form.



A Tamil Nadu Government Portal | Thursday, 1 December 2022, 10:46 am (IST) | [Visit Guidance Site](#) | Operational Timings For Toll Free Number - 8:30 AM to 8:30 PM | Toll Free Number: 18002583878 | [Industrial Helpline](#)
 Email : helpdesk@investtn.in

Combined Application Form (CAF)

Combined Application Form (CAF)

The Combined Application Form (CAF) is a common form that enables investors to apply for multiple department's services available on the Tamil Nadu Single Window Portal (TNSWP) without the need to fill the same information repetitively. CAF is a pre-requisite for applying for any clearance on TNSWP.

Instructions for filling the CAF:

- The CAF requires details related to applicant, enterprise, promoter (s), investment and finance, employment, manufacturing/service proposed to be undertaken and energy and water use. Kindly ensure availability of all these information prior to filling the CAF details
- The following documents have to uploaded after filing the CAF details. Kindly ensure the availability of the same:
 - Self certifications
 - Workflow

[Continue](#)

Your combined application form

All CAF

SHINEV CAF ID : 108025 May 3, 2022 11:34:25 AM Approved	Mercy CAF ID : 107600 Apr 13, 2022 11:10:23 PM Payment Failed Pay now
VALLEY CAF ID : 106903 Mar 15, 2022 1:16:40 PM Approved	TREASURE CAF ID : 106738 Mar 8, 2022 11:52:11 AM Approved
CAREWELL CAF ID : 106606 Mar 2, 2022 11:03:46 AM Approved	DILIGENCE CAF ID : 106474 Feb 24, 2022 11:30:08 AM Approved

Figure 10. Combined Application Form (CAF)

6.1 Sections of Combined Application Form

1) To complete the combined application form (CAF) the applicant has to fill 7 Sections of CAF as displayed in Figure 11. (**CAF payment tab** will be displayed only for large enterprises).

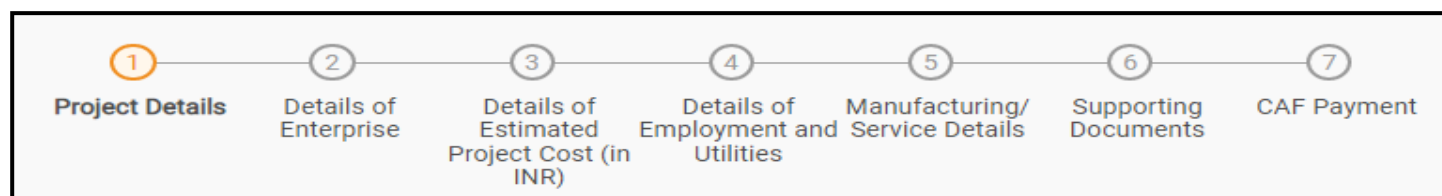


Figure 11. Section of Combined Application Form (CAF)

2) After filling the CAF details, the applicant has to upload the requisite supporting documents under '**Section 6: Supporting Documents**'

- **Self-Certification:**

- Download the template.
- Prepare the self-certification documents as per the instructions given in the template and upload.

- **Workflow:**

- Prepare and upload the business process flow chart.

3) After filling all the sections in combined application form (CAF), the applicant can submit the form.

4) When the applicant submits the combined application form (CAF), confirmation message will pop-up stating, '**Your request has been saved successfully**' (Refer Figure 12).

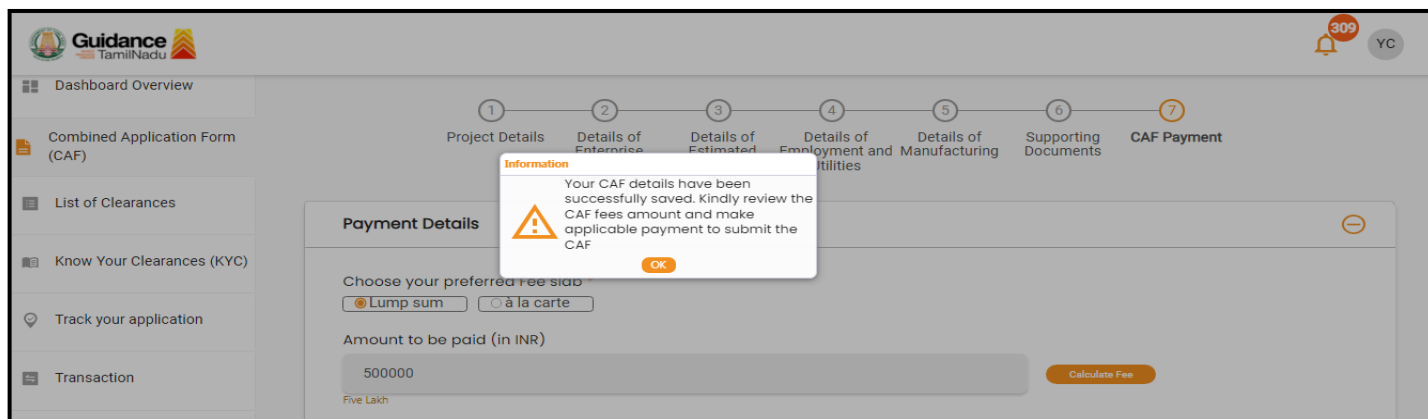


Figure 12. Combined Application Form (CAF) - Confirmation Message

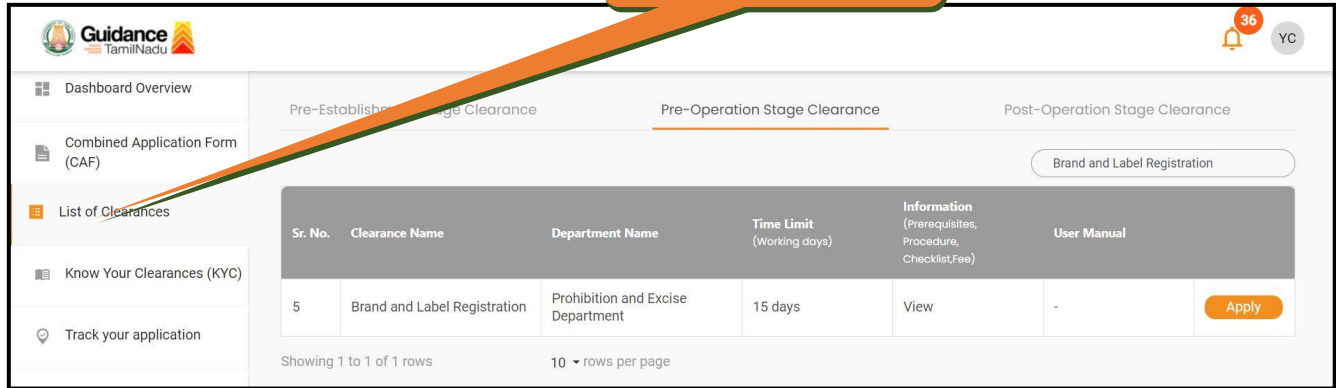
Note:

If the applicant belongs to large industry, single window fee would be applicable according to the investment in Plant & Machinery or Turnover amount. [Clickhere](#) to access the Single Window Fee Slab.

7. Apply for Application for Brand and Label Registration

1. Click on “List of Clearances”

List of Clearances



Sr. No.	Clearance Name	Department Name	Time Limit (Working days)	Information (Prerequisites, Procedure, Checklist, Fee)	User Manual
5	Brand and Label Registration	Prohibition and Excise Department	15 days	View	-

Figure 13. List of Clearances

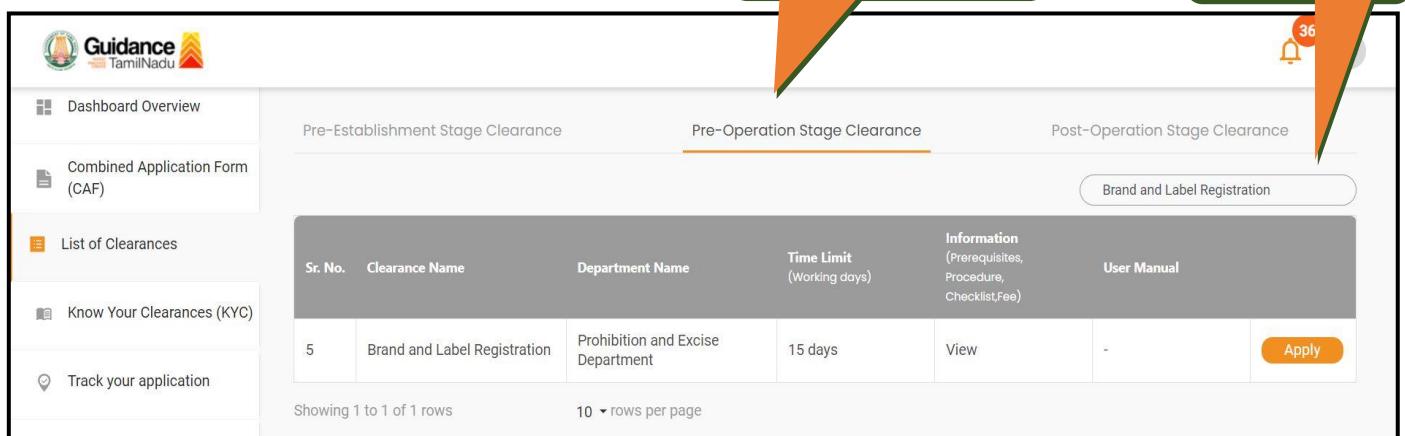
2. The list of clearances is segregated into three stages.

- **Pre-Establishment Stage Clearance**
- **Pre-Operation Stage Clearance**
- **Post-Operation Stage Clearance**

3. Select ‘Pre-Operation Stage Clearance’ and find the clearance ‘Brand and Label Registration’ by using Search option as shown in the figure given below.

Pre-Operation Stage Clearance

Search for Clearance



Sr. No.	Clearance Name	Department Name	Time Limit (Working days)	Information (Prerequisites, Procedure, Checklist, Fee)	User Manual
5	Brand and Label Registration	Prohibition and Excise Department	15 days	View	-

Figure 14. Search for Clearance

- Applicant can view information on workflow, checklist of supporting documents to be uploaded by the applicant and fee details. Click on 'view' to access the information (Refer Figure 15)
- To apply for the clearance, click on 'Apply' to access the department application form (Refer Figure 15).
- The Applicant can apply to obtain license for more than 1 establishment using a single login, but the applicant must create multiple Combined Application Form (CAF) for each of the establishment.

Sr. No.	Clearance Name	Department Name	Time Limit (Working days)	Information (Prerequisites, Procedure, Checklist, Fee)	User Manual
5	Brand and Label Registration	Prohibition and Excise Department	15 days	View	-

Figure 15. Apply for Clearance

1) Enter all the mandatory details in the application for Brand and Label Registration

Brand and Label Registration

1 Application Form 2 Checklist

Project *
Select field

Applicant Details

Company Name *
Company Name

Address of Company *
Address of Company

Licence Number (Manufacture alcohol) *
Licence Number (Manufacture alcohol)

Applying for *
Select field

Authorized Signatory

Name of Authorized Signatory *
Name of Authorized Signatory

Mobile Number of Authorized Signatory *
Mobile Number of Authorized Signatory

Email address of Applicant *
Email address of Applicant

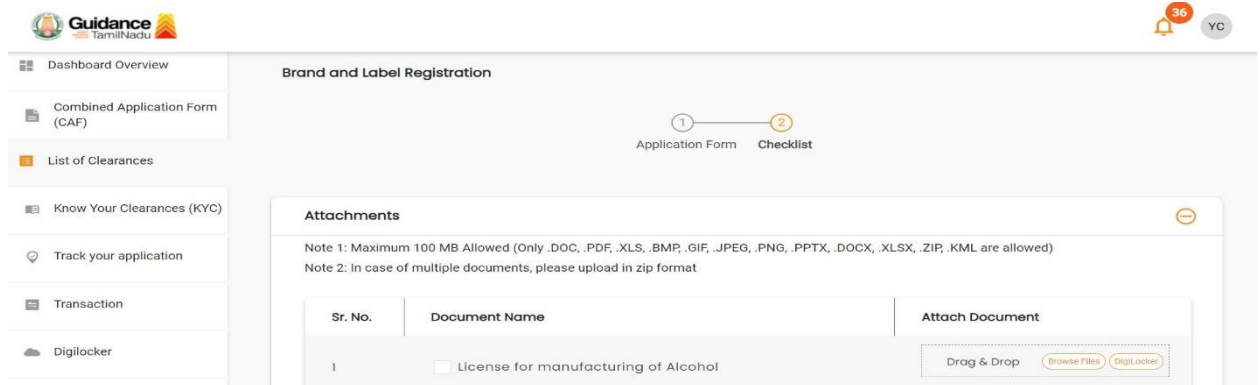
The image displays four sequential screenshots of a web application for brand and label registration. Each screenshot includes the 'Guidance TamilNadu' logo and a notification bell with the number '36' and a 'YC' icon.

- Step 1: New Brand Details**
 - Table with columns: Name of the new brand, Location of manufacturing unit, Name of Collaborator, and Action.
 - Message: "No data available in table" and "No Records found".
 - Form fields: "Name of the new brand *", "Location of manufacturing unit *", and a "Select field" dropdown.
- Step 2: Name of Collaborator**
 - Form fields: "Name of Collaborator", "Type of Alcohol *", "Category of Brand *", "Alcohol content (in %) *", and "Name of distillery/ brewery *".
 - Each dropdown menu contains the text "Select field".
- Step 3: Address of distillery/ brewery**
 - Form fields: "Address of distillery/ brewery" and "FSSAI Licence Number *".
 - Buttons: "Add" and "Reset".
- Step 4: Fees Applicable**
 - Section: "Fees Applicable" with a collapse icon.
 - Form fields: "Registration Fee *" and "Label fee *", both with input values of "0".

Figure 16. Brand and Label Registration

Checklist:

- The following supporting documents need to be uploaded by the Applicant as per the notes given
- Maximum 10 MB Allowed (Only .DOC, .PDF, .XLS, .BMP, .GIF, .JPEG, .PNG, .PPTX, .DOCX, .XLSX, .ZIP, .KML are allowed)
- In case of multiple documents, please upload in zip format
- After Uploading all the supporting document click on 'Next' to go Payment details' screen
- After uploading, click on "**Save document**" button.
- After Successful Submission, the page gets redirected to Payment gateway.



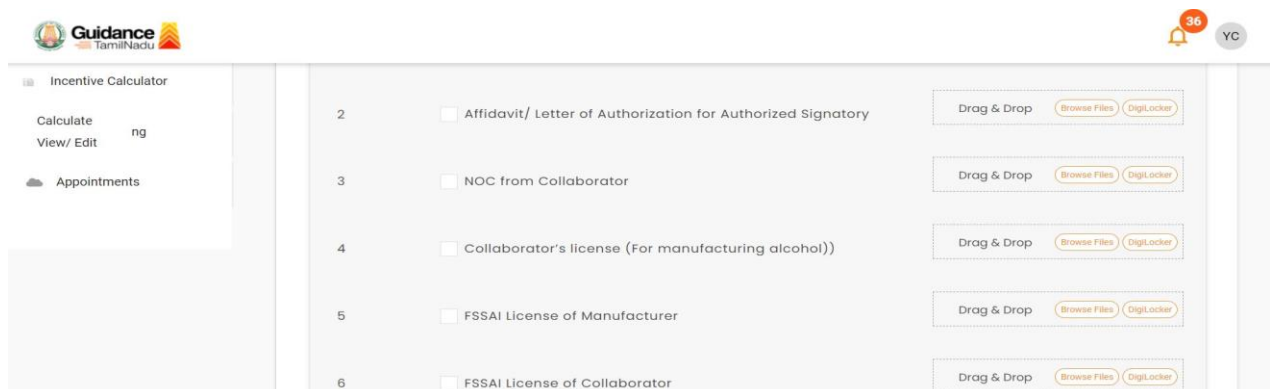
Brand and Label Registration

1 Application Form 2 Checklist

Attachments

Note 1: Maximum 100 MB Allowed (Only .DOC, .PDF, .XLS, .BMP, .GIF, .JPEG, .PNG, .PPTX, .DOCX, .XLSX, .ZIP, .KML are allowed)
 Note 2: In case of multiple documents, please upload in zip format

Sr. No.	Document Name	Attach Document
1	<input type="checkbox"/> License for manufacturing of Alcohol	Drag & Drop <input type="button" value="Browse Files"/> <input type="button" value="DigLocker"/>



2	<input type="checkbox"/> Affidavit/ Letter of Authorization for Authorized Signatory	Drag & Drop <input type="button" value="Browse Files"/> <input type="button" value="DigLocker"/>
3	<input type="checkbox"/> NOC from Collaborator	Drag & Drop <input type="button" value="Browse Files"/> <input type="button" value="DigLocker"/>
4	<input type="checkbox"/> Collaborator's license (For manufacturing alcohol))	Drag & Drop <input type="button" value="Browse Files"/> <input type="button" value="DigLocker"/>
5	<input type="checkbox"/> FSSAI License of Manufacturer	Drag & Drop <input type="button" value="Browse Files"/> <input type="button" value="DigLocker"/>
6	<input type="checkbox"/> FSSAI License of Collaborator	Drag & Drop <input type="button" value="Browse Files"/> <input type="button" value="DigLocker"/>

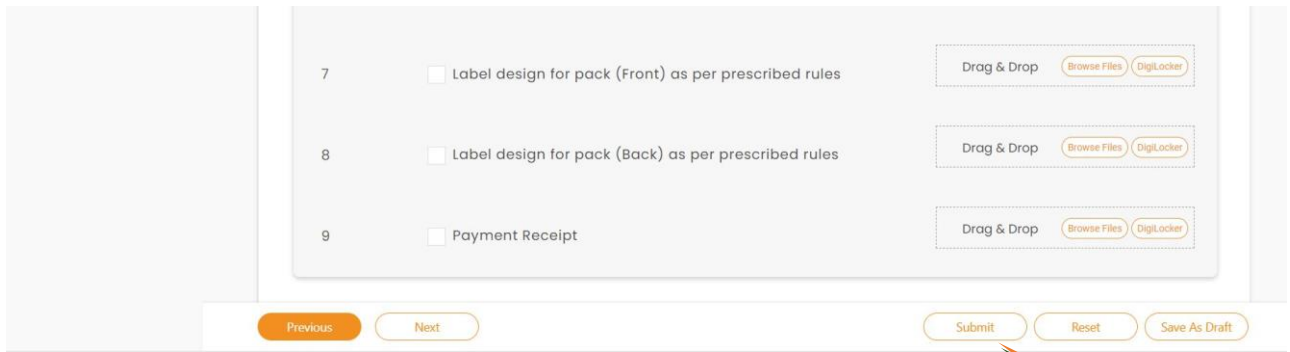
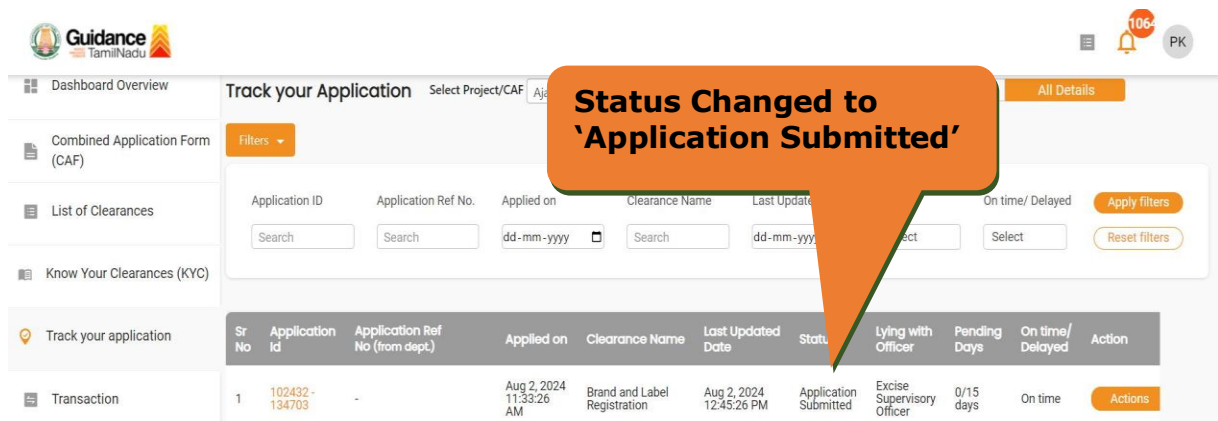


Figure 17. Checklist Document

Click on 'Submit'

Application Submitted

- 1) Applicant need to fill the Application form and along with necessary documents, the application is submitted successfully to the Excise Supervisory Officer for further processing. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**



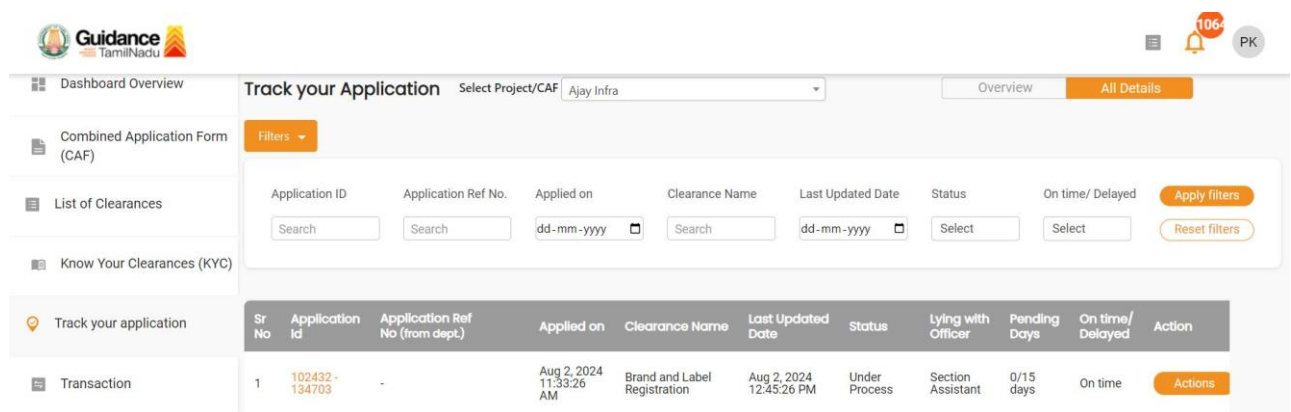
Status Changed to 'Application Submitted'

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432-134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Application Submitted	Excise Supervisory Officer	0/15 days	On time	Actions

Figure 18. Application Submitted

- 2) ESO will receive and scrutinize the application. If the application has necessary information, then ESO will forward the proposal to CPE for introduction remark, Section Assistant (SA) receives the application from

ESO. SA will scrutinize and forwarded to superintendent. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

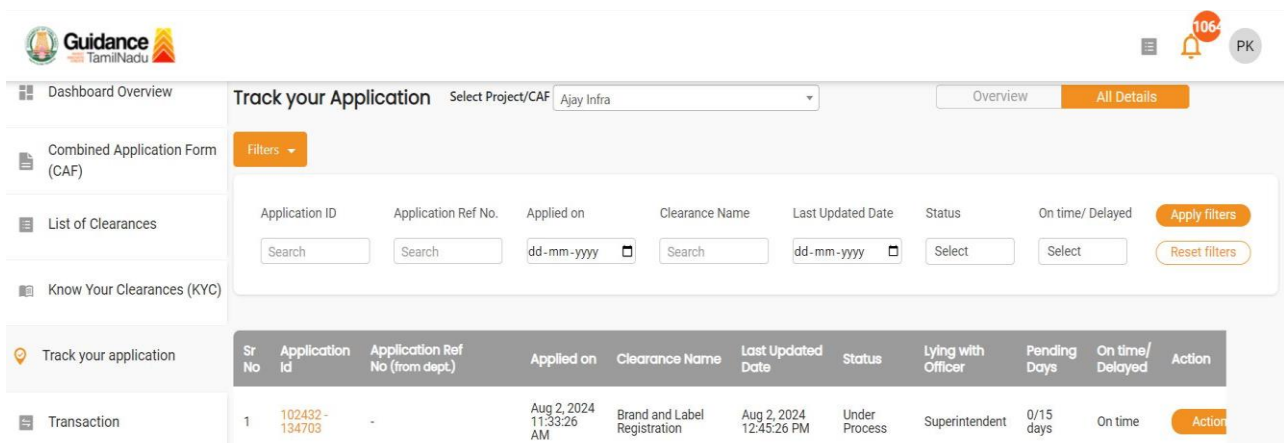


The screenshot shows the 'Track your Application' interface. The left sidebar contains navigation options: Dashboard Overview, Combined Application Form (CAF), List of Clearances, Know Your Clearances (KYC), Track your application, and Transaction. The main area is titled 'Track your Application' with a dropdown for 'Select Project/CAF' set to 'Ajay Infra'. Below this is a filter section with search boxes for Application ID, Application Ref No., Applied on, Clearance Name, and Last Updated Date, along with status and on-time/delayed filters. A table below displays the application details:

Sr No	Application Id	Application Ref No (from dept)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Section Assistant	0/15 days	On time	Actions

Figure 19. Under Process

3) Superintendent will review and forward proposal to Assistant commissioner. If there are any queries, then the query will be sent to the ESO. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**



This screenshot is similar to Figure 19 but shows an update in the application status. The 'Lying with Officer' field in the table now reads 'Superintendent'.

Sr No	Application Id	Application Ref No (from dept)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Superintendent	0/15 days	On time	Action

Figure 20. Under Process

4) In case of no query, Assistant commissioner (ACCPE) will approve the recommend proposal to TASMAC for brand introduction and then forward to TASMAC. If any Query, then it will be sent to the ESO. TASMAC will receives the proposal and place it before the order for approval. If the proposal is not satisfied then the process will be end or rejected. If the proposal is satisfied recommends proposal for introduction orders (Physical process). The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

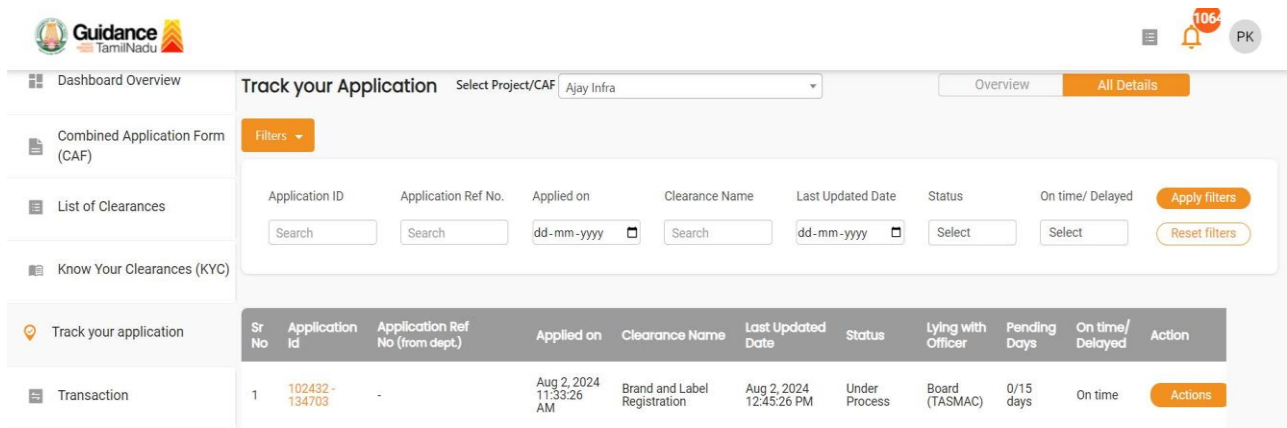


Figure 21. Under Process

5) Section assistant (SA) will receive the application from TASMAC. SA will prepare the introduction orders and forwards to Superintendent. If any Query, then the query will be sent to the ESO. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

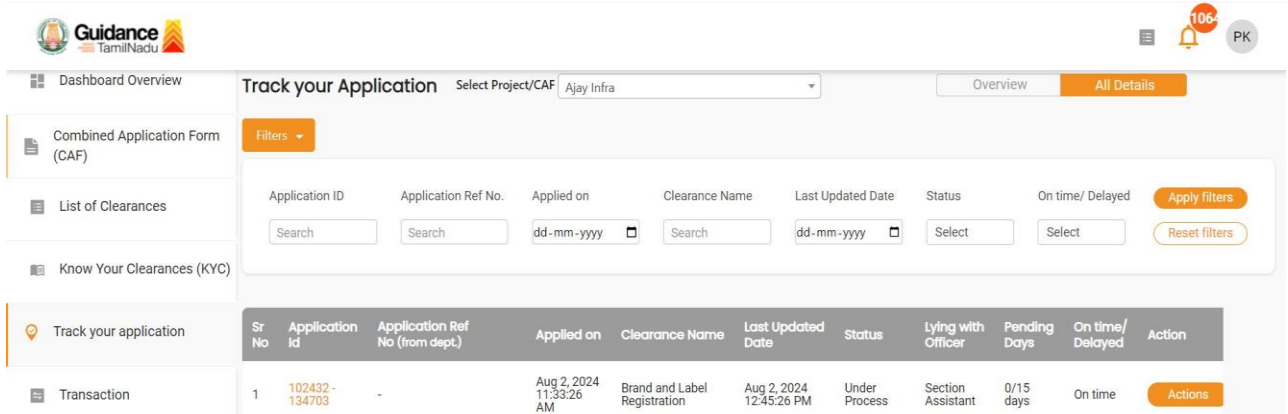


Figure 22. Under Process

6) Superintendent will scrutinize and forward the introduction order to Assistant commissioner. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**

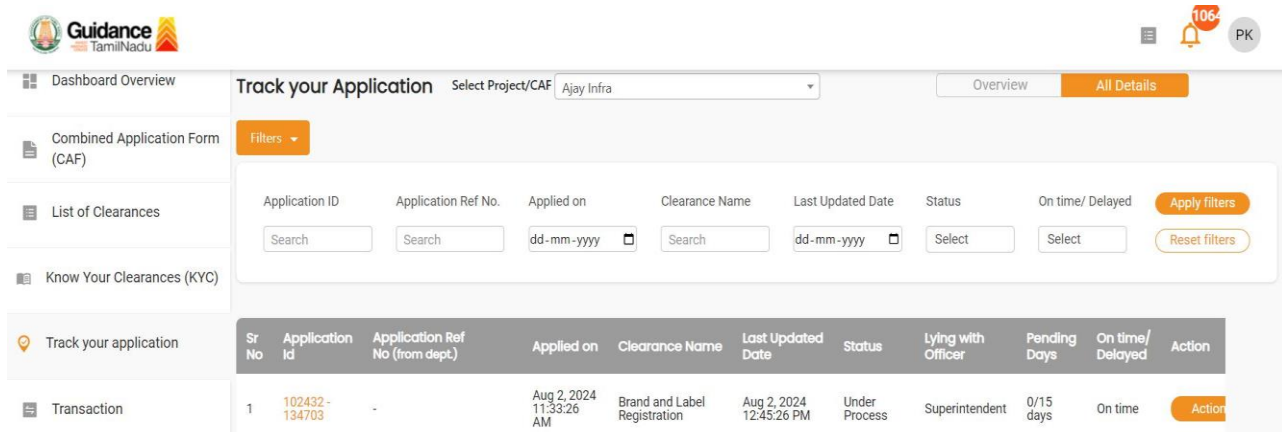
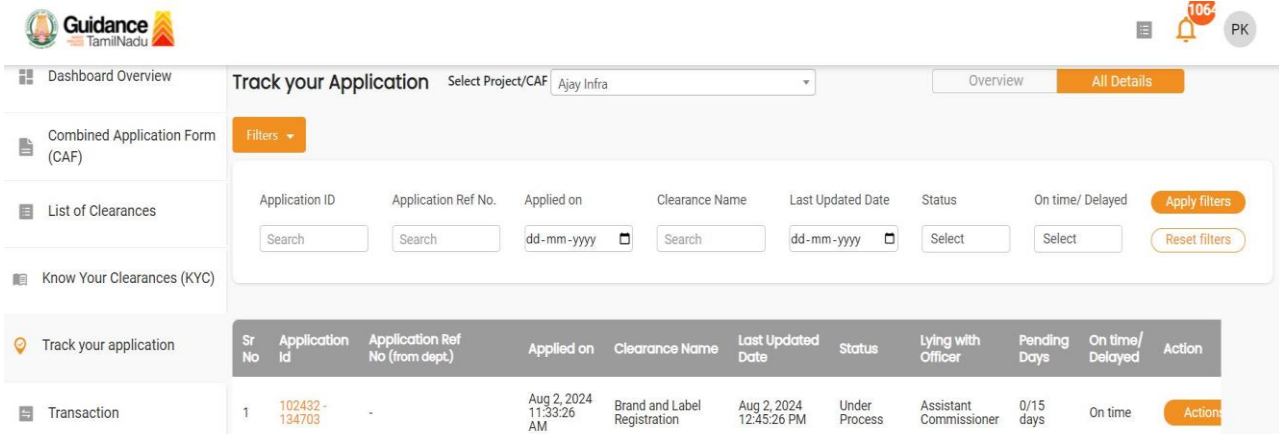


Figure 23. Under Process

7) Assistant commissioner will scrutinize and forward it to joint commissioner. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**

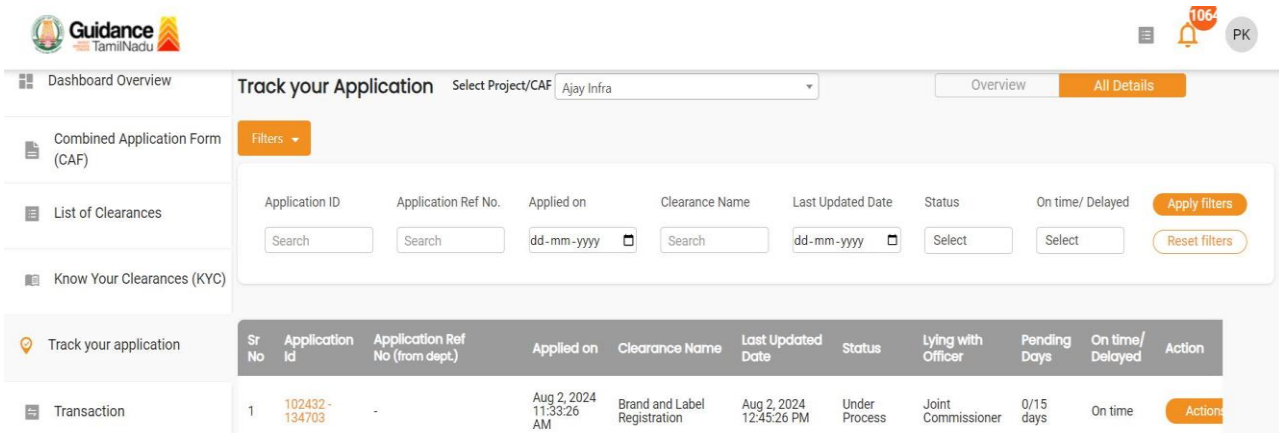


The screenshot shows the 'Track your Application' interface. At the top, there's a navigation bar with 'Dashboard Overview', 'Track your Application', and a dropdown menu for 'Select Project/CAF' set to 'Ajay Infra'. Below this, there are filter options and a table of applications. The table has columns for Sr No, Application Id, Application Ref No (from dept.), Applied on, Clearance Name, Last Updated Date, Status, Lying with Officer, Pending Days, On time/Delayed, and Action. One application is listed with Application Id 102432-134703, applied on Aug 2, 2024 at 12:45:26 PM, with a status of 'Under Process' and an officer of 'Assistant Commissioner'.

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 12:45:26 PM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Assistant Commissioner	0/15 days	On time	Actions

Figure 24. Under Process

8) Joint commissioner will scrutinize and forward introduction order to commissioner. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**



This screenshot is similar to Figure 24 but shows a different officer. The application details are: Application Id 102432-134703, applied on Aug 2, 2024 at 11:33:26 AM, with a status of 'Under Process' and an officer of 'Joint Commissioner'.

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Joint Commissioner	0/15 days	On time	Actions

Figure 25. Under Process

9) SA will prepare proposal for classification G.O and then forward to Superintended. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

The screenshot shows the 'Track your Application' interface. At the top, there's a dropdown menu for 'Select Project/CAF' with 'Ajay Infra' selected. Below it are filter fields for Application ID, Application Ref No., Applied on, Clearance Name, Last Updated Date, Status, and On time/ Delayed. A table below displays the application details:

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Section Assistant	0/15 days	On time	Actions

Figure 26. Under Process

10) Superintendent will scrutinize and forward proposal for Classification G.O to Assistant commissioner. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

This screenshot is similar to Figure 26 but shows a different officer assigned to the application. The table entry is:

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Superintendent	0/15 days	On time	Action

Figure 27. Under Process

11) Assistant commissioner will scrutinize the proposal for classification G.O and forwards to Joint commissioner. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

Figure 28. Under Process

Application Submitted

The Joint Commissioner will scrutinize and forward the proposal for classification G.O to Commissioner. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

Figure 29. Under Process

Application Submitted

The Commissioner will approve or send back proposal for classification G.O. If any Query, it will be sent to SA. Otherwise, Commissioner will send to the GOVERNMENT OF TAMILNADU. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

Figure 30. Under Process

GOVERNMENT OF TAMILNADU will issue order for amending G. O 98 for classifying the new brand and then forward to SA .SMS alert will be sent to the applicant. SA will receive G.O for brand classification and will forwards to TASMAL (MD) and Superintendent. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

Figure 31. Under Process

ESO will receive G.O for brand registration and applicant also receive G.O for brand registration. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**

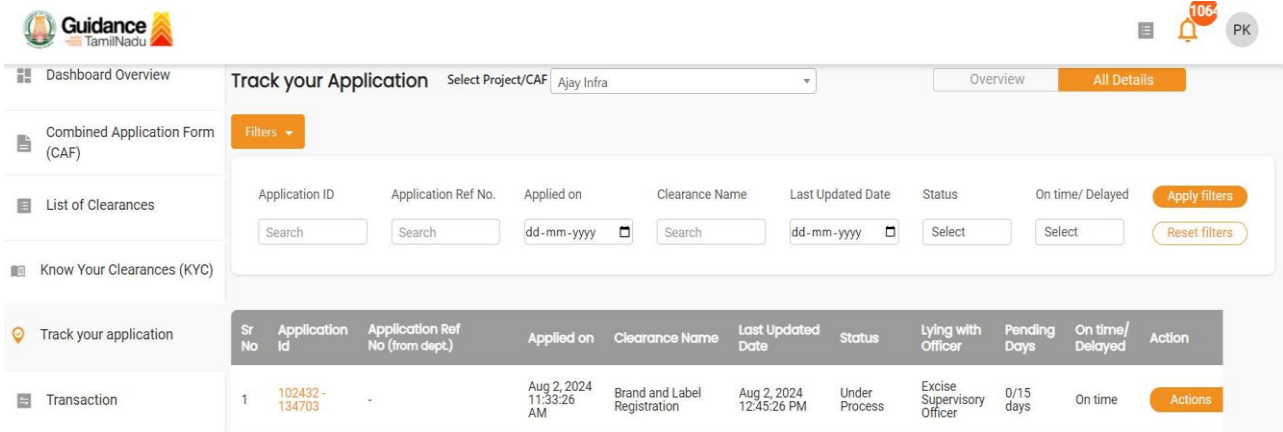


Figure 32. Under Process

The Government Of Tamilnadu issues orders for amending G.O. 98 for classifying the new brand, Receives G.O for brand registration to SA. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**

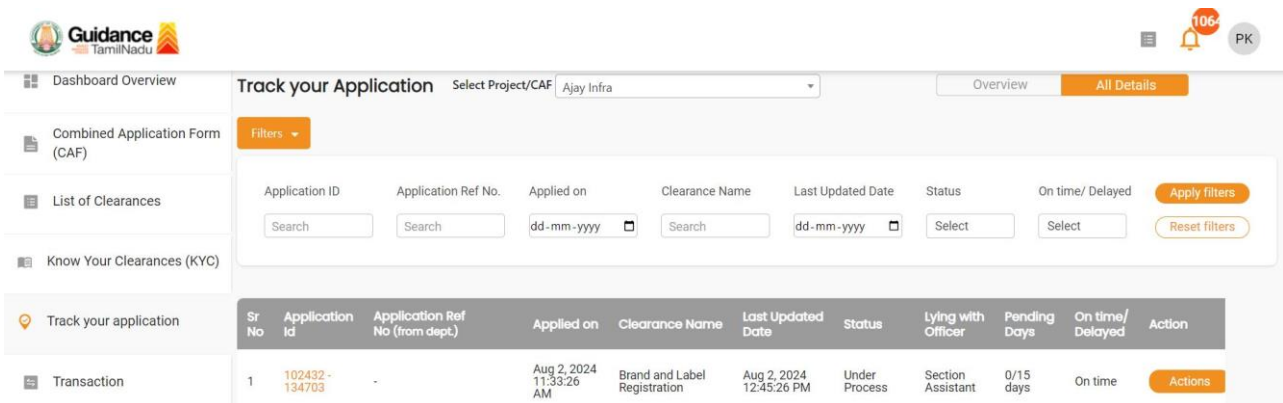


Figure 33. Under Process

Superintendent will scrutinize and forward it to Assistant Commissioner. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**

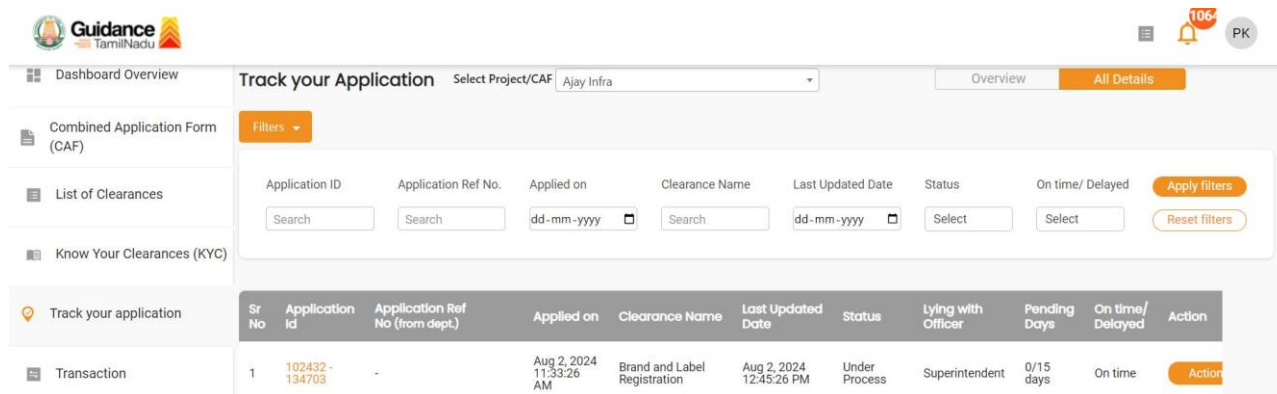


Figure 34. Under Process

Application Submitted

Assistant Commissioner Scrutinizes and communicates G.O to ESO and applicant. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**

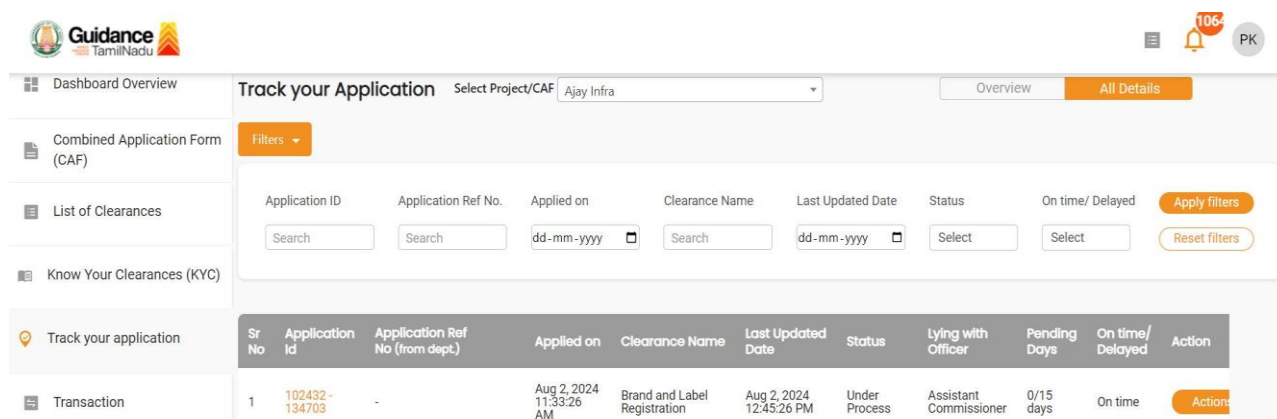


Figure 35. Under Process

Application Submitted

Applicants need to pay brand registration fees, Label approval fees, After uploading Chelan, sends labels for approval with copy of TASMAL letter and forwards to ESO. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**

The screenshot shows the 'Track your Application' interface. The application status is 'Under Process'. The table below contains the application details:

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Applicant	0/15 days	On time	Actions

Figure 36. Under Process

8.Payment Process:

The screenshot shows the 'Track your Application' interface with a status change to 'Make Payment'. An orange callout bubble points to the 'Status' column in the table, containing the text 'Status Change "Make Payment"'. The table below contains the application details:

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Make payment	Applicant	0/15 days	On time	Actions

Figure 37. Status Change "Make Payment"

Application Action – 134703
✕

Application ID 102432 - 134703	Application Name Brand and Label Registration
Application Ref No. -	Project Name -
Application Submission Date Aug 2, 2024 12:45:26 PM	Status Make payment

Payment

Actions to be performed


Click on 'Proceed'

Close

Figure 38. Click on 'Proceed'

Application Submitted

ESO will receive payment confirmation, review new labels. If any query, applicant need to resubmit the Label for approval. ESO will forward the requests for issuance of brand registration order to Section Assistant. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**



Status Changed to 'Under Process'

106 PK

Dashboard Overview
Track your Application Select Project
Overview All Details

Combined Application Form (CAF)
Filters

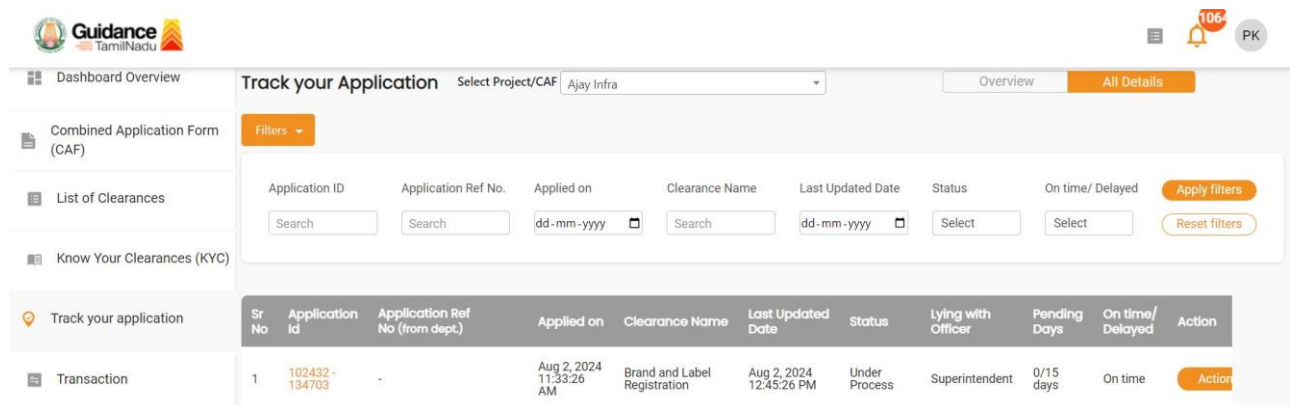
Application ID	Application Ref No.	Applied on	Clearance Name	Date	Status	On time/ Delayed	
<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="dd-mm-yyyy"/>	<input type="text" value="Search"/>	<input type="text" value="yy"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>	Apply filters Reset filters

Sr No	Application ID	Application Ref No (from dept)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Excise Supervisory Officer	0/15 days	On time	Actions

Figure 39. Under Process

Application Submitted

SA will prepare order for issuance and forward to superintendent. Superintendent will scrutinize the draft order and forwards to Assistant commissioner. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**



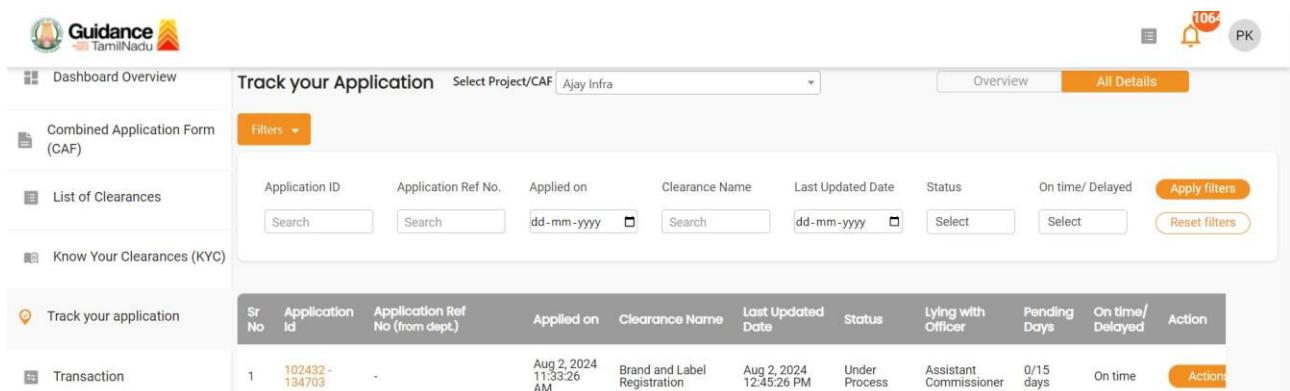
The screenshot shows the 'Track your Application' page with a sidebar on the left containing navigation options like 'Dashboard Overview', 'Combined Application Form (CAF)', 'List of Clearances', 'Know Your Clearances (KYC)', 'Track your application', and 'Transaction'. The main content area has a dropdown for 'Select Project/CAF' set to 'Ajay Infra' and tabs for 'Overview' and 'All Details'. Below this is a filter section with search boxes for 'Application ID', 'Application Ref No.', 'Applied on', and 'Clearance Name', along with 'Status' and 'On time/ Delayed' dropdowns. The main table displays the following data:

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Superintendent	0/15 days	On time	Action

Figure 40. Under Process

Application Submitted

Assistant commissioner will scrutinize and forwards to joint commissioner. The applicant can view the status of the application under **Track your application → Select the CAF from the Dropdown → All details**



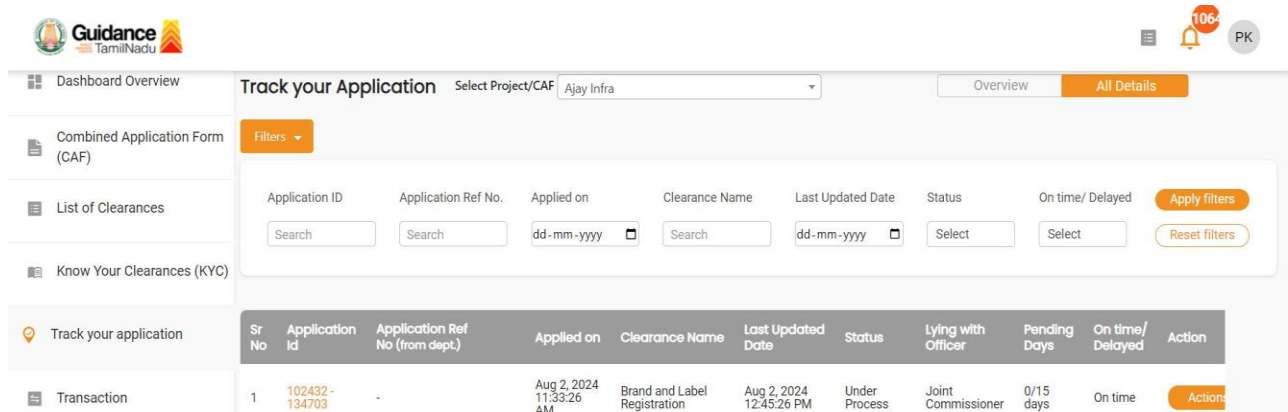
The screenshot shows the 'Track your Application' page with a sidebar on the left containing navigation options like 'Dashboard Overview', 'Combined Application Form (CAF)', 'List of Clearances', 'Know Your Clearances (KYC)', 'Track your application', and 'Transaction'. The main content area has a dropdown for 'Select Project/CAF' set to 'Ajay Infra' and tabs for 'Overview' and 'All Details'. Below this is a filter section with search boxes for 'Application ID', 'Application Ref No.', 'Applied on', and 'Clearance Name', along with 'Status' and 'On time/ Delayed' dropdowns. The main table displays the following data:

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Assistant Commissioner	0/15 days	On time	Action

Figure 41. Under Process

Application Submitted

Joint commissioner will scrutinize and forwards to commissioner. The applicant can view the status of the application under **Track your application** → **Select the CAF from the Dropdown** → **All details**



The screenshot shows the 'Track your Application' interface. At the top, there's a navigation bar with 'Dashboard Overview', 'Track your Application', and a dropdown menu for 'Select Project/CAF' set to 'Ajay Infra'. Below this, there are tabs for 'Overview' and 'All Details'. A sidebar on the left contains menu items like 'Combined Application Form (CAF)', 'List of Clearances', 'Know Your Clearances (KYC)', 'Track your application', and 'Transaction'. The main content area features a table with columns: Sr No, Application Id, Application Ref No (from dept), Applied on, Clearance Name, Last Updated Date, Status, Lying with Officer, Pending Days, On time/ Delayed, and Action. A single row is visible with the following data:

Sr No	Application Id	Application Ref No (from dept)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432-134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Joint Commissioner	0/15 days	On time	Actions

Figure 42. Under Process

9. Track Your Application

- 1) After submitting the application, a unique 'token ID' would be generated. Using the '**Token ID**' the Applicant can track the status of clearances by clicking on 'Track your application' option.'
- 2) Applicant to choose the name of the project created during CAF from the dropdown '**Select Project / CAF**' displayed at the top of the page.

- **Track your application– Overview Option**

By clicking on 'Overview' tab, Applicant can view the count of various clearance statuses as follows.

- **Total Pending Clearances**
- **Total Approved Clearances**
- **Total Rejected Clearances**

Track Your Application

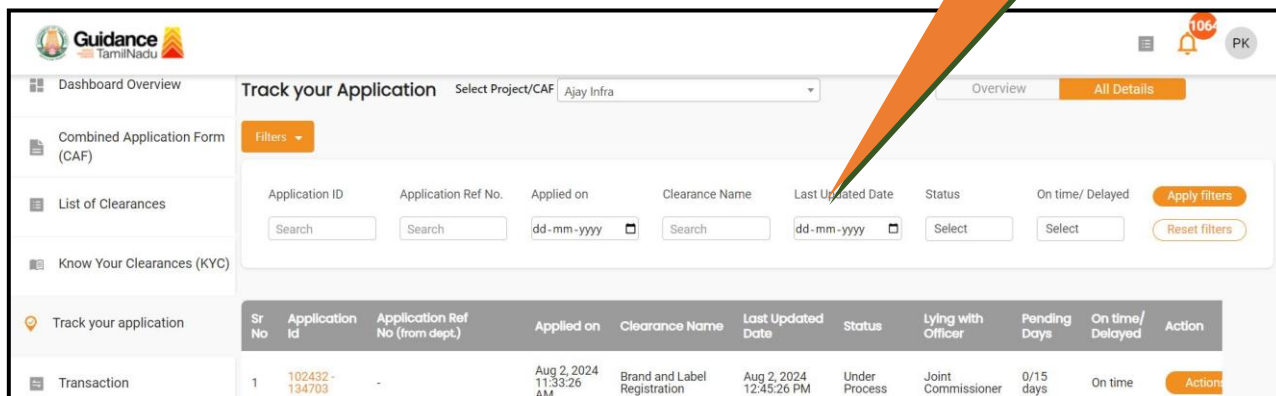


Figure 43. Track Your Application

• **Track your application– ‘All Details’ Option**

By clicking on ‘All details’ tab, Applicant can view the following statuses of the list of clearances applied for the specified project.

- **Applied on**
- **Last updated date**
- **Status of the application**
- **Lying with officer**
- **Pending days**
- **On time / Delayed Action**

All Details Options

Sr No	Application Id	Application Ref No (from dept.)	Applied on	Clearance Name	Last Updated Date	Status	Lying with Officer	Pending Days	On time/ Delayed	Action
1	102432 - 134703	-	Aug 2, 2024 11:33:26 AM	Brand and Label Registration	Aug 2, 2024 12:45:26 PM	Under Process	Joint Commissioner	0/15 days	On time	Action

Figure 44. 'All Details' tab

10. Application Processing

- 1) The Commissioner and reviews the application and updates the status as **“Approved or Rejected”**

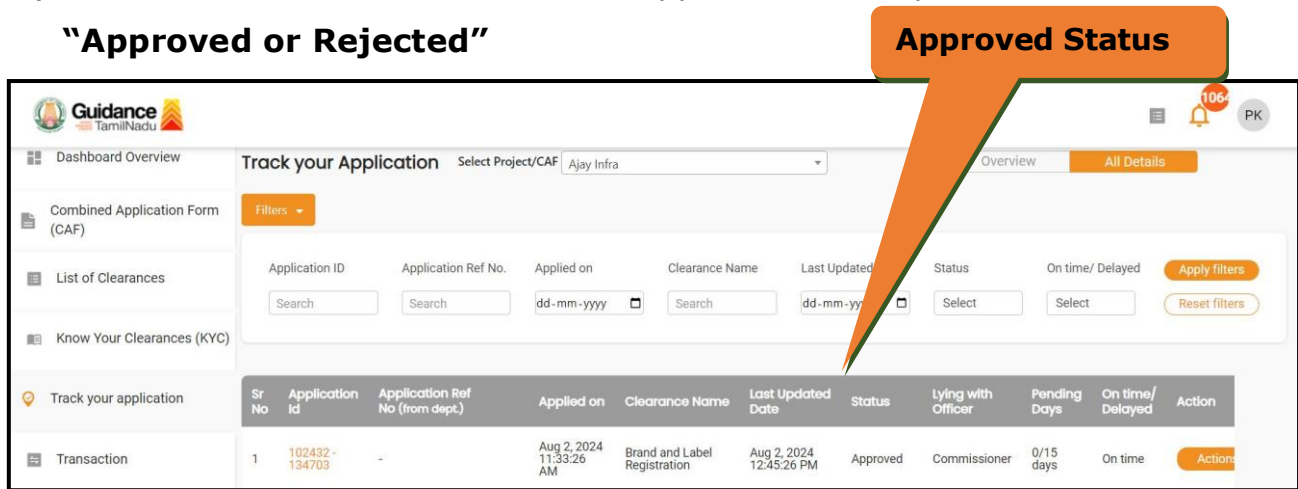


Figure 45. Application Processed

- 2) If the application is **‘Approved’** by Commissioner, the applicant can download the Approval Certificate under **Track your application – > Action button -> Download Certificate** (Refer Figure 46)

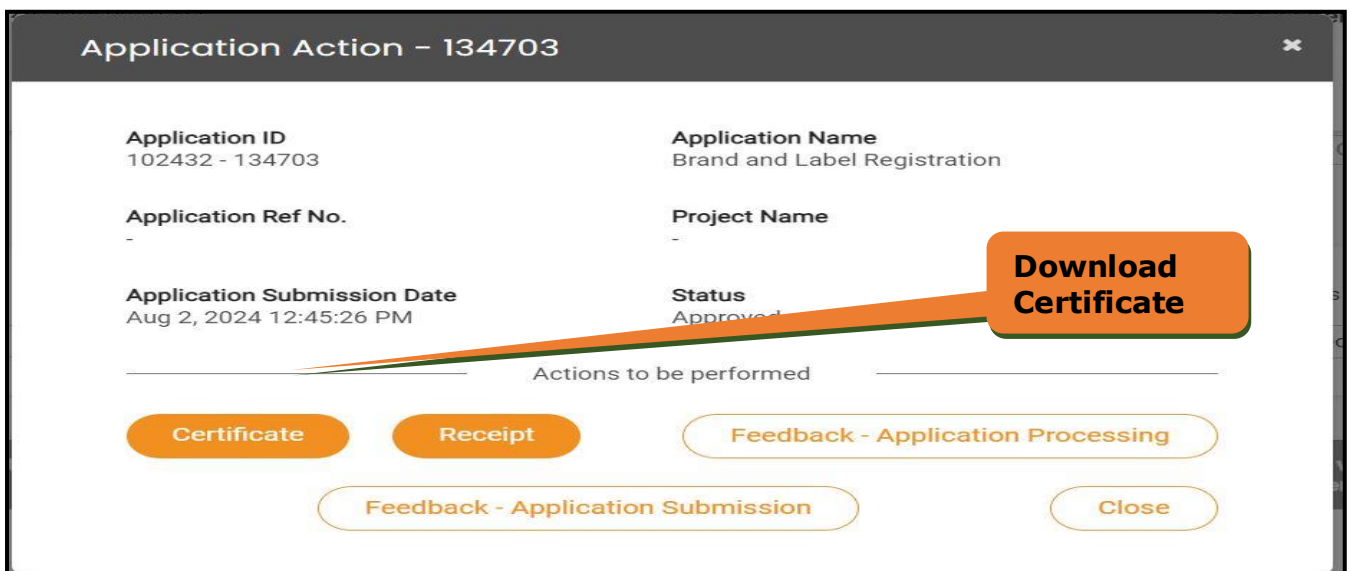


Figure 46. Download Certificate

3) If the application is '**Rejected**' by Commissioner, the applicant can view the rejection remarks under the Actions Tab by the Commissioner. Applicant has to create a fresh application if the application has been rejected. (Refer Figure 47)

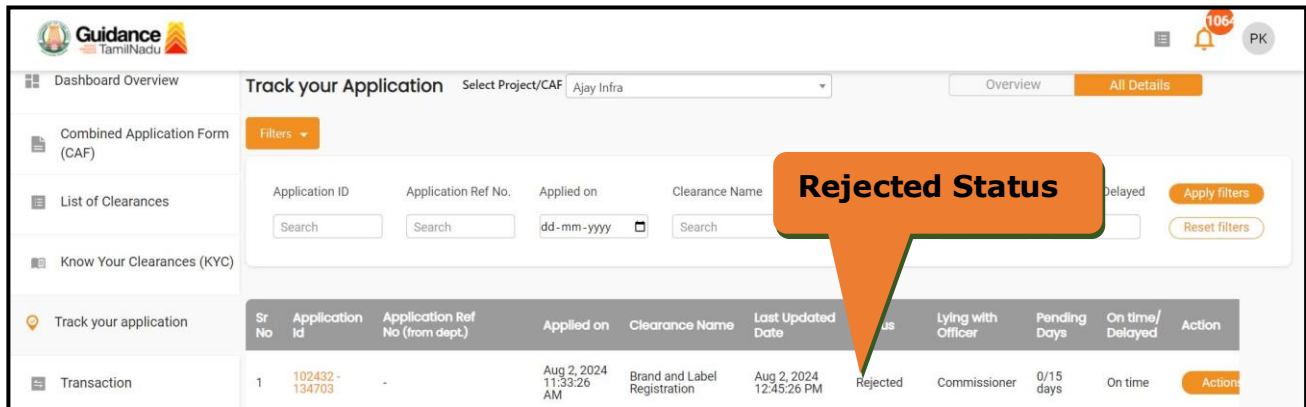


Figure 47. Rejected Status

