

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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AMBEMOHAR RICE

Ambemohar is a traditional aromatic rice variety from Maharashtra, known for its short white grains and tall crop height. With a cultivation period of 140-160 days, it is prized for its soft texture, chewability, and sweet taste. When cooked, it emits a mango blossom-like aroma, making it ideal for festive and daily meals.

UNIQUENESS

Ambemohar rice contains 2AP (0.115-0.365 mg/kg), a compound responsible for its mango-like fragrance. Soil fungi like *Aspergillus awamori* enhance this aroma. The rice has high starch content (up to 70%), cooks quickly, and has an elongation ratio of 1:2. Cooked grains are small, sticky, and break easily it is perfect for children and elderly.

RAW MATERIALS

Ambemohar Paddy Seeds



Price
Approx.
Rs. 120 to Rs. 300 per kg

Class of Goods
30

Proof of Origin
18th Century

No. of Families Involved
Approx.
1000 families

Type of Goods
Agricultural

Geographical Location
Mulshi taluka, Pune district,
Maharashtra

METHOD OF PRODUCTION

Ambemohar rice is grown in loamy soils with good drainage. Sowing begins with onset of monsoon, followed by transplanting. The crop reaches 6 feet in height and matures in 140-160 days. Manual harvesting is followed by sun-drying and milling. No chemical aroma enhancers are used; fragrance develops naturally through soil microbiota.