

## 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

700+ registered GIs and  
numerous unregistered GIs  
existence in India

Prevents counterfeiting  
and ensures  
genuineness of products

Preservation of local Culture,  
Tradition,  
and Legacy



A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.



# REWA SUNDERJA MANGO

Rewa Sunderja mango is a highly esteemed variety cultivated in Madhya Pradesh, known for ripening only after the first monsoon showers. Its vibrant yellow flesh is fibreless and smooth, providing a rich, creamy texture. The distinct vanilla-like aroma enhances its taste, making it ideal for both fresh consumption and culinary preparations. It has a balanced sugar-acid ratio, contributing to its unique flavour profile. With a thick peel, it has excellent shelf life, ensuring suitability for transportation.

## UNIQUENESS

The Rewa Sunderja mango is unique due to its seasonal monsoon-ripened nature, ensuring exceptional sweetness and complexity in flavour. Its lower sugar content makes it suitable for diabetic patients while still retaining its natural sweetness. The thick peel contributes to its long shelf life, ensuring ease of transportation. With its balanced sugar-acid ratio, the fruit delivers a nuanced taste, making it a premium variety among mangoes.

## RAW MATERIALS

Sunderja Mango Grafts

### Price

Approx. Rs. 150 to  
200 per kg

### Number of Families Involved

Approx.  
400 to 500 families

### Proof of Origin

Since 1880

### Type of Goods

Agriculture

### Class of Goods

31

### Geographical Location

Rewa,  
Madhya Pradesh



## METHOD OF PRODUCTION

The cultivation of Rewa Sunderja mango follows traditional grafting techniques combined with organic manure to maintain its superior quality. Water efficiency is ensured through drip irrigation, optimizing resources. Before flowering, stress induction is implemented to improve fruit yield and quality. The trees are carefully nurtured, with watering regulated before flowering and controlled restriction to stimulate fruit development. The grafting process involves planting with soil intact, ensuring stability and healthy growth.