

ABOUT GI

Geographical Indications (GIs) are associated with 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 of Natural Goods, Food
Stuff Manufactured Goods, Handicrafts or
Agriculture Goods

GI based on Uniqueness,
weather, and terrain of the
place of origin

Authorized user Registration for
GI Community Members

Legal protection from
unfair usage

GI Logo
Indicating Geographical
origin or Location

A community Right

Economic Empowerment to
Artisans, Producer, and
Manufacturers

700+ Registered GIs and
Numerous Unregistered GIs
Existing in India



Prevents counterfeiting and
ensures genuineness of
products through "GI Tags"

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, 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 these traditions, ensuring they thrive and adapt in today's competitive landscape.



OOTY VARKEY

Ooty Varkey is a unique baked delicacy originating from the Nilgiris district of Tamil Nadu. Crafted from a blend of flour (maida), sugar, salt, water, and mava (mixture of banana, rawa, maida, and sugar), it is renowned for its light brown color and flaky texture. The snack's distinctive taste is attributed to the mineral-rich water sourced from local streams and the cool climate of the hills. Made fresh each day through a meticulous 12-hour process, Ooty Varkey can be stored for up to 20 days without losing its quality or flavor.

UNIQUENESS

Ooty Varkey is a traditional, handmade snack produced exclusively in the Nilgiris district. Its uniqueness is deeply rooted in the region's climate, requiring temperatures below 25°C for optimal production. The process utilizes locally sourced water from the Nilgiri hills and relies entirely on skilled manual preparation. Traditional firewood ovens are used for baking, allowing the varkey to develop its renowned flavor and flaky texture under moderate, consistent heat.

RAW MATERIALS

Banana, Maida, Semolina, Water, Sugar, Salt



PRICE

Approx.

Rs. 150 to 350 per kg



CLASS OF GOODS

30



PROOF OF ORIGIN

Late 1800s



NO. OF FAMILIES INVOLVED

Approx.

90+ bakers



TYPE OF GOODS

Food Stuffs



GEOGRAPHICAL LOCATION

Nilgiri District, Tamil Nadu, India

METHODS OF PRODUCTION

The production of Ooty Varkey begins by thoroughly mixing wheat flour, sugar, salt, and local Nilgiris water into a smooth dough. The dough is fermented overnight using a traditional homemade banana starter. Next, bakers repeatedly roll and layer the dough with fat by hand to create a distinct flaky texture. Finally, the dough is hand-shaped and slowly baked in traditional firewood ovens under moderate heat.

