



Geographical Indications

Protecting India's Cultural Heritage

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FOREWORD

The rich cultural heritage and diverse geography of India comprise a wealth of traditional knowledge, artisanal skills and region-specific products that are unparalleled in their authenticity and quality. Geographical Indications (GIs) serve not only as instruments of intellectual property protection but also as powerful tools for rural development, economic empowerment and brand-building rooted in origin and tradition.

This guidebook seeks to explore the legal framework, commercial strategies, policy ecosystem, and economic potential of GIs in the Indian context. As India continues to grow as a knowledge and innovation-driven economy, the commercial success of GI-tagged products represents a unique amalgamation of law, culture and commerce.

It is critical to go beyond the understanding of registration of GIs and focus on their integration into market value chains. Commercial success requires coordinated efforts among stakeholders, including artisan groups, cooperatives, trade bodies, exporters, IP professionals, policymakers, and branding experts. By aligning legal recognition with commercial strategy, India can not only safeguard its rich legacy but also position its GI products as premium offerings in the global marketplace.

WHAT IS A GEOGRAPHICAL INDICATION (GI)?



A Geographical Indication (GI) is a form of intellectual property that designates products as originating from a specific geographical area, where certain qualities, reputation or unique characteristics of the goods are inherently linked to that region's environment, culture or tradition, contributing to the product's distinctiveness.

GIs serve as a collective intellectual property right owned by all producers within the designated region, allowing them to promote and market their goods under a common label. This label not only assures consumers of the authenticity and distinctiveness of the products but also enhances the region's economic development by providing a competitive edge in the marketplace.

Examples of well-known GIs include tea from India, Chanderi sarees from Madhya Pradesh, Blue Pottery of Jaipur, Rajasthan, Madhubani paintings from Bihar, and Kannauj Perfume from Uttar Pradesh, all of which embody unique qualities that are deeply tied to their geographical origins.

Definition under Indian Law

As per Section 2(1)(e) of the Geographical Indications of Goods (Registration and Protection) Act, 1999, a Geographical Indication is defined as:

- *“an indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be.”*

CHARACTERISTICS OF A GI

- **Territorial Link:** GIs are linked to the region in which the product is produced, emphasising that the unique qualities, flavour profiles, and overall reputation of the product stem directly from its geographic origin. For certain goods, this connection highlights the importance of local climate, soil types and traditional farming methods, which contribute to the distinctive characteristics that define the product.
- **Traditional Knowledge or Skills:** GIs also reflect a rich heritage of traditional knowledge, cultural practices, and artisanal skills that have been passed down through generations within specific communities. This knowledge not only includes the methods of production but also the cultural significance and historical context that build the identity of the product.
- **Community Right:** In contrast to individual trademarks held by single entities, the rights associated with geographical indications are collectively owned by the producers within the designated geographical area. This collective ownership nurtures a sense of community, ensuring that all eligible producers benefit from the recognition and protection that the GI provides, thereby promoting sustainable development and social equity.
- **Non-transferability:** The rights conferred by a geographical indication are non-transferable, meaning they cannot be sold, licensed or assigned to producers outside of the defined geographical area. This preserves the integrity of the product and ensures that only those who are genuinely part of the local community and adhere to the strict production standards can market the product under the GI tag. This helps to prevent misuse and protects the reputation of the product associated with its place of origin.



PURPOSE AND IMPORTANCE OF GI'S

- **Prevent Misuse and Unfair Competition:** GIs serve as a protective mechanism against counterfeit and misleading claims by ensuring that only products originating from specific regions can bear their designated GI tags. This helps maintain the integrity of local industries and protects consumers from being misled about the authenticity of the products they purchase.
- **Preserve Cultural Heritage, Traditional Methods and Biodiversity:** By recognising and promoting products that are deeply rooted in local traditions and practices, GIs play a crucial role in preserving cultural heritage.



- **Ensure Economic Development:** By promoting GIs, communities can create jobs, sustain local economies and improve the quality of life in the region. This is especially important in rural areas where agriculture and artisanal crafts are primary sources of livelihood.
- **Help in the Branding and Global Positioning of Indigenous Products:** GIs enable producers to differentiate their products based on their geographical origin, promoting a narrative of authenticity and quality. By effectively branding these products, GIs can attract a niche market that values uniqueness and tradition, thereby enhancing their visibility and global presence.

CATEGORIES OF GOODS COVERED UNDER GI'S

In India, the registration of GIs is allowed across various distinct categories, each representing products that have unique attributes and a strong connection to their region of origin. The categories include:

- **Agricultural Goods:** This category includes products that derive their unique qualities from specific geographical regions and traditional cultivation practices. Noteworthy examples include Basmati Rice, Alphonso Mango, Kashmir Saffron, etc.
- **Handicrafts:** This category highlights the intricate craftsmanship and traditional skills of artisans across India. Examples include Madhubani Paintings, Pochampally Ikat, Channapatna Toys, etc.
- **Foodstuff:** This category includes popular edibles that are closely linked to their geographic regions. Examples are: Tirupati Laddu, Bikaneri Bhujia, Manapparai Murukku, etc.
- **Manufactured Goods:** This category comprises products that demonstrate superior craftsmanship and technological processes. Examples include: Aranmula Mirror, Kanjeevaram Saree, Mysore Sandalwood Oil, etc.
- **Natural Goods:** This category includes products that derive their distinct qualities from their geographical environment. An example is Makrana Marble.





GIs IN THE GLOBAL LANDSCAPE



The concept of GIs also holds significance in various countries worldwide. These globally recognised GI tags protect products that possess qualities or a reputation intrinsically linked to their geographical origin. Some globally recognised GIs include Champagne from France, Scotch Whisky from Scotland, Tequila from Mexico, Kalamata from Greece, etc.

Similar to these esteemed products, Indian GIs benefit significantly from being recognised as labels of authenticity globally. However, their international reputation can only be fully realised if they are duly registered and protected in foreign markets. This registration supports the promotion of traditional Indian products, helping to safeguard their uniqueness and cultural heritage.

LEGAL FRAMEWORK FOR GIS IN INDIA

- India provides a robust legal mechanism for the protection of GIs through a dedicated legislation titled the Geographical Indications of Goods (Registration and Protection) Act, 1999. This Act, along with the Geographical Indications of Goods (Registration and Protection) Rules, 2002, came into force on September 15, 2003. The law was enacted in compliance with India's commitments under the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), which mandates GI protection among member countries of the World Trade Organisation (WTO).
- Under Section 2(1)(e) of the Act, Geographical Indication is defined as an indication that identifies goods as originating or manufactured in a specific territory, region, or locality, where a given quality, reputation, or characteristic of the goods is essentially attributable to their geographical origin. In the case of manufactured goods, the law requires that at least one of the activities of production, processing, or preparation take place in the defined area. This definition is crucial because it recognises the value of traditional practices, local know-how, and unique environmental factors that contribute to the distinctiveness of a product.
- The Registrar of Geographical Indications, under the Office of the Controller General of Patents, Designs and Trade Marks (CGPDTM), is empowered to receive, examine, register, and maintain GIs.
- An association of persons, producers, or any organisation representing the interests of the producers may file an application for GI registration. The Geographical Indications Act allows for the registration of both the GI and its authorised users. Once a GI is registered, individual producers or manufacturers located within the defined region may apply to become authorised users, thereby gaining the legal right to use the GI mark on their goods. These rights are valid so long as the goods originate from the defined location and meet the quality parameters described in the registration.

Who is a Producer?



Section 2(k) defines “producer” as any person who:

- (i) if such goods are agricultural goods, produces the goods and includes the person who processes or packages such goods;*
- (ii) if such goods are natural goods, exploits the goods;*
- (iii) if such goods are handicraft or industrial goods, makes or manufactures the goods, and includes any person who trades or deals in such production, exploitation, making or manufacturing, as the case may be, of the goods.*



Who is an Authorised User?

Any person claiming to be the producer of the goods in respect of which a geographical indication has been registered may apply to the Registrar for registering them as an authorised user of such geographical indication.



VALIDITY OF GI REGISTRATION

Once registered, the GI remains valid for 10 years and may be renewed indefinitely for further periods of 10 years under Section 18(2). The validity of an authorised user's registration is co-terminus with the GI registration.

Under Section 22, any unauthorised use of a registered GI, particularly in a way that misleads consumers or falsely suggests origin, is considered infringement. The Act prohibits not only direct misuse but also the use of deceptively similar indications, even if the true origin is indicated.



Enforcement provisions are further strengthened through Sections 23 and 24, which render registered GIs prima facie valid in legal proceedings and permit both civil and criminal action against infringers. Remedies under the Act include injunctions, damages, and seizure of goods bearing false GIs. Additionally, Sections 37 to 39 of the Trade Marks Act, 1999 operate in tandem, preventing the registration of misleading marks that might infringe or dilute a registered GI.

The Act also provides for the cancellation or rectification of GI registration under Section 27 if the registration was obtained by fraud or if the GI no longer serves the purpose for which it was intended. This ensures that the system maintains its integrity and only protects genuinely qualifying products.

POLICY SUPPORT BY THE INDIAN GOVERNMENT

The Government of India recognises Geographical Indications as vital tools for protecting traditional knowledge, promoting rural development and enhancing the economic value of region-specific goods. Towards this, the government has introduced a series of policy interventions, guidelines, and financial schemes to facilitate the identification, registration, and commercialisation of GIs.

These efforts are led primarily by the Department for Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industry, with support from organisations like APEDA, TRIFED, KVIC, and state-level IP facilitation cells.

Initiatives to Protect, Preserve and Commercialise Indian GIs

The Government has taken a multi-dimensional policy approach to ensure the sustainability and marketability of GI-tagged products. The core objectives include:

- Protection of indigenous crafts, agricultural practices, and traditional processing methods from misappropriation and imitation.
- Preservation of the intangible cultural heritage and environmental distinctiveness linked with GI-tagged goods.
- Commercialisation through structured branding, market access, and value addition for producers.

Several central and state governments have adopted measures like product-specific policies, GI-based tourism, cluster development programs, and technical assistance to create long-term ecosystems for GIs.



DPIIT'S OPERATIONAL GUIDELINES TO IDENTIFY POTENTIAL GI'S



The Operational Guidelines on GI Promotion (2022) issued by DPIIT provide a framework for identifying and supporting new and under-represented GIs, especially from remote, tribal, and economically disadvantaged areas.

To incentivise the promotion of registered GIs, the Government offers financial assistance to eligible stakeholders, including registered proprietors, producer organisations, cooperatives, NGOs, universities, and state IP facilitation centres.

This includes financial assistance to provide varied platforms to GI stakeholders, thereby giving them ample opportunities for business development and income generation; sensitise producers and exporters on international quality standards and packaging, ethical and environmental assurances; identify potential GIs and conduct Market research/product development studies for existing GI products; capacity development and skill development programme for GI stakeholders, and publicity & brand promotion, and cataloguing.

USE OF THE GI LOGO AND TAGLINE BY RETAILERS AND PLATFORMS

To strengthen brand identity and public awareness, the DPIIT launched a national GI logo and the tagline “अतुल्य भारत की अमूल्य निधि” or “Invaluable Treasures of Incredible India” in 2020. This unified branding initiative is intended to convey trust, authenticity, and quality to consumers.

The GI logo and tagline may be used subject to prior written approval from the DPIIT or the GI Registry. This prior approval is required by all events for which financial support is extended by the DPIIT; events organised by private bodies that promote GI products; programmes broadcast on electronic media or other modes of communication; publication in articles, blogs, etc., through newspapers, magazines, the internet, etc.; wholesale or retail outlets, or e-commerce platforms; Registered Proprietors and Authorised Users, for GIs other than the GI for which they are registered.



INTERNATIONAL TREATIES AND COMMITMENTS

The framework for Geographical Indications in India is not only based on domestic legislation but also shaped by its obligations and engagements in the international intellectual property rights (IPR) regime. As a member of the World Trade Organisation (WTO) and a signatory to key international treaties, India is bound to offer a minimum level of protection for GIs in accordance with globally accepted norms. These international commitments provide the backdrop for the Geographical Indications of Goods (Registration and Protection) Act, 1999, and influence India's broader strategy in global trade and cultural diplomacy.

TRIPS Agreement under the WTO Framework

The most important international agreement concerning GIs is the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), which forms part of the WTO framework. Under Articles 22 to 24 of the TRIPS Agreement, member states are required to provide legal protection to geographical indications in order to prevent their misuse and to ensure that consumers are not misled about the true origin of goods.

Article 22(1) of the TRIPS Agreement defines GIs as:

"indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin".

Article 23 provides enhanced protection for GIs relating to wines and spirits, even in cases where there is an absence of consumer confusion or unfair competition.

Article 24 sets out exceptions and outlines the scope for negotiations among member states on expanding protection beyond wines and spirits.



Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (1958) and Geneva Act of the Lisbon Agreement (2015)

India has been an active participant in the activities of the World Intellectual Property Organisation (WIPO) and has expressed interest in the international registration and protection of GIs beyond its borders. The principal international instrument for GI protection under WIPO is the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (1958), as well as its modernised version, the Geneva Act of the Lisbon Agreement (2015). However, India is not a contracting party to the Lisbon Agreement or the Geneva Act.

Paris Convention for the Protection of Industrial Property (1883)

The Paris Convention, administered by WIPO, was one of the first international treaties to address indications of source and unfair competition. While it does not use the contemporary term “geographical indication,” it provides a foundation for the protection of place-based designations. It laid the groundwork for modern GI frameworks. India is a contracting party to the Paris Convention, which complements its obligations under the TRIPS Agreement.

Madrid Agreement for the Repression of False or Deceptive Indications of Source (1891)

This Agreement focuses on preventing the misuse of indications of geographical origin in international trade. The objective of the Agreement is to prohibit the use of false or misleading indications of source on goods, lay down the procedure for seizure, prohibition of importation, and other measures against such goods. While India is not a contracting party to this Agreement, many other jurisdictions recognise it, making it relevant when Indian GIs are marketed abroad.





EU Regulations on Geographical Indications

The European Union has one of the most comprehensive systems of GI protection, covering Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Specialities Guaranteed (TSG).

These regulations apply across EU member states and offer enhanced legal remedies, marketing advantages, and export potential. Many Indian GIs, such as Darjeeling Tea, Basmati Rice, and Alphonso Mango, have been registered and protected under this system. Recognition under EU GI laws adds credibility and protection for Indian GIs in European markets and often leads to premium pricing and exclusivity.

Bilateral and Regional Trade Agreements

The Indian Government has also pursued the protection of its GIs through various bilateral and regional trade negotiations, which include chapters on intellectual property rights with specific provisions on GIs.

The most prominent of these is the India-European Union Free Trade Agreement (FTA), where mutual recognition of GIs is a key agenda item. India seeks to secure recognition for a large number of its registered GIs in the EU, while also evaluating European GIs for reciprocal protection. Several Indian GIs have already obtained protection in the EU, including Darjeeling Tea, Basmati Rice, Alphonso Mango, and Kolhapuri Chappal.

India has also taken steps to protect its GIs in jurisdictions in the APAC region by filing applications under their domestic systems. These actions reflect a targeted strategy for securing international recognition, particularly in markets with a strong demand for Indian-origin products.

PROCEDURE FOR GI REGISTRATION IN INDIA

The process for registering a GI in India is governed by Sections 11 to 19 of the Geographical Indications of Goods (Registration and Protection) Act, 1999, and detailed in the Geographical Indications of Goods (Registration and Protection) Rules, 2002. The Registrar of Geographical Indications, headquartered at the GI Registry in Chennai, is the designated authority for managing GI filings, oppositions, and registrations in India.

This procedure ensures that only products genuinely possessing the qualities, characteristics, or reputation attributable to a specific geographical region are granted protection under the Act.

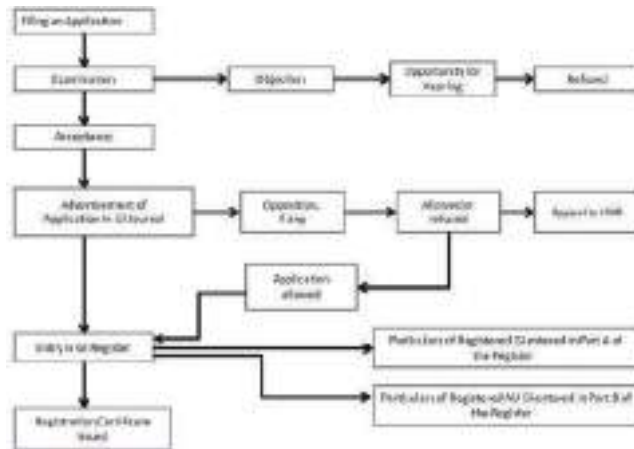
Who Can Apply for GI Registration?

Under Section 11(1), an application for registration of a GI can be filed by:

- An association of persons, producers, or any organisation or authority established by or under law,
- Representing the interests of the producers of the concerned goods,
- Provided that the applicant is actively engaged in the production of the goods sought to be registered.



Overview of the GI Registration Process in India



Contents of the Application

The application must be made in Form GI-1 and must include the following details:

- Names, legal status and address of the Applicant
- Names and addresses of the persons/association whose interests the applicant would represent/ members of the association filing the application
- Exact word/terminology or Logo/Representation of the Geographical Indication.
- Demarcation of GI area - Map of the territory, region or locality demarcating the geographical area of production in which the products are cultivated/grown (for agricultural/ natural goods).
- The link between the GI product and its geographical origin.
- Specification - A statement describing the special characteristics and qualities of the product.
- Description of the Goods
- Photos of the products
- Method of production/cultivation/ preparation of the products
- Details of the Inspection body
- Present scenario of the GI product
- News Articles/ Social media articles.

Preliminary Examination of Application

Upon receipt, the application undergoes preliminary examination by the GI Registry. This involves verification of the correctness of the particulars furnished in the Statement of Case while filing a GI application.

Deficiencies, if any, found through a preliminary examination are communicated by the Examiner/Authorised Officer to the Applicant or his Agent. If the Applicant fails to remedy the deficiencies within one month of the notification, the Application may be treated as abandoned.

However, the Applicant may file a request for a one-month extension by filing Form 9C under Rule 83, along with the prescribed fee. When the deficiencies are complied with, the Examiner/Authorised Officer shall submit the Application to the Registrar of GI for his consideration.



Consultative Group

Upon compliance with the deficiencies, the Registrar constitutes a Consultative Group of not more than seven representatives to ascertain the correctness of the particulars furnished in the Statement of Case while filing a GI application; The Applicant is then invited to make a detailed presentation before the Consultative Group to explain the Statement of Case.

The Consultative Group ascertains the correctness of the particulars of the Statement of Case and recommends amendments, corrections or furnishing of further documents.

The Group may visit the production area in order to further assess the correctness of the Statement of Case. The proceedings before the Consultative group will ordinarily be completed within three months from the date of constitution.

Thereupon, the Registrar considers the Geographical Indication Application on merits, and based on the observation/comments of the Consultative Group, issues an Examination Report.

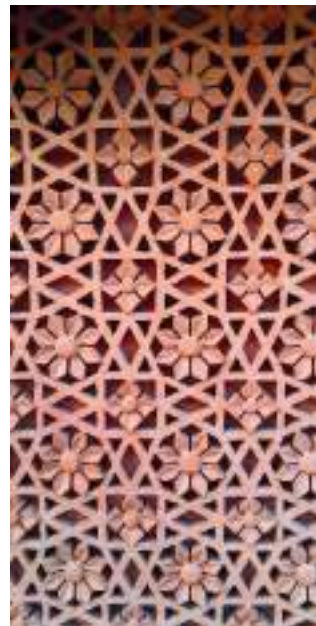


Examination Report

The Examination Report may contain objections to the acceptance of the GI Application or a proposal to accept it subject to such conditions, amendments, modifications or limitations as the Register may think fit to impose.

The Applicant shall, within two months of the date of communication of the Examination Report, comply with the proposals mentioned in the Report, submit a response, or apply for a hearing, failing which the application shall be dismissed.

The Registrar's decision will be communicated to the applicant. The applicant is at liberty to appeal within one month after being served with the decision.



Publication in GI Journal

Once accepted, the application is published in the Geographical Indications Journal, a government publication issued by the GI Registry. This opens a statutory period of three months (extendable by one month) during which any person may file a notice of opposition under Section 14.





Opposition Proceedings

Any person may oppose the registration of a GI application under Section 14(1) by filing Form GI-2A along with the prescribed fee. This must be done within three months from the date of publication of the application in the Geographical Indications Journal. This period is extendable by one month upon request. Upon receiving an opposition, the applicant shall, under Section 14(2), within two months, present a counterstatement on Form 2B with the prescribed fee. If the applicant fails to submit it, the application shall be deemed abandoned.

Under Section 14(4) of the Geographical Indications of Goods (Registration and Protection) Act, both the applicant and the opponent are required to submit their respective evidence within the time period as prescribed by the Registrar.

If no opposition is filed within the stipulated time, or if an opposition is filed but later dismissed and a decision is made in favour of the applicant, the Geographical Indication shall be registered in the name of the applicant.

Registration and Certificate

Upon acceptance, the GI is entered into the Register of Geographical Indications and a Certificate of Registration is issued to the registered proprietor.

The registration is valid for a period of 10 years from the date of filing and is renewable indefinitely in blocks of 10 years, as per Section 18.

Registration of Authorised Users

Producers who manufacture or deal with the GI-registered goods within the geographical area may apply for registration as “authorised users.” The application must be filed in Form GI-3 with the consent of the registered proprietor.



COMMERCIAL BENEFITS OF GI PROTECTION

GIs are more than just markers of origin; they are strategic commercial tools that can drive rural development, enhance product differentiation, and create sustainable livelihoods for traditional communities.

Market Differentiation and Premium Pricing

One of the most significant commercial benefits of GI registration is the ability to distinguish a product in the marketplace based on its unique geographical origin and associated characteristics. This distinctiveness allows GI-tagged goods to command premium prices compared to non-GI or generic alternatives. Such market differentiation protects the integrity of origin-based branding and assures consumers of quality and authenticity.

Rural Development and Producer Empowerment

GIs contribute directly to rural and artisan economies by creating economic incentives to preserve traditional knowledge and skills. Since GI rights are collective in nature, they promote community ownership and inclusive growth.

Export Potential and Global Market Access

GIs offer a powerful branding mechanism in international trade, particularly for products with a reputation that extends beyond borders. GI products like Basmati Rice, Alphonso Mango, Banarasi Saree, etc. have attracted significant popularity abroad.



Legal Enforcement and Brand Protection

GI registration enables producers to legally enforce their rights against misappropriation, counterfeiting, and dilution. In the absence of GI protection, unauthorised traders may falsely label products, thereby harming genuine producers and misleading consumers.

Promotion of Indigenous Knowledge and Cultural Heritage

GIs also serve as cultural ambassadors, promoting India's rich heritage on the global stage. They reinforce the identity of communities and regions by linking them to products that comprise traditional knowledge, natural resources, and craftsmanship. GI protection also incentivises knowledge transfer, ensuring the continuity of endangered crafts and practices.

Incentives and Government Support

GI-tagged products are also eligible for government incentives, promotional schemes, and marketing assistance. Subsidies for branding, packaging, and e-commerce, assistance for participation in national and international trade fairs and access to intellectual property awareness programs and legal aid are also provided.



STRATEGIES FOR COMMERCIALISATION



Commercialisation of GIs involves transforming the legal identity associated with such products into market presence, consumer awareness, and sustainable business models. In India, where many GI products come from rural or traditional sectors, a focused strategy is needed to bridge the gap between recognition and revenue.

The following strategies can help unlock the commercial potential of GIs in India:

Branding and Identity Building

The building block of commercialisation strategy for GIs is the creation of a strong brand identity. GI products must be positioned as authentic, heritage-linked and high-value offerings. This includes utilising a standardised branding strategy, packaging and use of the GI logo and tagline.

Aggregation of Producers

Forming formal producer organisations is essential for aggregation, quality assurance and collective bargaining for commercialising any GI product. This includes training programmes for producers with respect to quality control, packaging, and trademark/GI use.



Market Access

GI producers must find the right channels to access domestic and international markets beyond local fairs or small retail shops. This includes tie-ups with retailers to boost visibility, registering on e-commerce portals, registering GIs and finding the right support with logistics, customs, and packaging norms.

Certification, Labelling and Quality Control

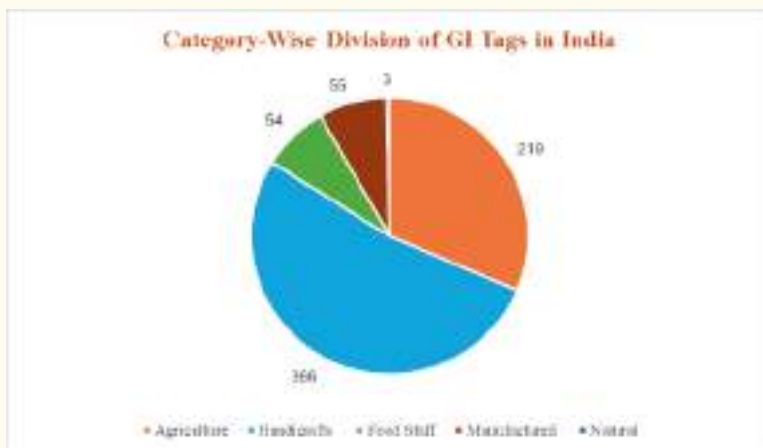
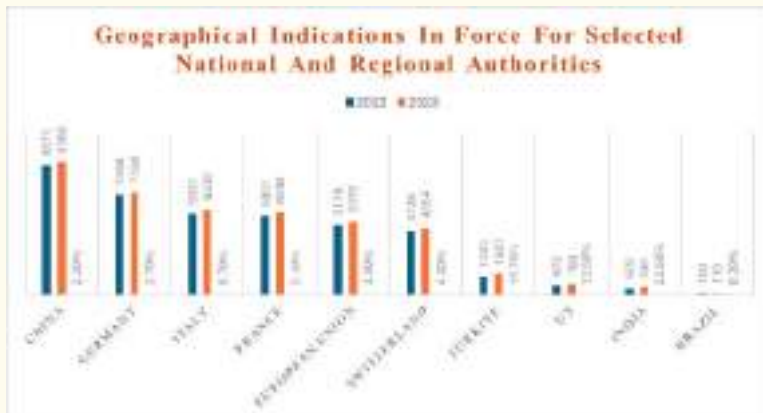
The success of any GI product depends on maintaining consistent product quality and preventing misuse of the indication. Implementing the right certification and tagging systems for each unit of sale, and conducting regular audits and inspections, helps establish a strong positioning in competitive markets.

Demand Creation

Creating demand for GI products requires coordinated promotion and education campaigns through participation in national and international trade fairs, roadshows, media campaigns and consumer awareness campaigns to educate consumers on the value of buying genuine GI-tagged products.



THE LEGACY OF GI'S IN INDIA





GI TRENDS IN INDIA 2024 - 25

As of 2025, a total of 697 products have been registered under the Geographical Indications GI Act in India. Uttar Pradesh has consistently held the distinction of having the highest cumulative number of registered GI products with 76 GI Tags.



The highest number of registered GI products in the country belong to the Handicrafts category, with 366 GI Tags.

During 2024-2025, a total of 62 products have been granted GI tags.



SOME FAMOUS GI'S IN INDIA

Kashmir Paper Machie (GI tag No. 181)

Made with paper pulp, it is a richly decorated, colourful artefact in the form of vases, bowls, cups, boxes, trays, or bases of lamps.



Gamosa of Assam (GI tag No. 594)

Gamosa (or Gamocha), is a significant cultural symbol and identity of Assam, which is a white rectangular piece of cloth with a red border on three sides and red woven motifs on the fourth.

Phulkari of Punjab (GI tag No. 27)

"Phulkari" i.e., "flower work" or "flower embroidery" is traditional embroidery work that originated in Punjab in the early 15th century.

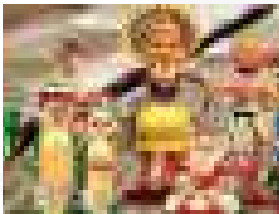


Banaras Gulabi Meenakari Craft (GI tag No. 397)

Meena is derived from "mina" i.e., heaven and "kari" i.e., to create. Meenakari is used to make exquisite pieces of jewelry and home décor items.

Pochampally Ikat of Telangana (GI tag No. 562)

Pochampally sari or Pochampalli ikat is a saree with traditional geometric patterns in the "Paagadu Bandhu" (Ikat) style of dyeing with intricate geometric designs.

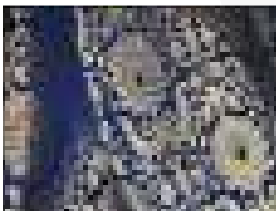
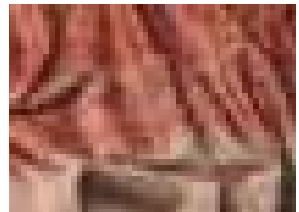


Channapatna Toys & Dolls of Karnataka (GI tag No. 23)

Channapatna toys, protected under the World Trade Organization, are a particular form of wooden toys (and dolls) manufactured in the town of Channapatna in the Ramanagara district.

Pashmina of Kashmir (GI tag No. 46)

Handcrafted from the finest Ladakhi Cashmere with a fibre count of 12 to 16 microns, this wool is handspun by local women and involves complex handweaving.



Banaras Brocades and Sarees (GI tag No. 99)

Made with finely woven silk and decorated with unique designs using zari, this ornamentation involves Mughal-inspired designs/elements such as intricate floral and foliate motifs.

Gorakhpur Terracotta (GI tag No. 619)

This terracotta work is a traditional art form in which potters make figurines with hand-applied ornamentation.



Gwalior Handmade Carpet (GI tag No. 708)

Distinct vocabulary of flowers, leaves, and other design motifs inspired by nature and are fruits of years of hard labour, passion, intricacy, and detailing. The durability of hand-knotted carpets is a result of their tight knots, thin material, flexibility, and high quality.

Madhubani Paintings from Bihar (GI tag No. 37)

Intricate geometrical patterns created with fingers, twigs, brushes, nib pens, and matchsticks, using natural dyes and pigments.



Bastar Dhokra of Chhattisgarh (GI tag No. 83)

A craft form of the erstwhile Harappa & Mohenjodaro Civilization that involves 16 intricate steps without using any mould. The Gi tag for this was granted on August 22, 2005.

INTERNATIONAL PRODUCTS REGISTERED AS GEOGRAPHICAL INDICATIONS (GI) IN INDIA

Nihonshu / Japanese Sake **GI Tag No- 994**

Japanese Sake, also known as nihonshu in Japan, is a traditional Japanese alcoholic beverage made by fermenting steamed rice, water, and yeast, with about 20% of the rice treated with a fungus called koji-kin to aid fermentation. It is made using a process called parallel multiple fermentation, including koji making, mash preparation, and heat sterilisation.



Kalamata GI tag No. 272

Kalamata olives are dark-purple, oval-shaped olives originally from the Messinia region of Greece, named after the city of Kalamata. Classified as drupes due to their central pit and fleshy pulp, they are often grouped with black table olives despite their distinct colour and size.

Vino Nobile Di Montepulciano **GI tag No. 354**

Vino Nobile di Montepulciano is a prestigious Italian red wine with denominazione di origine controllata e garantita (DOCG) status, produced in the vineyards around Montepulciano, Italy. It is primarily made from at least 70% Sangiovese grapes, blended with 10-20% Canaiolo Nero & other local varieties like Mammolo.



Provolone Valpadana GI Tag No. 346

Provolone Valpadana is a semi-hard Italian cheese originating from the Valpadana region in Northern Italy. This cheese is known for its distinctive pear or cylindrical shape and smooth, pale-yellow rind. Made from cow's milk, Provolone Valpadana is classified into two main types based on ageing: dolce (mild, aged for 2-3 months) and piccante (sharp, aged for over 3 months).



Irish Cream / Irish Cream Liqueur GI Tag No.- 344

Irish Cream, also known as Irish Cream Liqueur, originates from Ireland and is a blend of fresh dairy cream, Irish whiskey, and other flavourings such as chocolate and vanilla. Known for its smooth, rich texture and mildly sweet taste, Irish Cream is typically consumed as a standalone drink, in coffee, or as an ingredient in desserts and cocktails.

Champagne GI Tag No.- 140

Champagne is a prestigious sparkling wine exclusively produced in the Champagne region of France. Made primarily from Chardonnay, Pinot Noir, and Pinot Meunier grapes, Champagne undergoes a traditional method of secondary fermentation in the bottle, which gives it its signature effervescence and refined flavour profile.



SOME GI'S REGISTERED FROM APRIL 2024 – MARCH 2025

Kutch Ajrakh is a centuries-old textile craft originating from the Kutch region of Gujarat. Known for its vibrant patterns and natural dyeing techniques, Ajrakh involves block printing with geometric and floral motifs, traditionally in rich hues of indigo, red, black, and white. Kutch Ajrakh involves the use of natural dyes derived from plants, minerals, and cow dung, combined with a complex, multi-step process that can take several days to complete.



This art form from the city of Bareilly, Uttar Pradesh, involves the meticulous hand embroidery of gold and silver threads, also known as zari, alongside sequins, beads, and precious stones, often woven on rich fabrics like velvet, silk, or satin. Bareilly's Zardozi work has gained national and international recognition for its regal aesthetic and craftsmanship. The GI tag not only acknowledges its cultural and historical significance but also ensures protection for the artisans and promotes the economic sustainability of this heritage craft.

Banaras Tirangi Barfi, also known as "Rashtriya Barfi," is a tricolour sweet from the city of Varanasi, Uttar Pradesh. It was prepared during the 1940s as a silent symbol of patriotism, with saffron, white, and green layers representing the Indian national flag. These vibrant hues are achieved naturally without the use of artificial colours, with saffron colour extracted from saffron strands, white from khoya and cashews, and green from pistachios.



The Nguat–Kuk'-'Khawtha' Coconut is a distinctive coconut variety native to the Andaman and Nicobar Islands. Cultivated across South Andaman, North and Middle Andaman, and the Nicobar districts, this coconut thrives in the region's nutrient-rich soils and benefits from sustainable farming practices. Beyond its agricultural significance, the Nguat–Kuk'-'Khawtha' Coconut holds significant cultural and economic value for the indigenous communities of the islands.



OUR SERVICES

Prosecution

- Drafting and filing Geographical Indication (GI) applications along with all requisite supporting documentation
- Reviewing and responding to formality checks and Examination reports issued by the GI Registry
- Representing clients in hearings before the GI Registry and relevant committees constituted under the GI Act
- Managing the end-to-end process for GI renewals, ensuring timely compliance with statutory requirements

Advisory & Contentious

- Providing expert advice on international trade agreements, including bilateral negotiations, the TRIPS agreement, and long-term GI protection strategies.
- Organising and conducting workshops for stakeholders involved in GI-related sectors
- Filing oppositions and rectification petitions for GIs
- Coordinating with international watch service agencies for global monitoring of GI violations
- Advising clients on legal remedies and litigation strategies for addressing GI infringements and related disputes





Protecting India's Rich Heritage and Artistic Legacy through IP



CONTACT

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