



**Gi** TAGGED

FROM THE VERY LAND TO YOUR HAND<sup>®</sup>

**Authentic Geographical Indications Tagged Indian Spices**

Secret Ingredients of Traditional Recipes

[www.gitagged.com](http://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.

47<sup>TH</sup>

Geographical Indications Tagged  
Product Of India



# Malabar Black Pepper

Hot biting taste with exquisite peppery heat

# Malabar Black Pepper



GI Information	
Certificate No.	47
Application No.	49
Country of Origin	India
Geographical Region	Western Ghats
GI Status Awarded	2010 - 2011

○ Western Ghats of Karnataka & Kerala

# Malabar Black Pepper

Malabar or the Western Ghats gave to the world its first spice equivalent to gold, the Black Pepper, the reason why the portuguese sought a sea route to India and thus began the adventurous journey of Indian spices.

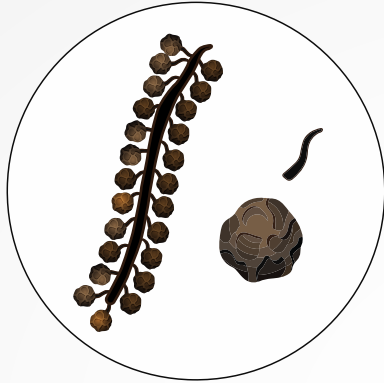
## **Uniqueness:**

- Darker peppercorns signifying more flavourful taste
  - Large size (5mm and above)
  - Exquisite peppery heat
- Hot biting taste that releases an aroma of pine
  - Lime and orange notes



# Processed At GI Tagged

## Agro Food Processing Plant – Belur, Hassan



Processed  
without Stalk



No extraction  
of essential oils



Hand picked

### Medicinal Benefits:

- Maintains good body health
  - Relieves headache
- Anti-inflammatory aroma therapy
- Active components of Malabar Black Pepper caryophyllene has anti-cancerous property
  - Anti-microbial

Malabar Black Pepper  
(whole)



Malabar Black Pepper  
(powdered)

147<sup>TH</sup>

Geographical Indications Tagged  
Product Of India



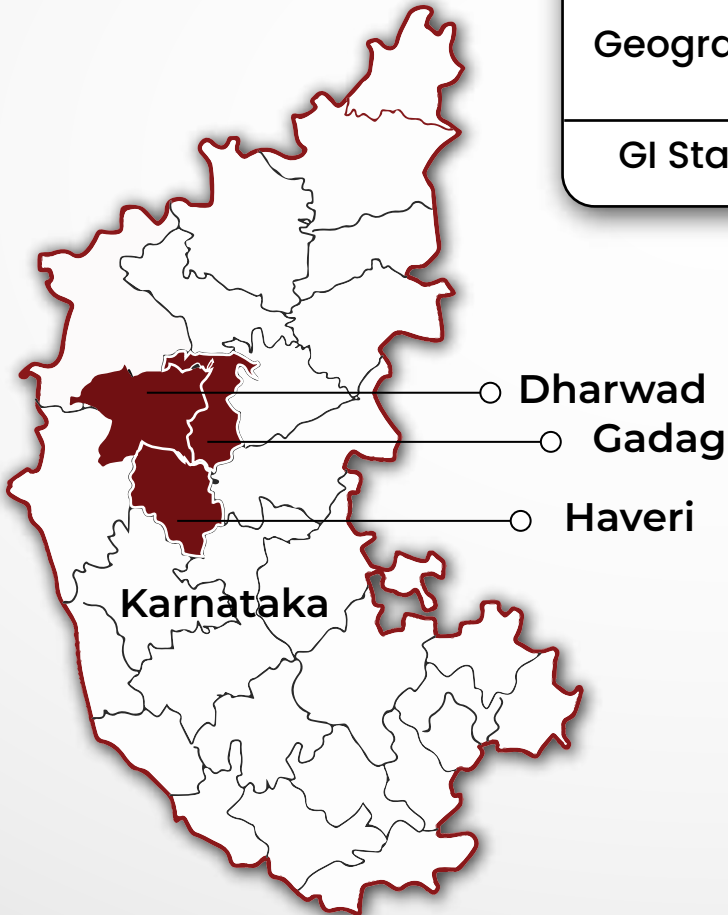
# Byadagi Chilli

Mild pungency and heat, adds exquisite  
aroma and unique taste



# Byadagi chilli

GI Information	
Certificate No.	147
Application No.	129
Country of Origin	India
Geographical Region	Karnataka,Dharwad, Haveri & Gadag Districts
GI Status Awarded	2010 - 2011



# Byadagi Chilli

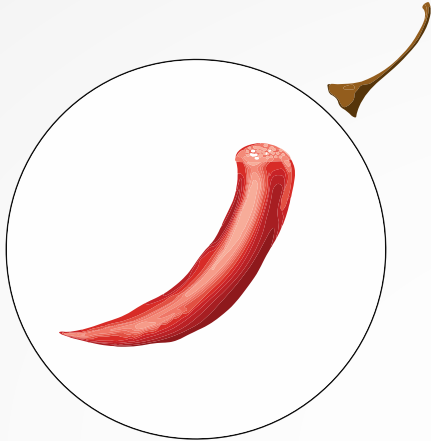
We all have tasted the famous idli sambar of South India and have definitely come across thick chilli but did you know that it is none other the famous Byadagi Chilli that imparts the exquisite taste to most of south India's famed recipes. Byadgi Chilli has been a secret ingredient that imparts a perfect balance between spiciness and colour.

## **Uniqueness:**

- Adds deep red colour naturally to your recipes.
  - Known for mild pungency and heat.
  - Exquisite aroma and unique taste.
- Thick skin best suited for sambar / curries as whole chilli

# Processed At GI Tagged

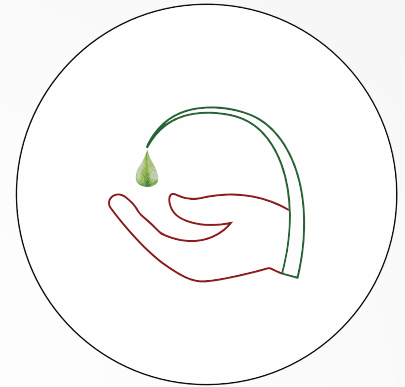
## Agro Food Processing Plant – Belur, Hassan



Processed  
without stalk



No extraction  
of essential oils



Hand picked

### Medicinal Benefits:

- Improves digestion
- Anti-inflammatory
- Anti-microbial
- Enhances culinary properties of Food
- Natural food colourant.

BYADAGI CHILLI (whole)



BYADAGI CHILLI (powdered)

122 ND

Geographical Indications Tagged  
Product Of India



# Guntur Sannam Chilli

Known to bring tears in your eyes with  
exquisite aroma and unique taste

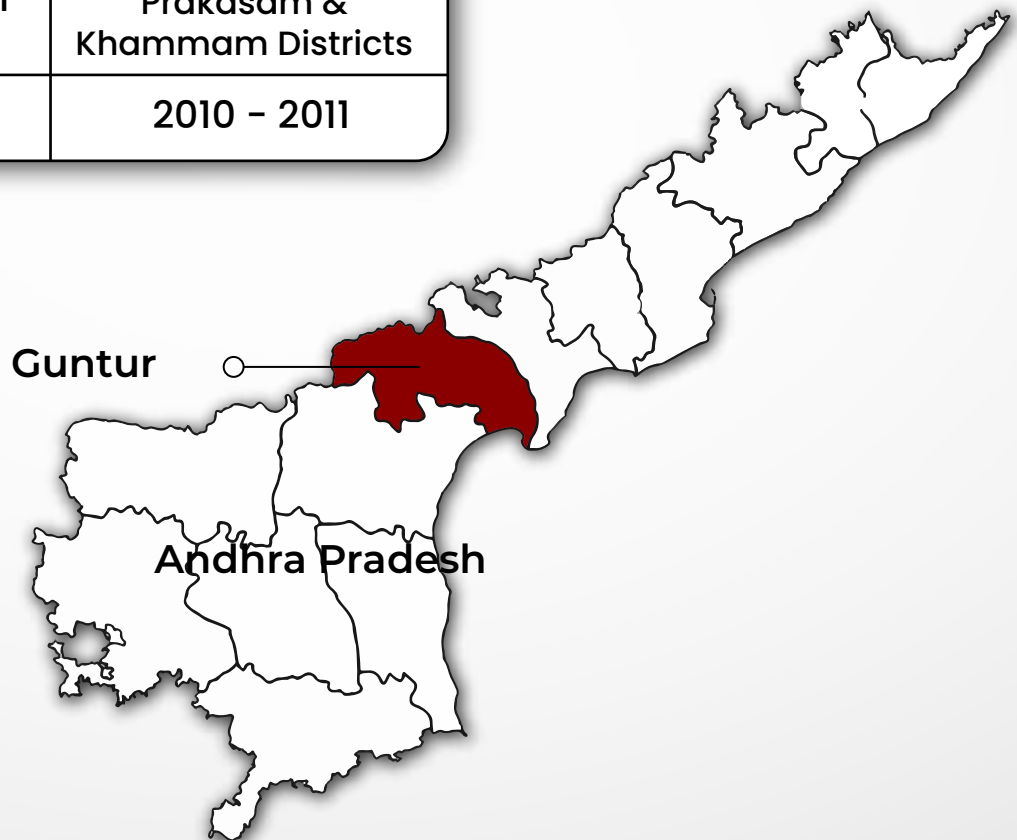




# Guntur Sannam Chilli

## GI Information

Certificate No.	143
Application No.	122
Country of Origin	India
Geographical Region	Guntur, Warangal, Prakasam & Khammam Districts
GI Status Awarded	2010 - 2011



# Guntur Sannam Chilli

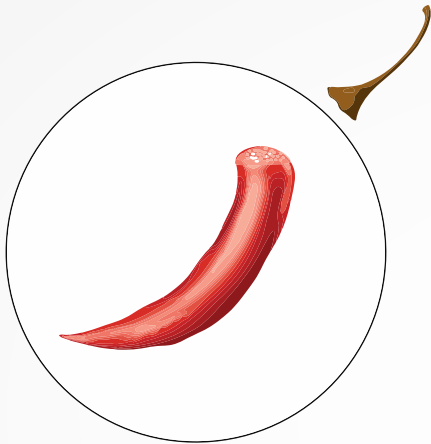
Andhra cuisine is famous for the extremely spicy dishes that brings tears in your eyes but do you know the culprit behind it? The spice responsible for such sensuous attack is none other than the most acclaimed Guntur chilli, the red hot chilli peppers of India.

## **Uniqueness:**

- Extremely Spicy
- Adds very minimum red colour
- Known for high pungency and heat
- Exquisite aroma and unique taste
- Thin skin best suited for sambar /  
curries as powdered chilli

# Processed At GI Tagged

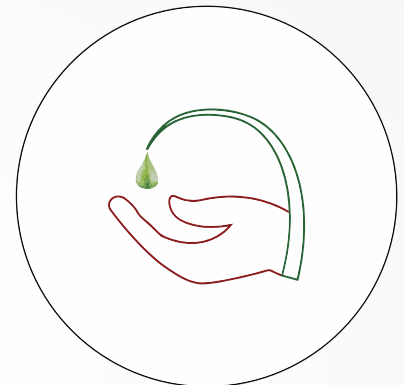
## Agro Food Processing Plant – Belur, Hassan



Processed  
without stalk



No extraction  
of essential oils



Hand picked

### Medicinal Benefits:

- Enhances culinary properties
  - Anti-inflammatory
  - Anti-microbial

Guntur Sannam Chilli  
(whole)



Guntur Sannam Chilli  
(powdered)

268<sup>TH</sup>

Geographical Indications Tagged  
Product Of India



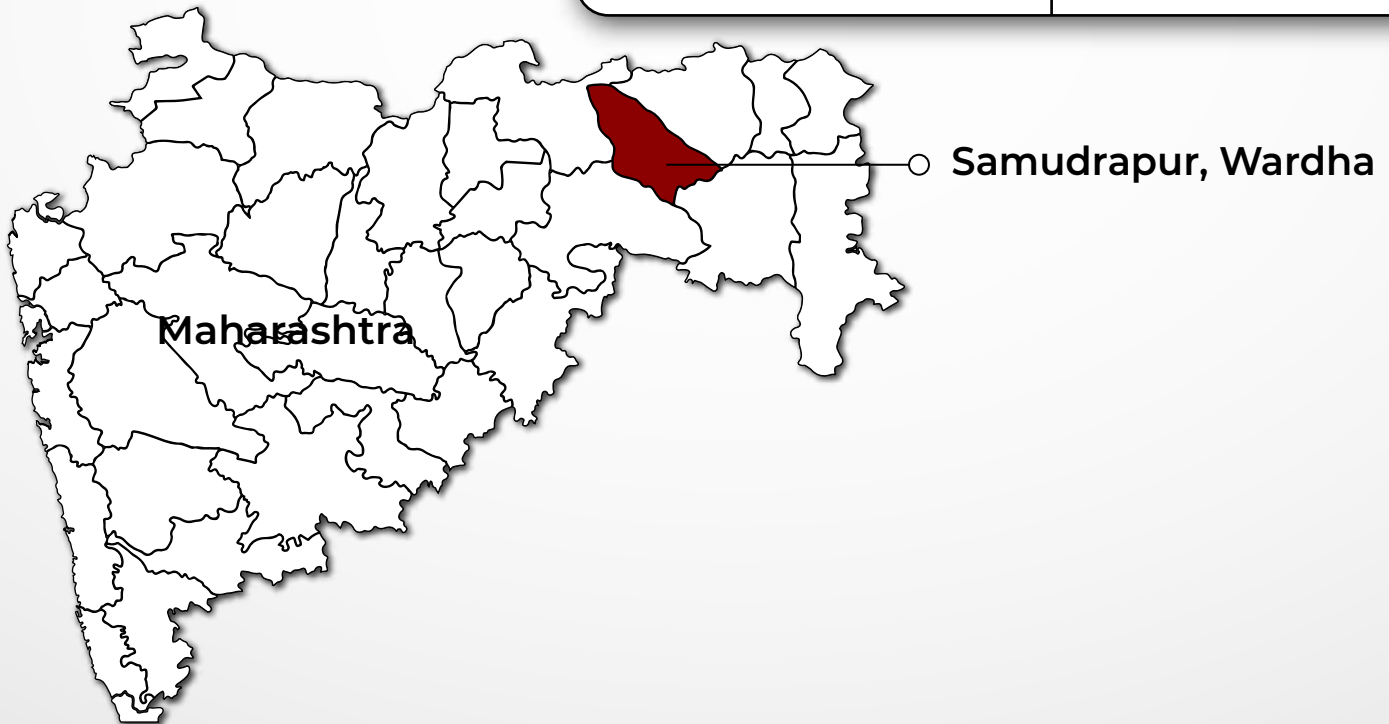
# Waigaon Turmeric

Authentic turmeric for culinary &  
medicinal use



# Waigaon Turmeric

GI Information	
Certificate No.	268
Application No.	471
Country of Origin	India
Geographical Region	Maharashtra, Samudrapur, Wardha
GI Status Awarded	2010 - 2011



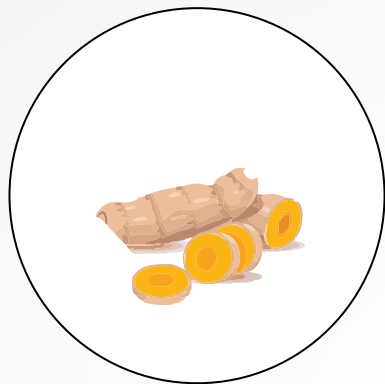
# At GI Tagged Agro Food Processing – Belur, Hassan

Waigaon, the Turmeric Village of India is known as land of organic farming enhancing turmeric uses by enabling this unique variety of turmeric to maintain its medicinal value compared to all other varieties.

## **Uniqueness:**

- High Curcumin content of 6%  
(other turmeric varieties 2-4%)
- Dark mustard yellow colour
- Very soft Textured Powder
  - Rich oil content
- Attractive pleasant aroma

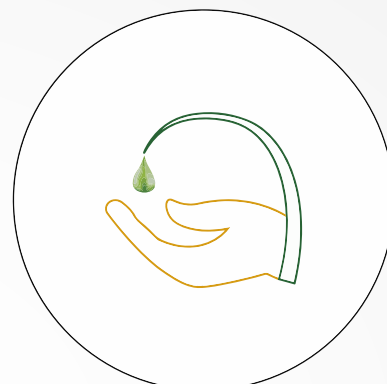
# Processed At GI Tagged Agro Food Processing Plant – Belur, Hassan



Grown  
organically



Rich In medicinal  
benefits



Hand picked

## Medicinal Benefits:

- Wound healing properties
- Prevents alzheimer's disease
- Natural food colourant
- Anti-oxidant and anti- microbial
  - Anti-inflammatory
  - Culinary properties





Waigaon Turmeric (powdered)

# GI Tagged Agro Food Processing Plant Belur, Hassan



## ASSOCIATE MEMBER OF

WORLD  
CRAFT  
COUNCIL



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](mailto:care@gitagged.com)

[www.gitagged.com](http://www.gitagged.com)