

Sanjai Gandhi, P
Additional Government Pleader
Madras High Court
agpsanjaigandhi@gmail.com



GI APPLICATION No.

486

Government Pleader Office
High Court of Madras
N Fort Rd, Georgetown
Chennai – 600 001

Dated: 02nd July, 2014

To,
The Registrar of Geographical Indication Registry,
Office of the Geographical Indications Registry,
Chennai.

Received
Cgy/2/14
In the Family Check
report included
Cgy/2/14

Sub: Geographical Indication application for 'Kovilpatti Kadalai Mittai' in Class 30 under Geographical Indication Goods (Registration and Protection) Act 1999 .

Respected Sir/Madam,

With due respect, I hereby enclose Geographical Indication application for 'Kovilpatti Kadalai Mittai' under Geographical Indication of Goods (Registration & Protection) Act, 1999 and Rules, 2002 on the behalf of the Kovillapati Kadalai Mittai Manufactures filed by Sub-Collector, Kovilpatti, Thoothukudi District.

The official fees is attached herewith (DD No. 675476670, dated 25.06.2014)

Kindly acknowledge the application

Regards,

P. Sanjai Gandhi

Additional Government Pleader

GI Agent



Enclosed:

1. GI Application.
2. Statement of Case.
3. Report by Tamil Nadu Food Safety and Drug Administration Department, Thoothukudi District. (Original Report)
4. Sub-Collector, Kovilpatti Letter to P. Sanjai Gandhi (Original Letter)
5. Demand Draft
6. Additional Representation
7. Map (Kovilpatti)



सत्यमेव जयते

Geographical indications Registry

Intellectual Property Building,
G.S.T. Road, Guindy, Chennai - 600 032

Phone: 044-22502091 & 92 Fax : 044-22502090

E-mail: gir-ipo@nic.in



INTELLECTUAL
PROPERTY INDIA

Receipt

CBR NO :2442

Date : 03-07-2014

TO

Generated by :BABU

SANJAI GANDHI. P,
ADDITIONAL GOVERNMENT PLEADER MADRAS HIGH COURT, N FORT ROAD, GEORGETOWN,
CHENNAI,
TAMIL NADU,
600 001,
INDIA

C B R Details :

Application No	Form No	Class	No of Class	Name of GI	Goods Type	Amount Calculated
486	GI-1A	30	1	Kovilpatti Kadalai Mittai	Food Stuffs	5000

Payment Details :

Payment Mode	Cheque/DD /PostalNO	Bank Name	Cheque/DD/Postal Date	Amount Calculated	Amount Paid
DD	547667	Indian Overseas Bank	25-06-2014	5000	5000

Total Calculated Amount in words : Rupees Five Thousand only

Total Received Amount in words : Rupees Five Thousand only

***** This is electronically generated receipt,hence no signature required *****

GI APPLICATION No.

486

Received Rs. 5000 in cash/
Cheque/DD/MO on 3.7.2014
vide entry no. 2442 in the
register of valuables
Cashier
D.D.O.

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

(To be filled in triplicate along with the Statement of Case accompanied by five additional
representation of geographical indication)

One representation to be fixed within the space and five others to be sent separately

FORM GI-1(A)

Application for registration of geographical Indication in Part-A of the Register Section 11(1),
Rule 23(2)

Application is hereby made by the Sub-Collector, Collectorate, Palyamkottai Rd, Thoothukudi
district, Tamil Nadu – 628101, behalf of Kovillapati Kadalai Mittai Manufactures for registration
in Part A of the Register for accompanying geographical indication furnishing the following
particulars:

A. NAME OF THE APPLICANT:

Sub-Collector Office, Kovillapati, Thoothukudi District

Behalf of Kovillapati Kadalai Mittai Manufactures.

B. ADDRESS OF THE APPLICANT:

Sub Collectorate office, Palyamkottai Rd, Thoothukudi district, Tamil Nadu – 628101

C. LIST OF ASSOCIATION OF PERSONS/PRODUCERS/

ORGANIZATION/AUTHORITY :

To be provided on request

D. CLASS: 30

TYPE OF GOODS: food product

E. NAME OF THE GEOGRAPHICAL INDICATION :

‘Kovilpatti Kadalai Mittai’

F. SPECIFICATION:

Kadalai Mittai or groundnut sweet is prepared all over Tamil Nadu, but The 'Kovilpatti kadalai mittai' has obtained great repute throughout the state owing to its usage of certain quality of ingredients that impart its unique flavor and health benefits. It is produced by utilizing both groundnuts and two jaggery varieties (to obtain the syrup) in carefully selected quantities from selected specific locations in Tamil Nadu. Kovilpatti is famous for its kadalai mittai (Peanut candy). A booming small scale industry in Kovilpatti region, preparation of the kadalai mittai is a versatile opportunity there. This industry is so famous that now kovilpatti is synonymous with kadalai mittai. Once you have the Kovilapatti Kadalai Mittai, you remember its taste and No kadalai mittai in the world can beat kovilpatti kadalai mittai.

(Source: Karthick Krishnan, Taste of Kovilpatti Kadalai Mittai (or) Chikki (or) Peanut Candy,

<http://webcache.googleusercontent.com/search?q=cache:http://yourskarthick.blogspot.com/2012/10/taste-of-kovilpatti-kadalai-mittai-or.html>)

G. DESCRIPTION:

The *Kovilpatti kadalai mittai* constitutes of peanuts held together by glistening syrup, and topped with wisps of grated coconut dyed pink, green and yellow. In Kovilpatti, it is sold as single rectangular chunks, or rather cuboids, sealed in packets. The product offers a cheap and healthy alternative to other sweets, with it being sold at a slab for Rs.9 and a kilo for Rs.64. It is made using all natural ingredients such as the special 'Theni vellam' – a fresh, pale, soft triangular block of jaggery from Theni district and groundnuts sourced from the nearby town of Aruppukottai after which they are shelled and roasted in a machine. They mix peanuts with jaggery and allow it to set. When its almost set, they are cut into small squares or rolled into small balls and are packed.

Shop owner and producer of *Kovilpatti's kadalai mittai*, Mr. Ramachandran says, "Kadalai mittai is made all over the State, but in Kovilpatti, the best ingredients go into making it. That is how the practice of buying the candy in kilos rather than slabs became common here." The kadalai mittai usually takes the form of a slab of squares wedged together. In Kovilpatti, it is found as single rectangular chunks, or rather cuboids, sealed in packets. I nibble at the candy and the flavour of peanuts and slightly intoxicating syrup make a heady combo."

Most of the manufacturers are doing it as a family business for many years, like one of the leaders V V R Kadalaimittai who have been manufacturing it for nearly 50 years. The groundnuts are selected from the best quality usually grown in Aruppukottai and its surroundings and the jaggery from Theni district, where the sugarcane is sweet. The water used for the syrup is from the perennial river Tamirabarini which lends its taste to the famous Tirunelveli halwa also.

(Source: The Times of India, Kadalai mittai' makers gear up for geographical indication tag, 27 Feb. 2014)

H. GEOGRAPHICAL AREA OF PRODUCTION AND MAP

Kovilpatti Kadalai Mittai manufacturing at Kovilatti and adjacent village at Kovilpatti.

Kovilpatti is in Thoothukudi District, Tamil Nadu, India. Kovilpatti is a special grade municipality.

Coordinates: 9.17°N 77.87°E

The Map is enclosed separately.

I. PROOF OF ORIGIN

The practice of making of *Kovilpatti kadalai mittai* has now exceeded more than 50yrs. Traditionally, *kadalai mittai* was prepared during village festivals using palm jaggery from nearby districts and groundnuts easily available to them.

The switch to sugarcane jaggery happened in the 1940's when Ponnambala Nadar who had a grocery store in the Bazaar, decided to use the excess peanuts in his store to make kadalai mittai. By ensuring the maintenance of quality and the unique usage of the Theni jaggery soon, the '*Kovilpatti kadalai mittai*' with its flavorful and healthy benefits attained popularity and goodwill solely by word of mouth and bus services.

Ponnambala Nadar is also responsible for the first cutting of the *kadalai mittai* in rectangular slabs instead of the traditional balls.

(Sources: Olympia Shilpa Gerald, *In search of Kovilpatti Kadalai mittai*, THE HINDU (Jan 19th,2013), Kotomi Ushiyama, *Made in Kovilpatti*, MADURAI MESSENGER (2009).)

J. METHOD OF PRODUCTION

Ingredients: Peanuts 1 kg, Jaggery 1/2 kg ,Theni jaggery 1/2 kg , Glucose powder, vanilla essence or cardamom powder: a dash

Method of Production:

1. Ground nuts are usually sourced from the town of Aruppukottai (other options being Ottapidaram, Vilathikulam, Sathankulam & Kalugumalai in *Thoothukudi district*) after which they are shelled, and then roasted in a machine.
2. In a vat, the water is heated next after which both types of jaggery are melted into. Stirring occurs continuously till the syrup reaches a fine consistency and thickens.
3. The groundnuts are then emptied; glucose water is then added with vanilla essence or cardamom powder, which is then stirred repeatedly.
4. The syrup is then let to bubble over to a brown color and the vat is stoked till the peanuts are embedded in the jaggery.

5. The lumped mixture is lifted from the vat with accurate timing and set on a board to be flattened with a rolling pin.
6. Crisscross rectangular cuts are then made with a knife and measuring plank.
7. Break up the pieces.

K. UNIQUENESS

1. The *Kovilpatti kadalai mittai* obtains its unique flavor from the use of the special Theni Jaggery which unlike the regular jaggery which is brown, hardened and round lumped, is fresh, pale, soft triangular block.
2. The *Kovilpatti kadalai mittai* is topped with grated wisps of coconut dyed pink, green and yellow.
3. The *Kovilpatti kadalai mittai* makes use of only natural ingredients thus making it a healthy dish with it being laden in proteins, vitamins and minerals, making it nutritious and energetic food.
4. The production of *Kovilpatti Kadalai Mittai* is done in "*Veragu Aduppu*", a special old form of *stow*, which gives *Kovilpatti Kadalai mittai* a special flavor.
5. The preparation of the *Kovilpatti kadalai mittai* involves great skill that requires accurately timed, swift clockwise and anticlockwise moves of the cook's ladle, to ensure that the bubbles dissipate and a lump of peanuts embedded in hardened syrup emerges.
6. The production of *Kovilpatti Kadalai Mittai* requires a constant observation with respect to its heating limits and quantity of ingredients used. There is a specific paste form that has to be acquired by heating which only skilled persons who have been involved in manufacturing of these *Kovilpatti Kadalai Mittai* can calculate.

L. INSPECTION BODY

The Kovilpatti Sub-Collectorate, Kovilpatti Municipality, Kovilpatti kadalai mittai manufacturers, Tamil Nadu Food Safety and Drug Administration Department, Thoothukudi and related NGO Indian Institute of Crop Processing Technology, Ministry of Food Processing Industries, Government of Tamil Nadu, related Professors from Tamil Nadu Veterinary and Animal Sciences University. The members from the above mentioned will constitute the Inspection body and will check into entire quality mechanism standards and other parameters to be set for proper checking of the *Kovilpatti kadalai mittai*.

M. OTHER

1. The Preparation of the *Kovilpatti kadalai mittai* is not an easy task and a lot of skill is required to prepare the mittai in correct manner. A person to develop these skills will take approx 6 months to acquire the skills.
2. The production of the *Kovilpatti kadalai mittai* has human touch to it because the workers do not use advanced machinery to produce the *Kovilpatti kadalai mittai*, rather they use their skills and manpower to make *Kovilpatti kadalai mittai*.

3. Kovilpatti "Kadalai Mittai" is famous next only to the Goddess Shenbaga Valli Amman. The age old temple is a real beauty and everyone who visits this temple will be relieved from all the worries and sufferings. The goddess is very powerful.
4. It is priced quite cheap with a slab selling at Rs.9 and a kilo for Rs.64.
5. On an average 50-60 kg per day by a single shop owner.
6. Kovilpatti Kadalai Mittai has expanded its taste not only in India but also in abroad where its taste and quality is highly appreciated.

(Sources:

1. Akshatha Karthik, 'Kadalai mittai' to sweeten the GI tag, IPMetrix, <http://blog.ipmetrix.com/2014/03/12/kadalai-mittai-to-sweeten-the-gi-tag/>
2. Kovilpatti groundnut candys (kadalai mittai) to get GI tag, 14 June 2014, <http://www.sampspeak.in/2014/06/kovilpatti-groundnuts-to-get-gi-tag.html>
3. Peanut Chikki / Kadalai Mittai ~ How to make Indian Style Peanut Brittle, 17 Feb. 2013, <http://spicingyourlife.blogspot.in/2013/02/peanut-chikki-kadalai-mittai-how-to.html>.)

Along with the Statement of Case in class 30 in respect of '*Kovilpatti kadalai mittai*' in the name of the Sub-Collector Office, *Thoothukudi, Tamil Nadu* on behalf of the Kovilpatti Kadalai Mittai manufacturers of the said goods to which the geographical indication relates and which is in continuous use since time immemorial in respect of the said goods.

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

Enclosed

2. All communications relating to this application may be sent to the following address in India; P.Sanjai Gandhi, Advocate, YMIA Building, New No.49, Moore Street 1st Floor, Second Line Beach Road, Chennai - 600 001.

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

Not Applicable

a. Designation of the country of origin of the geographical indication.

Not Applicable

b. Evidence as to the existing protection of the geographical indication in its country of origin, such as the title and the date of the relevant legislative or administrative

provisions, the judicial decisions or the date and number of the registration, and copies, of such documentation.

Date: 02-07-2014



SIGNATURE

P Sanjai Gandhi

Additional Govt. Pleader &

Geographical Indication Agent

U/s.76 and U/s.30 of the GI Act, 1999