

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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MARATHWADA KESAR MANGO

Marathwada Kesar Mango is a premium mango variety cultivated in the hot, dry zones of Maharashtra's Marathwada division. Known for its saffron-like color, sweet taste, and large size, it is grown using both grafting and in-situ methods. The fruit is harvested post 70-80% maturation and is prized for its high pulp content and nutritional value.

UNIQUENESS

Marathwada Kesar Mango contains 24° Brix total soluble solids-the highest among Indian mangoes-resulting in exceptional sweetness. Its saffron hue and flavor give the variety its name. Yields are 3-4 times higher than Alphonso, and the fruit is larger in size. It is rich in vitamins, minerals, and sugars, making it both delicious and nutritious.

RAW MATERIALS

Kesar Mango Grafts



Price
Approx.
Rs. 60 to Rs. 150 per kg

Class of Goods
31

Proof of Origin
17th Century

No. of Families Involved
Approx.
2,000 families

Type of Goods
Agricultural

Geographical Location
Marathwada division,
Maharashtra

METHOD OF PRODUCTION

Grafts are planted in 1×1×1 m pits enriched with compost, super phosphate, and Carbaril. High-density planting (5×5 m) is preferred for better yield. Trees mature in 5-10 years. Harvesting begins mid-May using the traditional 'Zhela' tool. Fruits are hand-picked, shaded, and packed immediately to preserve quality.