

# 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

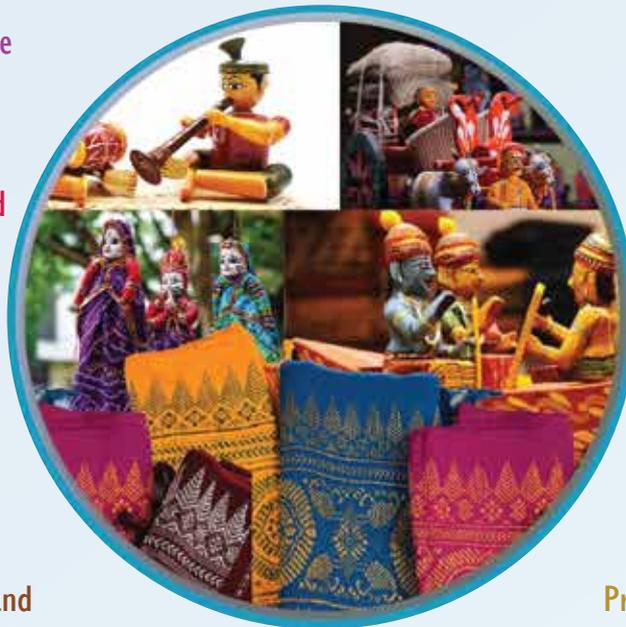
Economic empowerment to  
Artisans, Producers, and  
Manufacturers

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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## BEED CUSTARD APPLE

Beed Custard Apple, cultivated in the Balaghat ranges of Maharashtra, is a premium dryland fruit known for its exceptional sweetness and creamy pulp. Grown in shallow, gravelly, potassium-rich soils, it features a round shape, shiny green skin and soft granular flesh. The fruit is harvested manually and consumed fresh or processed.

### UNIQUENESS

Beed Custard Apple contains 24.12% total sugar and 17.97% reducing sugar-higher than other varieties. Each fruit weighs 240-380g and yields 47.44% pulp with only 24-50 seeds. Its creamy white pulp, mild acidity (0.24%), and high TSS (24.49° Brix) make it ideal for fresh consumption and beverages. The variety is disease-resistant and shelf-stable when pulped.

### RAW MATERIALS

Custard Apple Seeds



**Price**  
Approx.  
Rs. 150 to Rs. 200 per kg

**No. of Families Involved**  
Approx.  
1800 families involved

**Class of Goods**  
31

**Type of Goods**  
Agricultural

**Proof of Origin**  
17<sup>th</sup> Century

**Geographical Location**  
Balaghat ranges, Beed district,  
Maharashtra

### METHOD OF PRODUCTION

Seeds from mature fruits are sun-dried for 20 days and germinated in polythene bags with a mix of black soil, sand, and compost. Transplanting occurs after 25-30 days into 4×4 pits. Trees mature in 3-4 years and yield up to 50 kg per tree by year five. Irrigation is minimal, and harvesting is done manually with care.