

# 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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# MAHABALESHWAR STRAWBERRY

Mahabaleshwar Strawberry is a juicy, sweet-sour fruit cultivated in the cool, lateritic soils of Maharashtra's hill station. Known for its vibrant red colour and seed-rich surface, it contributes nearly 87% of India's strawberry output. Used in jams, jellies, cosmetics, and desserts, it's a seasonal delicacy and a major cash crop.

## UNIQUENESS

Mahabaleshwar strawberries contain up to 200 seeds per fruit and 80% water, making them juicier than other varieties. Their glucose content reaches 10%, enhancing natural sweetness. Grown in iron-rich red soil with optimal sunlight, they retain bright colour and freshness. High in Vitamin C, potassium, and folic acid, they offer health benefits and export-grade quality.

## RAW MATERIALS

Strawberry Saplings

Price  
Approx.  
Rs. 450 to Rs. 800  
per kg

Class of Goods  
31

Proof of Origin  
19<sup>th</sup> Century



No. of Families Involved  
Approx.  
2,000 families

Type of Goods  
Agricultural

Geographical Location  
Mahabaleshwar, Satara district,  
Maharashtra

## METHOD OF PRODUCTION

Strawberries are planted between September to October. Each acre holds 22,000-25,000 plants spaced 12 inches apart. Flowering begins after 10 days of short sunlight exposure. Dormant in winter, plants resume growth in spring. Fruits ripen by May-June. Fresh borewell water and temperate climate ensure disease-free, high-yield harvests over an 8-month cycle.