



Gi TAGGED

FROM THE VERY LAND TO YOUR HAND[®]

Kitchen and Dining

Ambiance Speaks

www.gitagged.com

GEOGRAPHICAL INDICATIONS

Have you ever wondered, why Malabar Pepper, Darjeeling Tea, Nagpur orange, Kanchipuram Sarees, Swiss Watches, Irish Whiskey are prefixed with the name of a Country, City or a Town?

THE UNIQUENESS OF GEOGRAPHICAL REGIONS

Every Region in the world boasts of something special which no other region is capable of producing the same with such taste, quality and uniqueness. The reason being topography, vegetation, soil and the traditional practices that goes into producing the final product.

THE RATIONALE BEHIND GI -TAG

Geographical Origin products being high in demand both at domestic and international markets, eventually paved way for false trade practices. These products were described of having specific origin but were made elsewhere and of having certain unique qualities even when they did not.

It was in this background that the world economies at World Trade Organization (WTO), developed the idea of the Geographical Indications (GI) Tag under trade-Related aspects of Intellectual Property Rights (TRIPS) to certain unique products which are the outcome of a specific geographical area.

WHAT IS GEOGRAPHICAL INDICATIONS

Geographical Indications (GI) is a tag given under GI Act of a country to certain specific products which possesses special features corresponding to a particular geographical location.

The Tag is used for agricultural, natural and manufactured goods. As on Dec 2019 344 plus products from India and around 60,000 products in the world have been registered under GI Act.

The GI Act has been enacted as per the resolutions of WTO, falling under trade related intellectual property rights (TRIPS).

GI TAG – INDIA'S PERSPECTIVE

India has been historically bestowed with vibrant craft traditions and climate diversities, paving the way for hundreds of products that are unique, distinct and reputed.

India, as a member of the WTO in order to protect such unique products from false trade practices enacted 'Geographical Indications of goods (Registration and Protection) Act, 1999' and it came into force with effect from 2003.

The Act is administered by the controller general of patents, Designs and trade marks, Registrar of Geographical Indications.

ABOUT THE COMPANY








Geographical Indications Tagged World Premium Products (P) Ltd, is India's first and perhaps the only company established under companies act in 2016 to exclusively accomplish the objectives of Government of India's, "Geographical Indications of Goods (Registration and Protection) act 1999", the act came into force from october 2003.

No Vendor Mechanism

Our mission is to create conducive environment for Geographical Indications Tagged products of India by producing, procuring and marketing authentic GI products.

The Company has evolved as a pioneer in the said sector and has established its network across India through company's region-specific clusters called as GI panchayats. We have implemented many mechanisms and viable models for the revival and protection of GI Tagged products of India and to benefit farmers, artisans and customers.

WHY GEOGRAPHICAL INDICATIONS ?

-  Specific geographical origin.
-  Region specific uniqueness.
-  Prescribed manufacturing process.
-  Internationally recognized.
-  Ensured quality & authentic.
-  Negation of middlemen.
-  Guided by law.



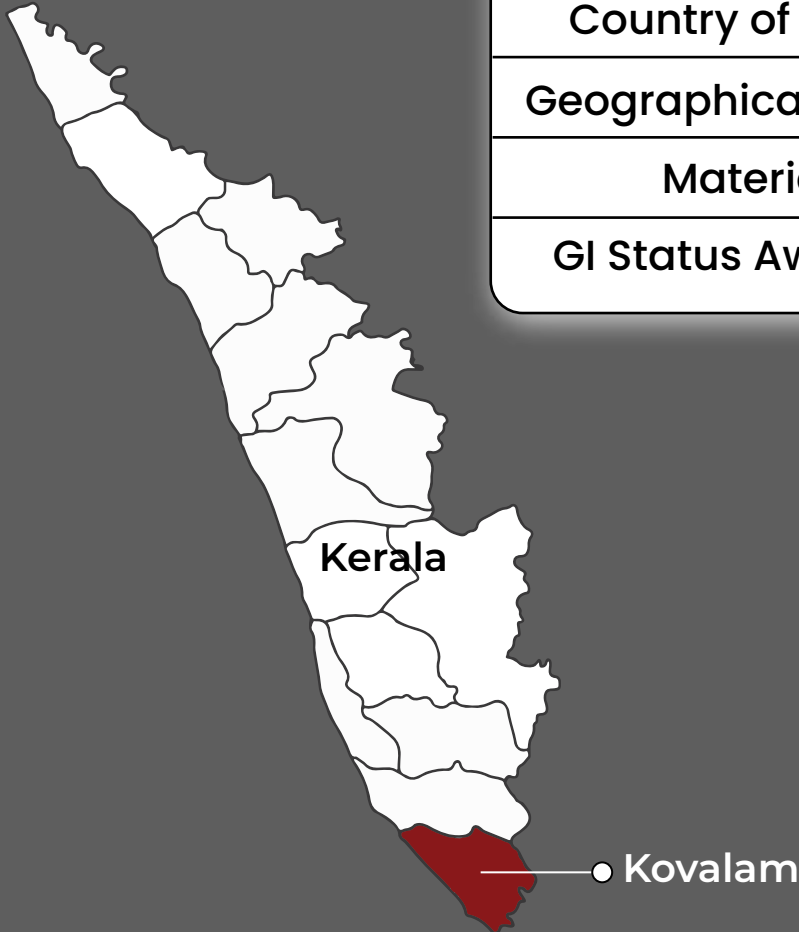
Coconut Shell Craft

The beach by your side

Coconut Shell

GI Information

Certificate No.	73
Application No.	57
Period of Origin	16th century
Country of Origin	India
Geographical Region	Kerala
Material	Coconut Shell
GI Status Awarded	2014 - 2015



Constituting the timeless facet of the rich cultural heritage of 500 years, The coconut shell craft decor has a plethora of elegance that requires a high degree of skill & expertise to bring an unparalleled sense of exotic creativity & solitude to the viewers.

The coconut shell craft is considered as a best alternative to daily utensils made of ceramics or synthetics

Unique Specialties	
Material	Coconut Shell and Branches
Process	Handcrafted
Shelf Life	100 Years
Specialties	Resistant to termites and free from chemical reactions

Coffee Mug

Single/CSC/002/BM1/001 - ₹311



Wine Glass

CSC/013/WG2/001 - ₹185

Dessert Cup

CSC/013/DC2/001 - ₹203



Water Cup

CSC/001/WC/001 - ₹140



Shot Cups (Set of 4)

CSC/001/SG4/001 - ₹383

KERALA



Tea Jug Set

CSC/012/JCS/001 - ₹2363

Coconut Shell Craft



Water Jug Set

CSC/002/JCS/002 - ₹1463



KERALA

Multipurpose Container

CSC/001/MC/001 - ₹248



Coconut Shell Craft

KERALA



Pickle Jar

CSC/002/BC/001 - ₹428



Serving Bowl

CSC/002/OB/001 - ₹158

Coconut Shell Craft



Salt and Pepper Shaker

CSC/014/SPS/001 - ₹224

Salt and Pepper Shaker

CSC/014/SPS/002 - ₹224





5 in 1 Spice Tray

CSC/001/5in1C/001 - ₹743

3 in 1 Spice Tray

CSC/001/3in1ST/001 - ₹383



Coconut Shell Craft



Rice Serving Spoon (Set of 2)

CSC/001/RS2/001 - ₹149

KERALA

KERALA

Serving Spoon (Set of 2)

CSC/001/LS2/001 - ₹167



Coconut Shell Craft

KERALA

Soup Spoon

(set of 4)

CSC/001/SPN2/002 - ₹203



Spoon Set

(set of 4)

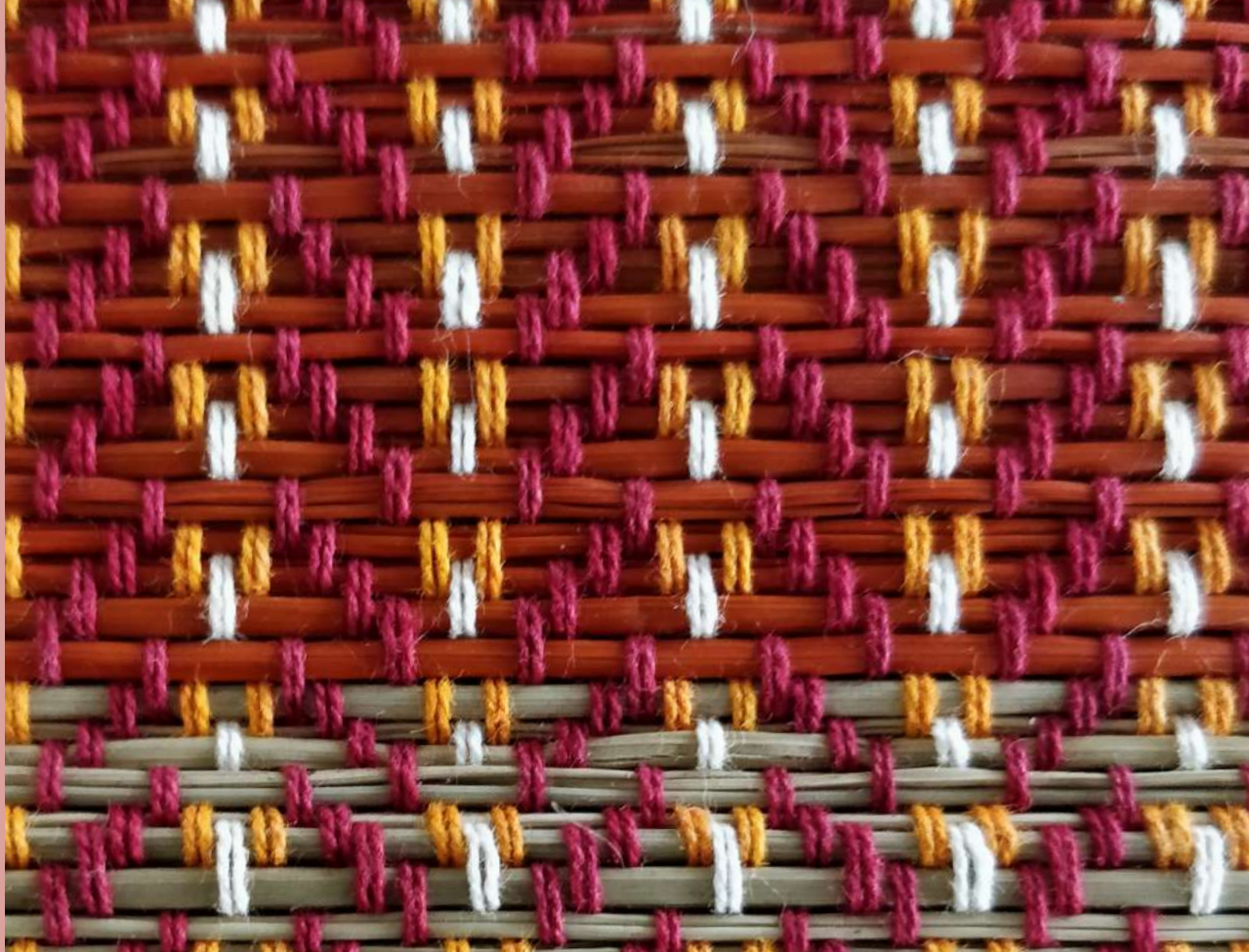
CSC/001/SPN1/001 - ₹131



Coconut Shell Craft

320TH

Geographical Indications Tagged
Product Of India



MADURKATHI

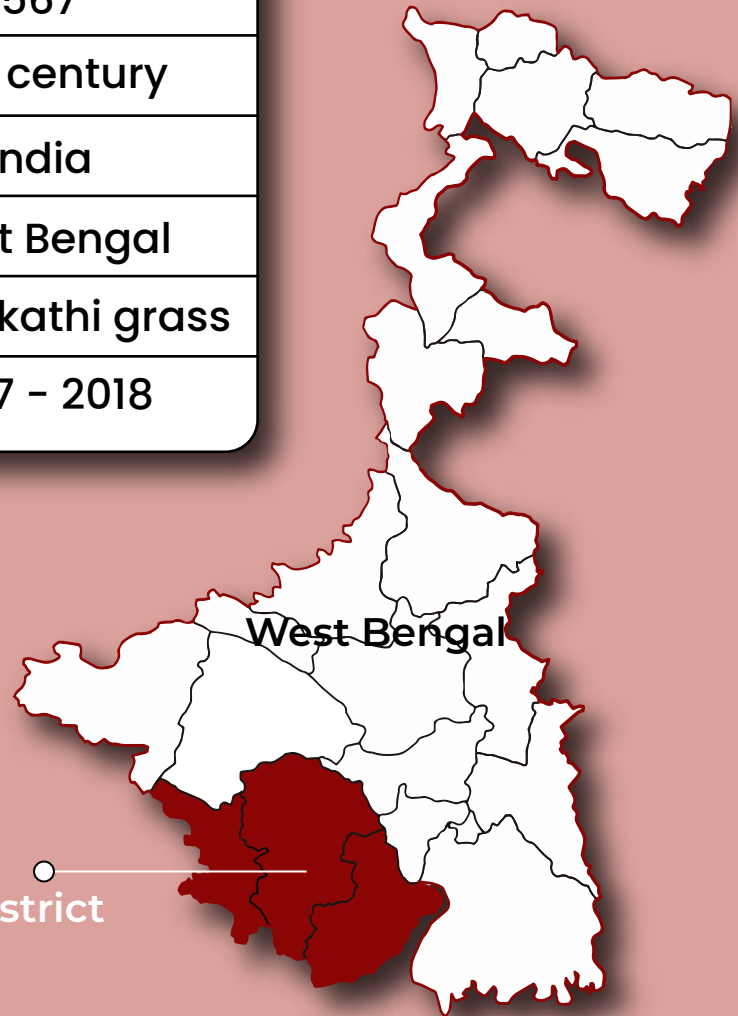
A perfect fusion of vibrance, durability and eco-friendliness



MADURKATHI

GI Information

Certificate No.	320
Application No.	567
Period of Origin	14th century
Country of Origin	India
Geographical Region	West Bengal
Material	Madur kathi grass
GI Status Awarded	2017 - 2018



Medinidpur District

WEST BENGAL

Madur Kathi is a specific type of grass cultivated at the swampy land of undivided medinidpur district of West Bengal.

The grass known for its durability has found many expressions in the hands of local craftsmen since the medieval period exemplifying the extraordinary skills and mastery of the craftsmen.

Unique Specialties	
Material	Madur kathi and Cotton
Loom	Simple bamboo frame
Durability	Durable and Soft
Colour	Organic, Extracted from Vegetables, Fruits and Trees
Washable	Yes

MADURKATHI

WEST BENGAL



Table Mat

(Set of 6)

MDK/001/TMA/18*12 - ₹591



Table Mat

(Set of 6)

MDK/001/RMAT/BW/12IN - ₹544



Coasters

(Set of 6)

MDK/002/SCTR/5IN - ₹196

Coasters

(Set of 6)

MDK/002/RCTR/5IN - ₹196

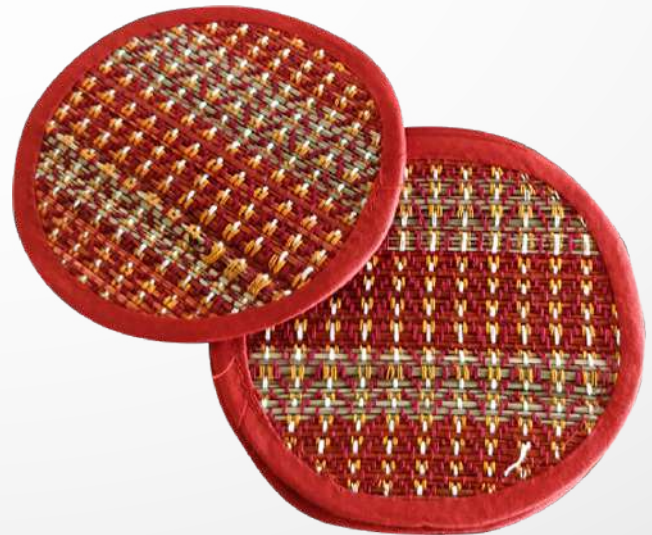




Table Runner

MDK/00/TR1/18*84 - ₹544



Colours on Loom



ASSOCIATE MEMBER OF

WORLD
CRAFT
COUNCIL

oriGIn

Organization for an International
Geographical Indications Network

WORLD CRAFT
COUNCIL - ASIA
PACIFIC REGION
(WCC-APR)

CERTIFICATIONS



CONNECT WITH US

Geographical Indications Tagged World Premium Products Pvt Ltd.

#12, 13th Cross Rd, 6th Sector, HSR Layout, Bengaluru, Karnataka 560102

Phone: +91 7353011116 | Email: care@gitagged.com

www.gitagged.com