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**THE GEOGRAPHICAL INDICATION OF GOODS
(REGISTRATION & PROTECTION) ACT, 1999**

(To be filled in triplicate along with the Statement of case accompanied by five additional representations of the Geographical Indication. One representation to be fixed within the space and five others to be send separately.)

FORM GI-1

Application for registration of a geographical indication in Part A of the register.

Section 11(1), Rule 23 (2)

1. Application is hereby made by SPICES BOARD for registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars:-

A. Name of the Applicant.

SPICES BOARD- A Commodity Board and Agency under the Ministry of Commerce and Industry.

B. Address

SPICES BOARD, Ministry of Commerce and Industry, SUGANDHA BHAVAN, N.H Bye-Pass, P.B. No.2277, Palarivattom, Cochin 25

C. List of association of persons/ producers /organization/ authority

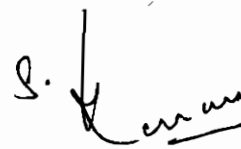
The members and constituents of the SPICES BOARD

D. Type of goods

Variety of spices in Class 30

E. Specification

Spices – ALLEPPEY GREEN Cardamom


एस. कण्णन / S. Kannan
निदेशक (विपणन) / Director (Mktg.)
स्पाइसेस बोर्ड / Spices Board
भारत सरकार / Govt. of India
कोच्चिन / Cochin - 682 025

F. Name of the Geographical Indication and particulars.

ALLEPPEY GREEN CARDAMOM

The Specification originates from the definite territory in Alleppey District, Kerala State. Spices hold a very prominent position not only in Indian history but in World history as well. Many wars fought, many nations discovered, many ailments cured—all in the name of spices. India is termed as the land of spices and Kerala the abode. The present state of Kerala and the adjoining regions of the Western Ghats are rated as the prime producers of the worlds most wanted spices. Spice has been Kerala's lifeblood for the millennia and one of the crops that has drawn traders from all over the world and has contributed immensely to foreign exchange is *Cardamom, the queen of spices*. It is indeed the gift of nature coupled with unique climate and efficient labour that has transformed this small state of Kerala into the abode of the king and the queen of spices (pepper & cardamom). ALLEPPEY GREEN CARDAMOM is the traditional grade of the spice cardamom, in other words it is a form in which a particular grade of cardamom of a particular quality is introduced into the international market, upholding a blend of certain unique characteristics and thereby constituting one of the best varieties of the crop. The size, colour and chemical constituents of this grade of cardamom put itself in a different class when compared to the others. The applicant is a Commodity Board under the Ministry of Commerce & Industry, Government of India, to monitor and develop the Indian spice trade and to regulate and encourage the export of authentic quality cardamom from India. It is a certifying authority for indigenous quality cardamom from various producers. This particular Geographical Indication identifies, asserts and signifies the unique grade of cardamom namely ALLEPPEY GREEN CARDAMOM.

S. Kannan

एस. कण्णन / S. Kannan
 निदेशक (विपणन) / Director (Mktg.)
 स्वाइसेस बोर्ड / Spices Board
 भारत सरकार / Govt. of India
 कोचिन / Cochin-682 025

Quality has been the tradition and benchmark of Indian spice trade and in order to maintain this tradition and also to stay in the modern day race, certain grade specifications were drawn up on the basis of the age old and familiar trade names. ALLEPPEY GREEN cardamom is the oldest and the most popular, referring in particular to a special variety of cardamom grown in Kerala. The grade ALLEPPEY GREEN, since olden times in itself, acclaims by its mere name certain quality, aroma, flavour and other attributes specific for this brand in the minds of people. This application is now sought for to check the excessive adulteration, incessant and irrational use, misuse and depiction of the name ALLEPPEY GREEN in relation to various spurious and substandard cardamom being exported and sold within, thereby misleading the trade and the public at large as to the origin and quality of these goods. If protection is not sought even now, the tell-tale marks of Alleppey's relation to cardamom which was inseparable during one time will stand erased thereby effecting the cardamom trade and in turn the skilled cultivators. ALLEPPEY GREEN is by far the most important type of cardamom exported from India accounting for about 85% of the total export.

Since cardamom and other spices account for over a quarter of the worlds trade, the applicant is making a consistent effort to protect the true quality of ALLEPPEY GREEN CARDAMOM, thereby boosting the export of the same and in turn promoting the economic prosperity of the producers.

G. Description of the goods:

a. What is cardamom?

S. Kannan

एस. कण्णन / S. Kannan
निदेशक (विपणन) / Director (Mktg.)
स्पाइसेस बोर्ड / Spices Board
भारत सरकार / Govt. of India
कोच्चिन / Cochin - 682 025

Cardamom belongs to the genus *Elettaria*, and species *Cardamomom* (Matton). The genus name is derived from the Tamil root *Elettari*, meaning cardamom seeds. The genus belong to the natural order Scitaminae, family Zingiberaceae under monocotyledons with diploid chromosome number, $2n=48$. . The genus consists of about six species. *E. Cardamom Maton* or true cardamom occurs in South India and it is the only economically important species. Cardamom is the unripened fruit of the perennial *Elettaria Cardamomom*. Enclosed in the fruit pods are, dry, brown, aromatic seeds which are slightly pungent to taste.

(b) Varieties of cardamom:

The genus consists of about six species only. The Srilankan and the Malaysian variety being two among others. In India other than the true cardamom there exists another form of cardamom termed as *Amomum Subulatum* or large cardamom found mainly in Sikkim & Nepal. This form of cardamom has very little commercial value. However *E. Cardamom Maton* exhibits considerable variation under cultivation. In South India there exists mainly three varieties, Malabar, Mysore (the variety that constitutes ALLEPPEY GREEN) and Vazhukka(a hybrid of the above varieties).


(c) ALLEPPEY GREEN?

This is a grade name that asserts quality. The cardamom in this grade is of certain unique quality. The grade ALLEPPEY GREEN cardamom though today in general includes all varieties of cardamom produced in South India, particularly and traditionally speaking it mainly includes the cardamom of "Mysore" category grown in the ancient Travancore. This grade is unique in its colour, size, chemical constituents

एस. कण्णन / S. Kannan
निदेशक (विपणन) / Director (Mktg.)
स्पाइसेस बोर्ड / Spices Board
भारत सरकार / Govt. of India
कोच्चिन / Cochin-682 026

and oil content. Alleppey Green cardamom is the dried capsule of Elettaria Cardamom, kiln dried, having a reasonably uniform shade of green colour and 3 cornered with ribbed appearance. Superiority of ALLEPPEY GREEN (cardamom oil) is its superior sensory qualities, a better total perception of the flavour, which need not necessarily, be dependant on the relative concentration of any one component. Incidentally the "Mysore" variety comprising the ALLEPPEY GREEN is the largest selling Indian cardamom grade. Mysore (Cardamom) oil is sweet and fruity with a floral odor due to low amount of cineole and higher amount of terpinyl acetate, linalool & linalyl acetate. The identity of this brand is interwoven with the geographical name Alleppey. It is because previously in the native states of Travancore and Cochin, cardamom was a monopoly of the respective Governments. The Raja of Travancore made it compulsory that all the produce shall be sold to his official who forwarded it to the main depot in Alleppey, then the most important port of Travancore. In Alleppey, the cardamom was sold in auction. The best quality (Alleppey Green) was reserved for export. It was here in Alleppey that the cardamom was processed with the help of skilled labour. They segregated the produce in such a manner that the best quality was identified and that was separated. The underlying factor is that the processing was so skilled that the attributes identified by the then yardsticks subsequently constituted the international standards too. Thus upon the quality, the name ALLEPPEY GREEN which still now holds prominence is a trademark and an internationally accepted grade on its own. The District of Alleppey still holds reminiscence of that golden era.

H. Geographical area of production and map:



 एस. कण्णन / S. Kannan
 निदेशक (विपणन) / Director (Mktg.)
 स्वाइसेस बोर्ड / Spices Board
 भारत सरकार / Govt. of India
 कोच्चिन / Cochin-682 026

ALLEPPEY GREEN Cardamom is a stamp of quality attributable to the knowledge and skill within the locales of Alleppey. Alleppey was the place where cardamom was processed and it was the skill, efficiency and competence of the labour in Alleppey that lead to the identification of a superior brand of cardamom. The unique steps involved in processing of cardamom at Alleppey gave birth to an exotic breed of cardamom which turned out to be the brand ambassador of cardamom trade and which was coined as ALLEPPEY GREEN by the outer world. Thus the origin of this grade is attributable to the locale, skill and competence in Alleppey District, in the State of Kerala. It was following the foot steps of the Alleppey system that the modern grade named ALLEPPEY GREEN was derived. The map of the geographical area is produced herewith

I. Proof of origin:

Cardamom-“Ela” has been used as a spice in India since pre historic times. Cardamom is one of the most exotic, flamboyant and highly priced specie of spice which has an origin in the Western Ghats and a history as old as human civilization. The word cardamom vernacularly nomenclatured as Elattari and its use from the ancient time indicated the existence and presence of this spice since time immemorial. Further the presence of the word Ela in the Sanskrit scriptures crystallizes its antecedence. Almost all ancient as well as modern researches, documents, commentaries and such other works point toward the Western Ghats as the epicenter of cardamom. The present State of Kerala accounts for over 60% of the cardamom produce then and now.

It is said that, nothing is more interesting than sketching the history of spices as it brings in the word history itself. The ancient

S. Kannan
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एस. कण्णन / S. Kannan
 निदेशक (विपणन) / Director (Mktg.)
 स्पाइसेस बोर्ड / Spices Board
 भारत सरकार / Govt. of India
 कोचिन / Cochin-682 026

scriptures of *Arthashastra* (3rd century), the *Taitreya Samhita* (of the later Vedic period-3000BC), the *Charaka Samhita* (Ayurveda Text) *Susrutha Samhita* (1400-600 BC) among others mentions the importance of cardamom as a spice and as a medicine. The spice encyclopedia reveals that as early as in the 4th century BC, cardamom was used in India as a medical herb and the Greeks and Romans imported it as a digestive aid. The Babylonians and Assyrians were well informed of the medicinal values of cardamom. It was an article of Greek trade during the 4th century BC and it was listed among the Indian spices liable to duty in Alexandria. The spice history and its relation to India can be sketched in different phases. During 200 BC – 1200 the Romans started sailing from Egypt to India to trade spices. In between 1200 to 1500 Europeans started exploring passages to the East Indies. During the 15th – 17th centuries the world witnessed wars for control of the spice trade. The Portuguese under Vasco-Da-Gama opened the gateway for spice trade from the west coast. Many more invaders followed. Portugal, England, Holland and others fought for monopoly. In 1658 the Dutch gained control and established exclusive trading rights from Malabar port. During the 16th -18th century the English exploration began. First the Portuguese then the Dutch and French and at last the English. In 1780 the Dutch and English fought a war over the spice trade which the Dutch lost. All these incidents point towards the common fact that India was the abode of spices. Virtually all the cardamom that existed in the ancient era travelled from India and particularly from the southern belt and especially from Kerala. During that time the Arabs were the major traders. They were successful in trading of spices to the Mediterranean with out revealing the source of the spice. Cardamom too was no exception and even historians like Pliny thought that Cardamom originated in Arabia. However the


S. Kannan

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 भारत सरकार / Govt. of India
 कोचिन / Cochin-682 025

curtains on the monopoly of the Arab trade were brought down by the discovery of sea route to India and by the landing of Portuguese.

Since time immemorial Kerala has anchored the spice industry and cardamom is no difference. Kalidasa's 'Raghuvamsam' describes the Pandya Empire that ruled South-India as a prosperous one as it was bestowed in abundance with cardamom and other spices. Linchosten in his *Journal of Indian Travels* (1596) describes two forms of cardamoms being used in South India. According to him, the lesser cardamom (The True Form) was grown in mostly in Calicut and Cannanore and on the coast of Malabar. The writings of Ludlow (then Asst. Conservator of Forests) and Watt (1872) also describes briefly about the cardamom cultivation in South- India Further according to Sir. William Logan through his *Malabar Manual* asserts that cardamom indeed was grown in Malabar and it formed a very essential form of trade. It is also pointed out by him that in 1703 Sir. Hamilton had come down to Kerala and traded cardamom. By the beginning of 19th century due to rampant cultivation the terrains of Western Ghats and the portion south of Palghat Gap came to be known as cardamom hills.

Apart from Malabar the Travancore Desam also contributed much in the cultivation and trade of cardamom. The Alleppey port was the main trading location. The *Madras Manuel* draws references as to how cardamom was grown in the hills of Travancore. Previously in the native states of Travancore and Cochin, cardamom was a monopoly of the respective Govts. The Raja of Travancore made it compulsory that all the produce shall be sold to his official who forwarded it to the main depot in Alleppey, then the most important port of Travancore. In Alleppey cardamom was sold in auction. The best quality (Alleppey Green) was


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भारत सरकार / Govt. of India
कोच्चिन / Cochin-682 025

reserved for export. *Thus the best quality cardamom was known as Alleppey Green.* Various pacts were entered into by the then provincial rulers with the foreigners for the sale of spices. The 1761 pact by the King of Chirakkal and 1795 pact by the ruler of Kadathanadu are examples of cardamom trading agreements. During the reign of Raja Marthandavarma, the trading of cardamom and other spices were brought under governmental control. Spices were sold in return for guns. The Travancore government even opened a department under its forest ministry in the 1800's itself with its centre at Thodupuzha to look into cardamom cultivation and development. Later in 1869 the said department was detached from the ministry and was placed under J.D Monroe as a special department. In that period the annual production of cardamom in this region were 30,000 thulams with Rs 12 per thulam. Further in 1910, a "*Cooperative Elam Bank*" (Co-operative Cardamom Bank) was also constituted.

In the post independent era, in 1963, to preserve, protect and enhance cardamom cultivation a 'Cardamom Development and Marketing Advisory Committee' was constituted. Subsequently in 1966 the Cardamom Board was formed and later in 1987 accepting a broader vision the board was conferred a wider ambit and was named as the Spices Board. *At present as an effort to reestablish the identity of Indian spices and to get a fair share of the values realized in the spice trade, the Spices Board of India in collaboration with Spices Trading Corporation has launched "FLAVOURIT" brand of premium Indian Spices. ALLEPPEY GREEN is one among in this prestigious brand.*

No other spice anywhere in this world might have got such protection and support as cardamom in Kerala. Cardamom is such an

S. Kannan

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निदेशक (विपणन) / Director (Mktg.)
स्पाइसेस बोर्ड / Spices Board
भारत सरकार / Govt. of India
कोचिन / Cochin-682 025

exotic spice that during the period of 1000 BC it was said that a hand full of cardamom worth as much as a poor mans early wages. History acclaimes the origin and quality of cardamom to Kerala. Glorifying the facts today we have the best as well as the most exported quality of Green Cardamom in ALLEPPEY GREEN. In the modern day blind race to succeed none is bothered about quality and standard. Thus it becomes very necessary to accord protection to the existing standards.

I. Method of production

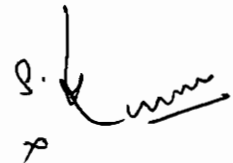
Cardamom is a shade loving crop. It is grown extensively in the hilly regions of South India especially in Kerala, at elevations of 800 – 1300 m. above mean sea level as an under crop in forest lands. The cardamom growing regions lie with in 8° and 30° N latitudes and 75° and 78° 30' E longitudes. A warm and humid climate, loamy soils rich in organic matter, with adequate moisture and well distributed rain fall are certain basic earthly standards pre requisite for good cultivation of cardamom. The land is prepared by removing under growths and then thinning out forest trees to give the much required shades. *The Mysore variety, which basically constitutes the ALLEPPEY GREEN, is robust, 3-4m in height with lanceolate leaves, erect panicles and ovoid capsules thrives well only under assured, well distributed rain fall conditions. The best time for planting is after the commencement of the South West monsoon.*

The seeds germinate after 5 -7 weeks of sowing. Cardamom starts bearing capsules 2-3 years after planting the seedlings. Flowering commences mainly during April-May or some times even a bit later. It is at the maximum during May-June. The fruits mature in about 120 days after flowering. Capsules that are just short of full ripeness are harvested

S. Kannan
 एस. कण्णन / S. Kannan
 निदेशक (विपणन) / Director (Mktg.)
 स्पाइसेस बोर्ड / Spices Board
 भारत सरकार / Govt. of India
 कोच्चिन / Cochin - 682 026

mainly during the months of October-November. In the peak season harvesting is carried out at an interval of 15 days, as this crop has a prolonged and extensive flowering period thereby inducing several pickings. There exists mainly two types of pickings. The first is light picking where in only mature capsules are harvested while the second is hard picking where semi-matured capsules are also removed.

It is the post-harvesting techniques that form the true backbone of quality cardamom. *One of the prominent post-harvesting measure is retention of green colour which is the soul of ALLEPPEY GREEN.* Further, capsules after harvest are washed thoroughly in water to remove the adhering soil and other extraneous matters and then taken for drying in kilns. Curing is essential to bring down the initial moisture level of the harvested crops and also to preserve the greenness of capsules. Thus proper curing of capsules at harvest becomes very important. Generally two types of curing methods are adopted viz natural sun drying (undesirable for cardamom) and artificial drying. Among the artificial methods pipe curing (kiln drying) is one of the best methods. Cardamom cured by sun drying or in a dryer, has to be protected from absorption of moisture, contamination with foreign orders, microorganisms and other insect infestations. Thus proper packing also becomes necessary. Subsequently the produce is graded on the basis of its colour, size, weight and chemical constituents. Some variety of cardamoms retains its green colour while some others turn to brownish and golden colours. Some others are bleached. ALLEPPEY GREEN cardamom is the dried capsule variety of *Elettaria Cardamomum*; kiln dried having a reasonably uniform shade of green colour, three cornered and having a ribbed appearance which is a unique feature of this particular brand alone.



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निदेशक (विपणन) / Director (Mktg.)
स्पाइसेस बोर्ड / Spices Board
भारत सरकार / Govt. of India
कोचिन / Cochin-682 025

J. Uniqueness

Alleppey Green cardamom, the best quality in cardamom, is novel and unique on its own. The basic characteristics of ALLEPPEY GREEN are that, they shall be the dried capsules of *Elleteria Cardamom*, green in colour, measuring about 7mm in diameter weighing 435 G/L with minimum black splits, immature, shrivelled and malformed capsules and bearing a three cornered and ribbed appearance.

The green colour, an envious attribute of this variety alone, places this brand of cardamom in an entirely different class. The colour of the produce is a very important commercial factor. The process of green colour retention has been put to a lot of study. Mainly the crop is harvested before it gets fully ripened or say in the just ripened stage. Apart from the characteristics of the variety of the crop a lot depends on the way of processing so as to retain the chlorophyll and thereby the green colour. The techniques to prevent absorption, contamination and other infestations require a great deal of skill and competence. It is here where the zeal of the labour connected with the geographical region contributed for the prorogation of the trade of cardamom. Another unique feature of this grade of cardamom is its size. It stands apart from others in length (21mm) and also in size (7mm in diameter). This increases its chance of holding more oil.

The spice is distilled for its essential oil, which is an inevitable factor. The essential oil of cardamom is the source for its aroma and flavour. The volatile oil in the seeds of ALLEPPEY GREEN is much higher in percentage (7.5-11.3) when compared to the other grades. Cardamom oil is produced commercially by steam distillation. The

S. Kannan

एस. कण्णन / S. Kannan
 निदेशक (विपणन) / Director (Mktg.)
 स्वाइसेस बोर्ड / Spices Board
 भारत सरकार / Govt. of India
 कोच्चिन / Cochin-682 025

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commercially distilled oil from ALLEPPEY GREEN has a penetrating, slightly irritating, cineolic, cooling camphoraceous, disinfectant warm, spicy, sweet, aromatic, fruity initial impact. However the oil rapidly airs – off on a smelling strip losing its freshness and there persists no residual odour after 24 hours. Compared to other varieties though 1, 8- cineole content is low and the α -terpinyl acetate content comparable, the linalool and linalyl acetate is markedly higher. The combination of lower 1,8- cineole with its harsh camphoric note and higher linalyl acetate with its sweet fruity- floral odour result in the relatively pleasant mellow flavour in the variety. Mysore Variety is represented by the largest selling Indian cardamom grade ALLEPPEY GREEN. There are six grade designations in ALLEPPEY GREEN. They are Extra Bold, Bold, Superior, Shipment Green-1, Shipment Green-2 and Light. They are classified based on their size, weight and the extraneous matter they hold. Thus the size (in diameter) varies from 7mm-3.5mm and the weight from 435 G/L-260 G/L.

Cardamom is very popular as a spice and a food additive because of its delicious flavour. It is an indispensable substance in culinary use. In Arab countries it is an inevitable ingredient in tea preparation. There even exists folklore that coffee with cardamom is a symbol of hospitality and prestige. The constituents of its volatile oil are responsible for the flavour and fragrance. It also possesses carminative, stomachic and anti-microbial actions. Indian cardamom is low in fat content and rich in proteins. Cardamom also finds application in the indigenous system of medicine. The terpenoid constituents of cardamom transform it into an effective anti-fungal medication. Tincture cardamom and compound tincture of cardamom are included as official preparation in the British *Pharmaceutical Codex*, *British Pharmacopoeia*, *Pharmacopoeias* of China, Hungary, Japan etc.... It enhances oxidation and detoxification of

S. Kannan

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निदेशक (विपणन) / Director (Mktg.)
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कोच्चिन / Cochin-682 026

xenobiotics, the anti-inflammatory activities and immunological defense mechanisms of the human body. No element of toxicity is reported for cardamom. It checks nausea, vomiting and is reported to be a cardiac stimulant. Chewing of cardamom seeds prevents bad smell of mouth, indigestion and even pyrosis. A daily gargle of cardamom water protects the body from flu infections. *Eladigana*- is a cure to vata (arthritis) and kapha (congestion). Cardamom is effective against many dermatological disorders also. It is also stressed that, consuming a cardamom capsule daily with a tablespoon of honey improves eyesight, strengthens nervous system and keeps one healthy.

In Ayurveda and Sidha systems, cardamom finds application as a component of several therapeutic formulations. *Charaka Samhita* denotes it as an antidote for food poisoning. It is used as an ingredient in over 24 medical preparations like *Brahmi Rasayana*, the one used for treating inflammations. Cardamom is also used as an ingredient in preparations used for the treatment of asthma, bronchitis, hemorrhoids, cardiac disorders, dyspepsia, and gastropathy, vatha and for many other diseases. All these unique features have turned cardamom into a hot export commodity. However due to the over domestic consumption, excessive adulteration and misuse coupled with adverse agro-climatic conditions the export percentage is slowly depreciating. In a global scenario cardamom is exported from India to over 18 countries including the big guns like USA, UK, Japan, Canada, the Middle East and others. In 2005-06 about 875 MT of cardamom was exported fetching more than 2700 lacs as income thereby marking a small hike than in the previous years. In this Kerala accounts for over 70% of production of cardamom. Today Guatemala is the prime producer and exporter of cardamom, but the underlying factor is that the source of origin of Guatemalan cardamom is

S. Kannan


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from India and their quality too is much inferior. *ALLEPPEY GREEN* is a brand that has received huge appreciation and a great demand. *ALLEPPEY GREEN* is by far the most important type of cardamom exported from India accounting for about 85% of the total export.

The quality and novelty that we see today in *ALLEPPEY GREEN* is the product quotient of the competence, skill and zeal from the labourers of Alleppey. Alleppey was an SPV in cardamom trade. Alleppey is a synonym for cardamom and both together a symbol of quality. Thus Alleppey and cardamom are so meshed together that they cannot be separated. If the crop is of the requisite quality, the farmers wherever they be are benefited as their produce will fall in the category of *ALLEPPEY GREEN*, bringing in consumers as well as massive returns.. So Alleppey Cardamom is nothing but a cartel in cardamom trade. The Spices Board, the sole protector and conserver of spices, by seeking protection is aiming at protecting farmers engaged in production of cardamom irrespective of their location and also to secure cardamom trade. Thus immediate protection becomes the call of the hour.

INSPECTION BODY.

THE Core Consultative Group of the applicant comprising of experts will review and certify the standards and conformity to the authentic method of cultivation and processing of *ALEPPEY GREEN* *CARDAMOM*. Along with the Statement of Case in class 30 in respect of Cardamom in the name(s) of *SPICES BOARD* whose address is *SPICES BOARD, Ministry of Commerce and Industry, SUGANDHA BHAVAN, N.H Bye-Pass, P.B. No.2277, Palarivattom, Cochin 25, Kerala, India*, who claim to represent the interest of the producers of the


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said goods to which the geographical indication indicates and which is in continuous use in respect to the said goods.

The application shall include such other particulars called for in Rule 32(1) in the Statement of Case.

All communications relating to this application may be sent to the following address in India:

Mr. SATISH MURTI
M/s. MURTI & MURTI, ADVOCATES
PATENT & TRADEMARK ATTORNEYS
KRISHNASWAMY ROAD, KOCHI-682035

ON BEHALF OF SPICES BOARD



DIRECTOR-MARKETING

एस. कण्णन / S. Kannan
निदेशक (विपणन) / Director (Mktg.)
स्पाइसेस बोर्ड / Spices Board
भारत सरकार / Govt. of India
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