

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

Class of Goods
30

Proof of Origin
18th Century



No. of Families Involved
Approx.
620 cooks

Type of Goods
Food stuff

Geographical Location
Tirupati

METHOD OF PRODUCTION

Tirupathi Laddu is prepared in the temple kitchen, known as Laddu Potu, using high-quality ingredients like bengal gram, ghee, sugar, cashew nuts, raisins, and almonds. The process involves grinding bengal gram into flour, mixing it with ghee and sugar to form boondi, which is then shaped into laddus. The laddus are carefully prepared by skilled cooks following traditional methods to maintain their unique taste and spiritual significance.