

ABOUT GI

Geographical Indications (GIs) are associated with the legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential registerable GIs.

GI based on classes to Natural Goods, Food Stuff
Manufactured Goods,
Handicrafts or Agricultural Goods

GI based on uniqueness,
weather, and terrain of the
place of origin

Legal Protection from
unfair usage

Registered by the Authorized
community of the GI

GI Sign or symbol
indicating Geographical
Origin or location

Economic empowerment to
Artisans, Producers, and
Manufacturers

Social Uplifting and
continuing the
Legacy of the Nation

650+ registered GIs and
numerous unregistered GIs
existence in India

Prevents counterfeiting and
ensures genuineness of
products

Preservation of local Culture,
Tradition, and Legacy



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TIRUPATHI LADDU

After worshipping Lord Venkateswara, the presiding deity at the Sri Vari Temple at Tirumala Hills in Tirupathi, in the State of Andhra Pradesh, India, pilgrims are given Sri Vari laddu, also known as Tirupathi laddu. Devotees get the laddu as prasadam in the temple following their darshan. The history of prasadam begins with the temple's founding in antiquity. Another name for it was "Maduram". The primary offering, or prasadam, made to Lord Venkateswara, the presiding deity, is laddu. Around the world, devotees use both Laddu and Tirupathi in conjunction. At Tirumala Venkateswara Temple in Tirupati, Tirupati district, Andhra Pradesh, India, it is offered to Lord Venkateswara as Naivedhyam.

UNIQUENESS

Tirupathi laddu is known for its quality and reputation. The size and flavour are typical characteristics of Tirupathi Laddu. Tirupathi Laddus are not produced anywhere in the world and are very unique in terms of quality, reputation and other characteristics which go into its making. The laddu gets reputation not from its taste alone but from its sanctity.

RAW MATERIALS

Gram flour, ghee, cashew nuts



Price
Approx.
Rs. 50 per piece

No. of Families Involved
Approx.
620 cooks

Class of Goods
30

Type of Goods
Food stuff

Proof of Origin
18th Century

Geographical Location
Tirupati

METHOD OF PRODUCTION

Laddu Potu is the name of the kitchen in Tirumala Temple, where 3 lakh laddus and other prasadam are prepared daily on average. With all the facilities of today, the Potu can make 8,00,000 laddus in a day. The ingredients are moved from one end to the other using three conveyor belts. The Tirumala laddu prasadam is made using roughly 10 tons of gram flour, 300–500 litres of pure ghee, 700 kg of cashew nuts, 540 kg of raisins, 150 kg of cardamom, and 500 kg of sugar candy per day.