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 Agricultura 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

A community Right

GI Logo Indicating Geographical origin or Location

Economic Empowerment to Artisans, Producer, and Manufavturers

700+ Registered GIs and Numerous Unegisteres 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 culturl 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.

KANGRA TEA

REGISTERED

Kangra tea is renowned for its exceptional blend of liquor and flavor, making it a healthful, natural beverage. The tea leaves contain up to 13% catechins, preserved through high-efficiency, whole-leaf orthodox manufacturing methods. These polyphenols are recognized for their antioxidant, hypolipidemic, hypotensive, anticarcinogenic, diuretic, antidiabetic, and antimicrobial properties. Kangra tea also contains approximately 3% caffeine alongside vital amino acids like theanine, glutamine, and tryptophan, which contribute to its energizing and nourishing qualities.

UNIQUENESS

Kangra tea possesses a distinctive flavor profile known as the "Kangra flavour," which sets it apart from other Indian varieties, including the Nilgiri teas of South India. Kangra teas stand out for their robust body, bright liquor color, and flavor, attributes distinct from Darjeeling teas, which are noted for flavor but have a lighter body. These unique characteristics arise from the specific climatic conditions prevalent in the snow-clad Dhauladhar ranges of the Himalayas.

RAW MATERIALS

Tea Plants

PRICE
Approx.
RS. 300 TO Over 1,200 per kg

CLASS OF GOODS
30

PROOF OF ORIGIN
150 years old



NO. OF FAMILIES INVOLVED
Approx.
1,500+ Small tea growers

TYPE OF GOODS
Agricultural

GEOGRAPHICAL LOCATION
Kangra, Chamba, and Mandi districts of Himachal Pradesh

METHODS OF PRODUCTION

Kangra Tea is exclusively cultivated within the Kangra Valley, the Jogindernagar area of Mandi District, and Bhatiyat Tehsil of Chamba District. Grown primarily across the southern slopes of the Dhauladhar ranges, the green leaves are plucked by hand and transported in baskets to processing units. The fresh leaves are spread on round bamboo trays for withering to remove moisture. Meticulous harvesting during peak maturity from March to October is followed by rolling, drying, and sorting to preserve the tea's unique mountain characteristics.

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