

Received Rs. 5000 in cash/  
~~Cheque (DD-MC)~~ on 31-5-08  
 vide entry no. 0477 in the  
 register of valuables  
 Cashier  
 31/05/08

**FORM GI - 1**

**THE GEOGRAPHICAL INDICATIONS OF GOODS  
 (REGISTRATION AND PROTECTION) ACT, 1999**

**(Filed in triplicate alongwith the Statement of Case accompanied by five additional representations of the geographical indication)**

**Section 11 (1), rule 23 (2)**

Fee Rs. 5,000/- (as per entry no. 1-A of the First Schedule)

1. Application is hereby made by **Tirumala Tirupati Devasthanam**, for the registration in Part A of the register of the accompanying geographical indication furnishing the following particulars:-

**A) NAME OF APPLICANT:**

**TIRUMALA TIRUPATI DEVASTHANAM**

**B) ADDRESS OF APPLICANT:**

TTD Administrative Building,  
 K.T. Road,  
 Tirupathi 517 501,  
 Andhra Pradesh, India.

**C) LIST OF ASSOCIATION OF PERSONS/ PRODUCERS/  
 ORGANISATION/ AUTHORITY :**

NOT APPLICABLE

**D) TYPE OF GOODS/ CLASS:**

LADDUS being preparations made from cereals and falling in class 30

**E) SPECIFICATION:**

As furnished in the accompanying Statement of Case.

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**F) NAME OF THE GEOGRAPHICAL INDICATION  
(& PARTICULARS):**

**TIRUPATHI LADDU**

**G) DESCRIPTION OF GOODS:**

TIRUPATHI LADDUS are eatables, offered as prasadam to Lord Venkateswara, the presiding deity at the Temple of Lord Venkateswara at Tirumala Hills at Tirupathi in the State of Andhra Pradesh, India.

These laddus are round in shape and are made from boondi (the flour of Bengal Gram Dal which is made into a thick paste using machines and then manually fried in pure cow ghee) mixed with sugar syrup, cow ghee and adjuncts such as cashewnuts, cardamom, diamond sugar candies, raisins and almonds. They have a very sweet and special taste...The laddus are made in round shapes. Primarily two types of laddus, small and big are made. The weight of the small laddu, as soon as it is made i.e. shaped into a ball is 178 gm (wet). After sometimes it dries up and its weight reduces to 174 gram. Similarly the weight of the big laddu while wet is 720 gram. After is dries up as mentioned above, its weight reduces to 700 gram.

The size and flavour are typical characteristics of Tirupathi Laddu. Tirupathi Laddus are not produced any where in the world and are very unique in terms of quality, reputation and other characteristics which go into its making. These laddus are offered as prasadam only to the devotees who visit Tirumala and offer worship to Lord Venkatesa there and not to anyone else. Therefore to get Tirupathi Laddu one has to visit the temple of Lord Venkateswara at Tirumala or can obtain the same as prasadam from someone who has visited the said temple. The said laddus cannot be obtained by any other means in the world.

**H) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:**

Temple of Lord Venkateswara at Tirumala Hills, Tirupathi, Andhra Pradesh, India and lying within latitude 13° 39' 0" North and longitude 79° 25' 12" East.

**I) PROOF OF ORIGIN:**

The origin of the Geographical Indication and the ancient and sacred Temple of Lord Venkateswara at Tirumala which is located in the Seven

Hills of are related. So it is essential to know the origin of the said temple so as to know about the origin of the Geographical Indication.

### **ORIGIN & LEGEND OF THE TEMPLE:**

The origin of the Geographical Indication can be traced back to the origin of the ancient and sacred temple of Lord Venkateswara at Tirumala. Lord Venkateswara the presiding deity of the Temple of Tirumala is also called as the Lord of the Seven Hills. The temple has its origin in Vaishnavism, an ancient sect which advocates the principles of equality and love and prohibits animal sacrifice. The temple has its origin in Vaishnavism, an ancient sect which advocates principles of equality and love and prohibits animal sacrifice.

Sri Venkatachala Mahatmya, referred to in several Puranas pertains to the manifestation of the Lord Venkateswara at Tirumala. The printed work of the puranas contain extract from Varaha Purana, Padma Purana, Garuda Purana, Brahmanda Purana, Markandeya Purana, Harivamsa . Vamana Purana, Brahma Purana, Brahmottara Purana, Aditya Purana, Skanda Purana and Bhavishyottara Purana. Most of these extracts describe the sanctity and antiquity of the hills around Tirumala and numerous teerthams situated on them.

According to the Varaha Purana, Adi Varaha manifested Himself on the western bank of the Swami Pushkarini, while Vishnu in the form of Venkateswara came to reside on the southern bank of the Swami Pushkarini.

One day, Rangadasa, a staunch devotee of Vishnu, in the course of his pilgrimage, joined Vaikhanasa Gopinatha, who was going up the Tirumala Hill for the daily worship of Lord Venkateswara. After bathing in the Swami Pushkarini, he beheld the lotus-eyed and blue-bodies Vishnu beneath a tamarind tree. Vishnu was exposed to the sun, wind and rain was only protected by the extended wings of Garuda.

Rangadasa was astounded by the wonderful sight. He raised a rough wall of stones around the deity, and started supplying flowers, faithfully to Gopinatha everyday for Vishnu's worship.

One day, Rangadasa was distracted by a Gandharva king and his ladies. Consequently, he forgot to supply flowers to Gopinatha for Vishnu's worship. The Lord then revealed Himself and told Rangadasa that He had been testing the latter's continence, but Rangadasa had not been steadfast and had succumbed to temptation.

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However, the Lord accepted and appreciated Rangadasa's devoted service to Him till then, and blessed Rangadasa that he would be reborn as an affluent ruler of a province and would enjoy the earthly pleasures. He would continue to serve the Lord, construct a beautiful temple with a *vimana* and high surrounding walls, and thereby earn eternal glory.

Rangadasa was reborn as Tondaman, the son of the royal couple, Suvira and Nandini. Tondaman enjoyed a pleasurable life as a young man. One day, he set out on a hunting expedition on the Tirumala Hill, and with the help of a forester, saw Vishnu under the tamarind tree. Tondaman returned home, deeply affected by the vision of Vishnu.

Tondaman later inherited his father's kingdom, Tondamandalam. In accordance with the directions given by Adi Varaha to a forester, Tondaman constructed a *prakaram* and *dvara gopura*, and arranged for regular worship of the Lord (according to Vaikhanasa Agama).

In the Kali Yuga, Akasaraja came to rule over Tondamandalam. His daughter Padmavathi was married to Venkateswara. The marriage, officiated by Brahma, was celebrated with great pomp and splendour.

The existence of the temple finds mention in the 9<sup>th</sup> century AD though the exact date of its construction is presently not available. The temple has acquired unique sanctity in Indian Hindu religious lore. The sastras, puranas, sthala mahatyams and alwar hymns unequivocally declare that, only by worshipping Lord Venkateswara at Tirumala one can attain mukti in this yuga i.e. Kali Yuga.

## **ORIGIN OF THE GI**

When one hears the name Tirupathi, the immediate thought which comes to one's mind is the Tirupathi Laddu –the divine offering or the “*Prasadam*” in the local language. Laddu is the main offering i.e., prasadam to the presiding deity-Lord Venkateswara. Tirupathi and Laddu are used in conjunction by devotees all over the world.

The origin of prasadam dates back to the establishment of the temple in ancient times. It was also known as “Maduram”. As the number of devotees of the temple increased manifold and demand of Prasadam was overwhelming, the Mass production of Ladoo was started by the temple management. Today it is one of the most famous prasadams not only in Tirupathi, but all over the world.



In recent times, the continuous efforts of Tirumalai Tirupathi Devasthanam (TTD) have made laddu conjunctive with Tirupathi. Today several hundreds of men are working in this 'kingdom of divine offerings'. Tirupathi Ladoo is today an embodiment of Divinity and virtue of Glorious History.

It is to be noted that the Geographical Indication goods are made by the Applicant only in the Temple of Lord Venkateshwara at Tirumala, Tirupathi, in kitchens specially built for the purpose known in local parlance as 'Pottus'.

#### **J) METHOD OF PRODUCTION:**

The laddus are very unique in taste and flavour. The preparatory process undergoes many quality checks at each step to ensure the taste and size of the laddu. No other laddu is made with such meticulous care. The laddus are made in a special place called 'potus', literally meaning kitchen in Telugu language. Only pure cow ghee is used for the entire preparation.

Presently laddus are made in the main potu called 'Srivari Potu', from which about 130 laddu workers produce about One Lakh laddus per day. There is also an additional potu with about 60 contract workers who making only small laddu. The potus have firewood ovens and are also equipped with gas stoves with gas cylinders.

In total about 1.25 lakh Tirupathi laddus are prepared every day. There is a crane to transport the grocery to the potu.

The raw materials for making Tirupathi Laddu are Flour made from Bengal Gram Dal, Sugar, Cashew Nuts, Cardamom, Cow Ghee, Oil. Sugar Candy, and Raisins. Almonds are used in Kalyana Ladoos only. The production of Tirupathi Laddu can broadly be explained in Five Steps.

##### **FIRST STEP: Grinding and making into paste**

The first step in the making of Tirupathi Laddu involves grinding the Bengal Gram Dal into flour. The ground flour is then made into a thick paste by mixing it with water. This process is done mechanically using a stirrer and a mixing vessel.

##### **SECOND STEP: Frying and making boondi**

The second step involves frying the thick paste. For this first a big kadai is taken. Requisite pure cow ghee is poured into it and heated till it is boiling hot, about 80° C.



Secondly the thick paste is taken in a ladle and poured over a multi holed tawa. The paste is then spread over the said tawa. During the spreading process the paste passes through the holes in the tawa which is held just above the kadai containing boiling oil so that the paste passing through the hole falls into the boiling oil and gets fried. The boondhis are not deep fried but medium fried. Once they get the yellow colour, they are removed from the kadai using a multi holed ladle and stored in a separate vessel. The entire exercise is done manually. Frying involves the skill of the cook making the boondhi. This is dealt with in detail under the clause on 'human skill'.

### **THIRD STEP: Making of sugar syrup**

Sugar syrup is made by mixing requisite quantity of refined sugar with water (i.e 1: 1 ration). Refined sugar is purchased from the market and water obtained from Tirumala itself. After mixing the solution is heated to a temperature of about 100° C. Then the solution is allowed to cool and the resultant mixture is called sugar syrup. This is stored separately. This process is done semi-automatically.

### **FOURTH STEP: Mixing**

In this step, firstly adjuncts like cashew nuts are fried in pure cow ghee. Then secondly, the boondhi, sugar syrup, adjuncts, raisins, cardamom and diamond sugar candy are mixed together. This is done manually. On special occasions like Kalyanamahotsava 'big laddus' are made. The sizes of these are about triple the size of small laddus. In these laddus apart from the above ingredients almonds are also mixed. The ratio of mixing is as furnished below;

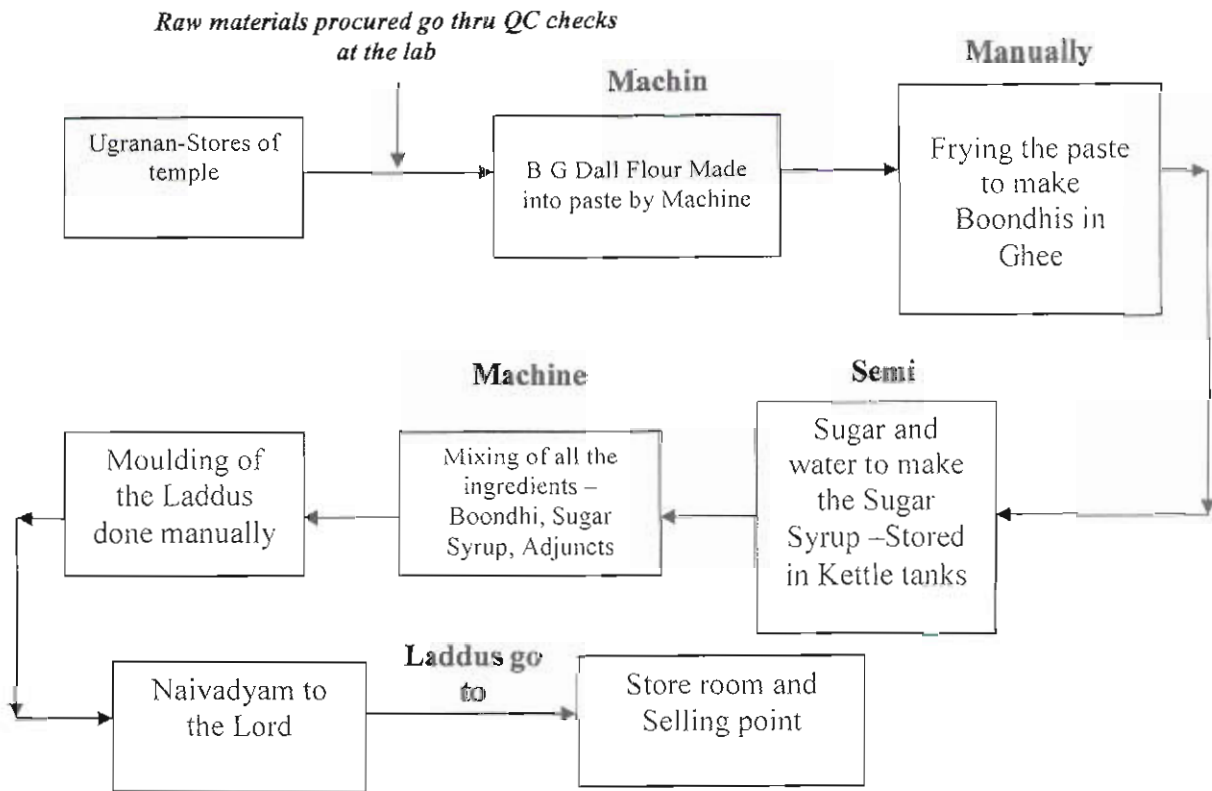
### **FIFTH STEP: Moulding into laddus**

This is the final step. Here the mixture made as mentioned above is manually moulded into laddus. The cook takes a handful of the above said mixture in his hand and makes into the round shape of the laddu, which is the end/ finished product. Each laddu so made, weighs about 170 gms. Through experience and skill of the cooks, it is found that each handful of mixture that they take and make into laddu weighs between, 170-180 gms.

The entire process of making Tirupathi Laddu is as shown below;



**PROCESS of TIRUPATHI LADDU MAKING FLOW CHART**



As per the present dictum in force as on date, to make 51 SMALL LADDUS laddus the proportion of ingredients used is as follow;

INGREDIENT	QUANTITY (In Kilogram)
Bengal Gram Dal Flour	2
Sugar	4

(10)  
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Pure Cow Ghee	1.85
Cashew Nuts	0.350
Dried Grapes	0.175
Cardamom	0.050
Sugar Candy	0.100
Almonds (in big laddus only)	0.140

### **K) UNIQUENESS:**

Tirupathi laddu is a divine offering of TTD which is a unique combination of natural ingredients like Sugar, BG Dal flour, cashew nuts, cardamom, raisins, sugar candy and almonds blended to impart a distinctive aroma, appearance & taste which exemplifies the divinity of the sanatorium and is a tribute to a meticulous quality testing & process. Further details of uniqueness are as elaborated in the Statement of Case.

### **L) INSPECTION BODY:**

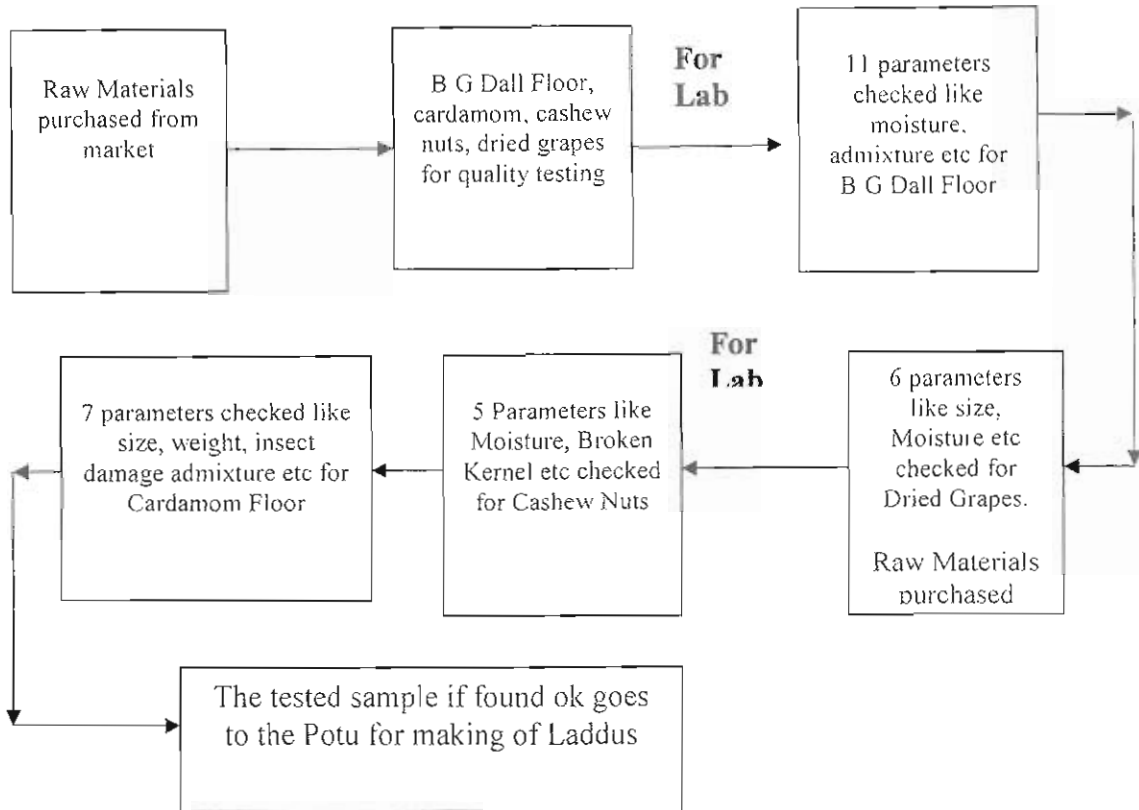
Inspection by way of quality control check is carried out right from the purchase of raw materials till the laddus are taken to the temple for offering and then distribution as prasadam to the devotees.

The quality control flow chart which is self explanatory is as follows;

(11)  
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**FLOW CHART OF QUALITY CONTROL FOR  
RAW MATERIALS FOR LADDU MAKING**



That apart the self explanatory charts 1 to 4 tabled below show the tender specification and rejection limits of the main raw materials;

**CHART -1**

**1. DAL FLOUR LAB ANALYSIS**

Sl.No	Parameters	Tender Specifications	Rejection Limits
1	Moisture % by weight maximum	10.0	12.0
2	Foreign Matter % by wt max	1.0	2.0

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3	Admixture % by wt max	2.0	2.0
4	Damaged or Discolored % by wt max	1.0	2.0
5	Slightly touched pulses % by wt max	8.0	15.0
6	Green Grains % by wt max	5.0	8.0
7	Brokens % by wt max	3.0	5.0
8	Fragments % by wt max	1.0	2.0
9	Weevilled pulses % by wt max	2.0	3.0
10	Partially Unhooked, Husked Splits and whole (both unhusked and husked)%by wt max	4.0	6.0

**CHART-2**

**2. CARDAMOM (Elaichi)**

Sl.No.	Definition of Quality	Specification	Rejection Limit
A	Empty and malformed capsules % by count max	1.0	2.0
B.	Immature and shrivelled %by wt max	1.0	2.0
C.	Blacks and splits %by countmax	Nil	Nil
D.	Size (Dia of whole in mm) of the sieve on which retained Min	8.0	8.0
E.	Weight in GMS /Litre Min	460	----
F.	Volatile oil % by wt min	8.0	6.0
G.	Insect damaged, % by wt Max. 2.0	1.0	2.0

**CHART-3****3.Cashew Splits "S" Grade**

<b><u>S.NO</u></b>	<b><u>Parameters</u></b>	<b><u>Tender Specifications</u></b>	<b><u>Rejection Limits</u></b>
1.	Moisture % by weight Maximum	<u>5-0</u>	<u>5-0</u>
2.	Broken Kernels by wt max	<u>5-0</u>	<u>8-0</u>
3.	Shrivelled Kernels % by wt max	2-0	---
4.	Scorched kernels by wt max	<u>2-0</u>	<u>3-0</u>
5.	<u>Insect Infested Kernel % by wt max</u>	<u>1-0</u>	<u>3-0</u>

**CHART-4****4. Dried Grapes:**

<b><u>S.No</u></b>	<b><u>Parameters</u></b>	<b><u>Specifications</u></b>	<b><u>Rejection Limit</u></b>
1.	Moisture % by weight maximum	<u>12-0</u>	<u>14-0</u>
2.	Pieces of stems , Number /Kg	<u>2 nos</u>	<u>2-0</u>
3.	Capstems, Numbers /kg	<u>100</u>	<u>200</u>
4.	Immatures and underdeveloped berries % by wt max	<u>4-0</u>	<u>6-0</u>
5.	Damaged berries % by wt max	<u>5-0</u>	<u>5-0</u>
6.	Size	<u>Medium</u>	

Lastly, the laddu made after complying with the quality control requirements as mentioned above has the various ingredients in the proportion mentioned in the following tabulation;

#### LADDU ANALYSIS REPORT

PARAMETERS	Small Laddu for Prasadam	Big Laddu for Prasadam
Wt. in gms	175	
Cashew Nuts in pieces	7	
Cashew Nuts in gms	5.8	
Raisins in pieces	6	
Raisins in Gms	3.0	
Wt of Sugar candy	1.6	
Moisture in percentage	15.6	

On an average about one lakh laddus are made daily. About 70,000 devotees visit the temple on an average on normal days. The laddus are priced at Rs.10/- each and distributed to the devotees.

Once 2000 laddus are made, the Food and Water testing lab based at Tirumala takes one single laddu and does the following analysis;

- Whether the weight of the laddu ranges from the specified 170 to 180 gram?
- Whether the specific quantity of Cashew Nuts and other Adjuncts as mentioned in the tabulations above, have been added?
- Whether the moisture content is within the limits?



Thus, the laddus undergo meticulous quality testing before and after making. Only if all these parameters are satisfied then the laddus are allowed to go to the Lord as offerings and then for being distributed as prasada to the devotees visiting Tirumala.

1.. The application shall include such other particulars called for in rule 32 (1) in the statement of case.

**INVOLVEMENT OF HUMAN ELEMENT:** Human skill, effort, labour & experience

Human skill and labour plays a very vital role in the making of Tirupathi Laddu. This is because the making process requires the exercise of human skill, effort and labour at various critical stages of production. The frying of the flour paste to the required stage so as not to over cook, the mixing of the raw materials at various stages, moulding of the laddus with hands to give it the spherical shape and requisite weight .

There are totally about 190 workers (130 permanent and 60 contract) involved in the production of Tirupathi Laddu.

2.All communication relating to this application may be sent to the following address in India;

ANAND AND ANAND  
ADVCOATE  
FLAT GA. NEW No.31, AR VILLA,  
THIRD MAIN ROAD, GANDHI NAGAR, ADAYAR.  
CHENNAI 600 020.

3. In the case of an application from a convention country the following additional particulars shall also be furnished.

NOT APPLICABLE

4. Dated at Tirupathi on this the 28<sup>th</sup> day of March 2008

  
EXECUTIVE OFFICER  
J.T.DEVASTHANAMS  
SIGNATURE OF APPLICANT/ AGENT  
TIRUPATHI