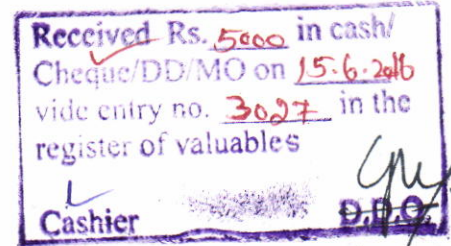


FORM GI-1



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

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

Section 11 (1), Rule 23(2)

Fee: Rs.5,000 (As per entry no. 1 of the First Schedule)

1. Application is hereby made by **Joint Commissioner/Executive Officer, Arulmigu Dhandayuthapani Swamy Thirukkoil** for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars:

NAME OF THE APPLICANT

ARULMIGU DHANDAYUTHAPANI SWAMY THIRUKKOIL

ADDRESS OF THE APPLICANT

North Giriveethi, Adivaram, Palani - 624601, Tamil Nadu

LIST OF PRODUCERS/ORGANIZATIONS/ASSOCIATION CLAIMING INTEREST

Shall be produced later

TYPE OF GOODS

Class 29 – Palani Panchamirtham being prepared from combination of foodstuffs falling under Class 29

SPECIFICATION

As provided in the accompanying Statement of Case.

Standard Chartered
Priority



Standard Chartered Bank
10 Sansad Marg
New Delhi 110 001

IFSC : SCBL0036027

Valid for 3 months from the date of issue

दिनांक
Date

13062016
D O M M Y Y Y Y

Pay Registrar of Geographical Indications
रुपये Rupees Five thousand only.

या धारक को Or Bearer

अदा करें।

₹ 5,000/-

खाता नं.
A/c No.

52505019295

CBS

KOCHHAR & CO.-CHENNAI A/C
For KOCHHAR & Co.,

Authorized Signatory
Please sign above this line

PAYABLE AT PAR AT ALL BRANCHES OF STANDARD CHARTERED BANK IN INDIA

⑈004741⑈ 110036011⑈ 501929⑈ 31

NAME OF THE GEOGRAPHICAL INDICATION [AND PARTICULARS]

'ABISHEGA PANCHAMIRTHAM'

DESCRIPTION OF THE GOODS

Palani Panchamirtham is a combination of five natural substances, namely, Banana, Jaggery Sugar, Cow Ghee, Honey and Cardamom in a definite proportion. For additional flavour, dates and diamond sugar candies are added to the above mentioned five substances. It is prepared in a natural method without addition of any preservatives or artificial ingredients and is not subjected to any chemical process.

The *Palani Panchamirtham* is well known for its religious fervour and gaiety. It is well known even outside the geographic limits within which it is prepared and in countries around the world as the temple attracts large number of devotees Malaysia, Sri Lanka etc, where large number of persons of Tamil origin are residing.

Palani Panchamirtham is an abishega Prasadam, which is served in a semi solid state, sweet in taste and is one of the main offerings in the Abisegam of Lord Dhandayuthapani Swamy, the presiding deity of Arulmigu Dhandayuthapani Swamy Temple situated in Palani Hills, Palani Town in Dindigul District of Tamil Nadu State.

Devotees who visit the temple, are offered the *Palani Panchamirtham* as prasadam in the Hill Temple as well as in stalls run by our Temple Administration at Adivaram. The Temple Administration prepares the *Abisega Panchamirtham* in a large scale in a hygienic set-up. The whole process of preparation of the *Palani Panchamirtham* has been automated.

Palani Panchamirtham which is offered for abisegam to the deity, is given as prasadam only to the devotees who visit Palani and worship Lord Dhandayuthapani Swamy. It cannot be obtained anywhere except in the premises of the temple and stalls of the Temple administration.

GEOGRAPHICAL AREA OF PRODUCTION AND MAP

The geographical area for production of *Palani Panchamirtham* is the Temple of Arulmigu Dhandayuthapani Swamy at Palani Hills, Palani, Dindigul District, Tamilnadu, India; lying within latitude of 10.44 and longitude of 77.52.

PROOF OF ORIGIN

The origin of the Geographical Indication is the ancient sacred temple of Arulmigu Dhandayuthapani Swamy which is located at Palani Hills.

Origin of the Palani Temple

There are references regarding our Deity and Palani Hills in many puranas and ancient Tamil Literary works like,

- a) Nakkeerar Thirumurugatrupadai,
- b) Arunagiri Nathar Thiruppugazhi
- c) Vannath Stharampam Dhandapani Swamigal - Palani Thiruvayiram
- d) Mampala Kavichingarayar - Palani Venba Anthathi
- e) Balasuramaniya Kavirayar - Palani Thalavaralaru
- f) Pamban Swamigal Songs

The Idol of Moolavar Arulmigu Dhandayuthapani Swamy is said to be designed, installed and worshipped by Siddhar called Boyar. It is said that Siddhar made the Moolavar Idol by a combination of nine kinds of poisonous substances (IVavabashanams) in some proportion, installed and worshipped. This is a unique feature found anywhere else except at Palani Hill Temple. It is a known fact that the period of Siddhars is not ascertainable. Hence the period of installation of Idol is also not ascertainable. However, the establishment of Temple for the deity dates back to the period of Chera King Cheraman Peruman who belonged to 9th Century AD. The sculpture of Chera King on the horse on northern wall of main Sannathi stands as an evidence for this. Renovations and new constructions were made by several Pandya and Kongu Chola rulers at various periods. The antiquity of Temple is well revealed by the inscriptions seen on the cut stone walls of Main Sannidhi.

The Palani Hills cover about 98 Acres 31 cents and the Temple of AruImigu Dhandayuthapani Swamy is situated at the top of the Hill, its height is about 450 feet above the ground level. Giriveedhi of about 2.3 km circumference is there at the bottom of the Hills. There are about 693 cutstone steps to reach the Hill temple from Adivaram. This pathway extends to a length of 350m. An another pathway called Elephant path like ramp extends about 750 m length is also there to reach the temple. The Hill temple faces west.

History of Palani Panchamirtham

AruImigu Dhandayuthapani Swamy is called by several names like Murugan, Kandhan, Subramanian, etc. In ancient days, he was worshipped as Tamil God Temil Kadavul and God of Mountains - Kurinji Kadavul.

It was the practice of Tamil People to offer natural products what they got in nature as Naivediyam to God and for Abisegam. In those days they worshipped nature as God. Ancient Tamils classified habitation into 5 types and fixed Gods for each habitation. One such habitation was living in Mountains and mountainous regions called as Kurinju Land . People lived in those region worshipped Lord Muruga as their God. People lived in Kurinji Land offered natural products such as Banana, Honey, Milk and Milk Products, Cardamom etc. to God in gratitude. In course of time they began to make some combination of natural products in some definite proportion and offered to God. The combination of five natural products in natural method is called by the name Panchamirtham. Pancha in Tamil means five. There are references in Tamil Literary work regarding the habitations and Lord Muruga. Hence it is clearly revealed that the origin of Geographical indication dates back to ancient period.

Date of use of Palani Panchamirtham

The date of use of the Palani Panchamirtham is unascertainable, however as mentioned above it may be dated back to Chera King Cheraman Peruman who belonged to 9th Century AD.

INGREDIENTS

Palani Panchamirtham has got its own identity given the consistent taste and flavour. It is prepared with the combination of the following ingredients,

- a) Banana
- b) Jaggery
- c) Ghee,
- d) Diamond Sugar Candy
- e) Honey
- f) Dates
- g) Cardamom

STANDARD OF QUALITY

The Palani Panchamirtham is prepared under the guidance given by CFTRI (Central Food Technological Research Institute) Mysore, Government of India undertaking. Raw materials used for the preparation of Panchamirtham are of first quality and they are also subjected to CFTRI Quality Test and is prepared only under the guidance of CFTRI Report given by CFTRI is as follows.

Micro biological quality of the ingredients

Ingredient	Parameter				
	Standard Plate Count/g	Coliform Count/g	S.aureus	Yeasts & molds count/q	Salmonella in 25g
Jaggery	380	230 (E.coli absent)	Absent in 0.1g	100	Absent
Dates	<30. est	Absent in 0.1g	Absent in 0.1g	400	Absent
Diamond Sugar Candy	3,400	Absent in 0.1g	Absent in 0.1g	60	Absent
Ghee	120	Absent in 0.1g	Absent in 0.1g	Absent in 0.1g	Absent
Cardamom	30,000	50 (E.coli absent)	Absent in 0.1g	550	Absent
Honey	480	Absent in 0.1g	Absent in 0.1g	2. est	Absent

Lab Analysis report of raw materials

Chart - 1 -Jaggery Lab Analysis

S.No.	Parameters	Method	Units	Results	Requirement
1	Total Sugar Expresses as invert Sugar (on dry basis)	DGHS Manual 4, 2005	%	90.09	Min 90.0
2	Sucrose (on dry basis)		%	81.78	Min 70.0
3	Free Sugar (on dry Reducing)		%	4.01 4.0143	Max. 20.0
4		IS 15279 : 2003	%		Max.7.0
5	Water insoluble matter (on dry basis)	DGHS Manual 4, 2005	%	0.46	Max.2.0
6	Sulphated Ash (on dry basis)	IS 15279 : 2003	%	3.01	Max.5.0
7	Sulphur dioxide (on dry basis)		mg/kg	33.18	Max.50.0
8	Ash Insoluble in Dil HCL (on dry basis)	IS 12923 : 1990	°u	0.26	Max.0.3

Chart - 2- Dates Lab Analysis

S.No.	Parameters	Method	Units	Results	Requirements
1	Moisture	AOAC 19 th Edn. 2012, 930.15	%	17.44	NMT 30.0
2	Ash Insoluble in Dil HCL	DGHS Manual 5, 2005	%	0.05	NMT 0.1
3	Blemished /Damaged Units	IS 4333 (Part 1) :2001	%	Nil	NMT 5.0
4	Extraneous Matter		%	Nil	NMT 1.0
5	Sulphur Dioxide as SO ₂	AOAC 19 th Edn.2012, 990.28	mg/kg	309.18	NMT 2000
6	Lead as Pb	CTL/SOP/FO 090-2014	mg/kg	BDL (DL:0.05)	NMT 2.5
7	Arsenic as As		mg/kg	BDL (DL:0.05)	NMT 1.1
8	Cadmium as Cd		mg/kg	BDL (DL:0.05)	NMT 1.5
9	Mercury as Hg		mg/kg	BDL (DL:0.05)	NMT 1.0
10	Total Bacterial Count	IS 5402 : 2012	CFU/	1000	NMT 40000

Chart - 3- Diamond Sugar Candy Lab Analysis

S.No	Parameters	Method	Units	Results	Requirement
1	Total Ash	15 15279 : 2003	%	0.04	NMT 0.4
2	Total Sugar	DGHS Manual 4, 2005	%	99.95	NLT 98.0
	expressed as sucrose				
3	Sulphur Dioxide as SO ₂		mg/kg	45	NMT 70.0
4	Lead as Pb		mg/kg	BDL (DL:0.05)	NMT 2.5
5	Arsenic as AS	CTL/SOP/FOO	mg/kg	BDL (DL:	NMT 1.1
6	Cadmium as Cd	090-2014	mg/kg	BDL (DL:0.05)	NMT 1.5
7	Mercury as Hg		mg/kg	BDL (DL:0.05)	NMT 1.0

Chart - 4- Ghee Lab Analysis

S.No.	Parameters	Method	Units	Results	Requirements
1	Moisture Content		%	0.15	Max 0.5
2	BR Reading @ 40 Degree C	IS 548	-	43.2	41.0-44.0
3	Reichert Meissl Value	P(1):1964	-	25	Min.24
4	Free Fatty Acid as Oleic Acid		%	2.09	Max.3.0
5	Baudouin Test	IS 548 P(2) : 1976	-	Negative	Negative
6	Lead as Pb		mg/kg	BDL (DL:0.05)	NMT 2.5
7	Arsenic as As	CTL/SOP/FOO	mg/kg	BDL (DL:0.05)	NMT 1.1
8	Cadmium as Cd	090-2014	mg/kg	BDL (DL:0.05)	NMT 1.5
9	Mercury as Hg		mg/kg	BDL (DL:0.05)	NMT 1.0

Chart - 5- Cardamom Lab Analysis

S. No	Parameters	Method	Units	Results	Requirements
1	Extraneous matter	IS 4333 (Part 1):2001	%	Nil	NMT 1.0
2	Empty and malformed capsules by count		%	Nil	NMT 3.0
3	Mature and capsules shriveled		%	Nil	NMT 3.0
4	Moisture	IS 1797 1985	%	9.0	NMT 13.0
5	Total ash (on dry basis)		%	8.84	NMT 9.5
6	Volatile oil content (on dry basis)		% (v/w)	3.61	NMT 3.5
7	Insect damaged matter	IS 4333 (Part 1) :2001	%	Nil	NMT 1.0
8	Lead as Pb	CTL/SOP/ FOOD/ 090-2014	mg/kg	BDL(DL :0.12)	NMT 2.5
9	Arsenic as As		mg/kg	BDL(DL :0.12)	NMT 1.1
10	Cadmium as Cd		mg/kg	BDL(DL :0.12)	NMT 1.5
11	Mercury as Hg		mg/kg	BDL(DL :0.12)	NMT 1.0

Chart - 6- Honey Lab Analysis

S.No	Parameters	Method	Units	Results	Requirements
1	Specific Gravity @ 27 Degree Celsius		-	1.42	NLT 1.35
2	Moisture		%	17.45	NMT 25.0
3	Total Reducing Sugar		%	77.24	NLT 65.0
4	Sucrose		%	4.73	NMT 5.0
5	Fructose-Glucose Ratio	IS 4941:1994	-	1.12	NLT 0.95
6	Ash		%	0.36	NMT 0.5
7	Addity (as Formic Acid)		%	0.16	NMT 0.2
8	Fiehe's Test		-	Negative	Negative
9	Hydroxyl Methyl Furfural		Mg/Kg	BDL (DL:1.0)	NMT 80.0

(Note: BDL- Below Detection Limit, DL-Detection Limit, NMT-Not More Than, NLT -Not Less Than)

METHOD OF PRODUCTION

Panchamirtham is presently being prepared in a Hygienic Production Unit situated in the West Giriveethi. It has three compartments meant for Storing of raw materials, Processing hall and Storage of finished products. The raw materials presently used are Banana, Jaggery, Cardamom, Honey, Ghee, Dates and Diamond Sugar Candy.

The raw materials required for the production of 481.500 kilograms of *Palani Panchamirtham* called by the name SET is as follows,

- a) Banana - 152Kgs
- b) Jaggery - 288 Kgs
- c) Dates - 25Kgs
- d) Diamond Sugar Candy - 15 Kgs
- e) Ghee - 6 Kgs
- f) Honey - 2 Kgs
- g) Cardamom - 0.5Kgs

One set yields 1020 Nos of 1/2 Kg Petjar Bottle (or) 1060 Nos of 1/2 Kg Laminated composite container.

The raw materials are procured from ISO companies and Government undertaking institutions, Container are made of Food Grade Materials.

In the olden days, *Palani Panchamirtham* was prepared on the top of the Hill in the traditional manner and most of the operation was manual. With the ever-increasing stream of devotees, the temple administration was confronting problems to meet the demand of the *Palani Panchamirtham*. Hence it was decided to mechanize and modernize production units of *Palani Panchamirtham*. The Temple authority approached CFTRI (Central Food Technological Research Institute) a Government of India undertaking for the advice on mechanization of production unit. Then a separate Mechanized unit for preparation of *Palani Panchamirtham* was established. At present, the preparation of *Palani Panchamirtham* is fully automated.

First Step - Peeling and Smashing of Banana

The first step in the preparation of *Palani Panchamirtham* is the peeling off the skin of Banana. Fruit mill is used for processing banana. Peeled banana is fed to the fruit mill

for the purpose of mashing. The mashed banana flowing out of the fruit mill is collected in an aluminium container.

Second Step - Blending of Ingredients in Stainless Steel mixer

Thereafter, sieving of Jaggery and pre-cleaning of raw materials is carried out. Mashed Banana, Jaggery, Ghee, Honey, Seedless Dates, Diamond Sugar Candy and Cardamom are blended in a stainless steel mixer for about 10-12 minutes. On blending the abovementioned ingredients, the *Palani Panchamirtham* is prepared. Further, to ensure microbial safety it is subjected to the Pasteurisation Method.

Third Step - Pasteurisation Method

The ingredients well mixed in stainless steel mixer is collected in stainless steel containers. Here the Panchamirtham is pasteurised at a temperature of 800 Celsius. Panchamirtham in stainless steel container is thermal processed by opening steam inlet Vent Valve to increase the temperature to 80 degree Celsius at that time the drain valve is kept closed. Steam from the boiler is used for this purpose. The temperature of 800 Celsius is maintained for about 45 minutes and then Panchamirtham is allowed to cool by opening the drain valve and closing the Vent Valve.

Forth Step - Packing of Panchamirtham

The cooled *Palani Panchamirtham* is packed in food grade pet jars (1/2 kg), 1/2 kg Laminated Composite Container and 1/4 kg Gift Box labelled containers using inter-pack machines.

Fifth Step - Storage and Selling

The packed 1/2 is stored in an air conditioned room at about 19° Celsius temperature and is made ready for sale.

The entire process of making *Palani Panchamirtham* is shown below by flow chart.

Photos relating to Method of Production :







INSPECTION BODY

Two Government officials of Hindu Religious and Charitable Endowment Department, are deputed as superintendent for the Supervision of raw materials purchase, preparation, packing and distribution of the *Palani Panchamirtham*. Inspection of the *Palani Panchamirtham* unit is done periodically by other officials of the Temple Authority and by the Joint Commissioner/Executive Officer of the Temple.

NUMBER OF LABOURERS, WORKERS & HUMAN SKILLS INVOLVED IN PRODUCTION OF PALANI PANCHAMIRTHAM

No of Labour/Work Men Involved (In Production of PALANI PANCHAMIRTHAM)

:

- a) During Ordinary Seasons: 44 Persons Per-day.
- b) During Festival Seasons: 88 Persons Per-day.

2. Human Labour Daily

Working Procedure:

- a) Production work start with unloading the Raw-Banana from the Vehicle and placing it to the respective Storage centre. At the storage centre, Raw- Bananas are kept for ripening through Organic Natural Methods.
- b) Then the Human Labour is used to peel of the Ripen Bananas, and the skinless Bananas are Stored in a Suitable container.
- c) Then the Human Labour is used to carry the Banana fruit container in to the Fruit Grinding Centre. Then the mashed Banana flowing out of fruit mill is collected in aluminium container.
- d) Then the storage cans are taken to Panchamirtham Processing centre.
- e) Panchamirtha production of raw materials have been taken in proportionate quantity as authorized by the Commissioner from their respective stock rooms and dumped into the stainless steel container mixer held at the height of the engine through lift.
- f) At that Mixer all ingredients are well mixed and it is transferred into Heating Boiler via Pump. After attaining stable state the heated Panchamirtham Mixture is transferred to automatic cold condensing Unit.
- g) The cooled down Panchamirtham Mixture is filled, packed and sealed into three types of labelled containers and stored them in the stock room.

- h) The packed Palani Panchamirtham is sent to the shops in Arulmigu Dhandayuthapani SwamyThirukkoil.
- i) After finishing the work, the Labour is used to wash the work area on daily basis.

TURNOVER DETAILS OF PALANI PANCHAMIRTHAM

In the last Fasli year the production of Panchamirtham is as follows:

Fasali	Production detail			Sales Amount
	Pet jar	Laminated Composite container	Gift Box	
Fasali 1422 (1.7.2012 to 31.6.2013)	6828645 Nos	2704855 Nos	10260 Nos	Rs.25,21,26,355
Fasali 1423 (1.7.2013 to 31.6.2014)	7789485 Nos	2902810 Nos	11020 Nos	Rs.28,45,77,390
Fasali 1424 (1.7.2014 to 31.6.2015)	7762965 Nos	2442770 Nos	9263 Nos	Rs.31,74,57,915

ACTIVITIES FOR DEVELOPMENT AND PRODUCTION OF PALANI PANCHAMIRTHAM, IF ANY

Over the years, the number of devotees visiting the Temple is increasing and accordingly devotees procuring the *Palani Panchamirtham* are also increasing. Therefore, the Temple administration has planned to construct another production unit for *Palani Panchamirtham* and the work was started and is now in progress. In the meantime, to meet the demand of devotees, additional motorized stainless mixer and packing machines are being installed in the existing unit itself.

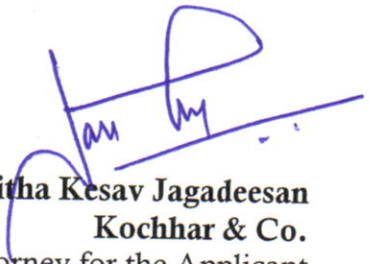
2. The Application shall include such other particulars called for in Rule 32(1) in the Statement of Case.

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

KOCHHAR & CO
Suite No.305, Delta Wing,
Third Floor, Raheja Towers,
177 Anna Salai,
Chennai – 600002
Tamil Nadu, India

4. In the case of an application from a convention country the following additional particulars shall also be furnished – **Not Applicable**

Dated at Chennai, this 15th day of June 2016



Savitha Kesav Jagadeesan
Kochhar & Co.
Attorney for the Applicant

The Registrar of Geographical Indications,
The Office of Geographical Indications Registry

ADDITIONAL REPRESENTATION SHEET

Name of The Applicant : ARULMIGU DHANDAYUTHAPANI SWAMY
THIRUKKOIL

Address of the Applicant : North Giriveethi, Adivaram, Palani - 624601, Tamil Nadu

Geographical Indication : *ABISHEGA PANCHAMIRTHAM'*

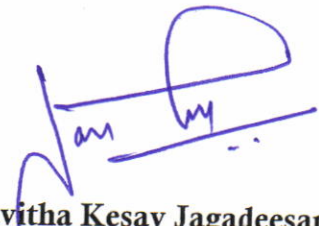
Class : 29

Type of Goods : Palani Panchamirtham being prepared from combination of foodstuffs falling under Class 29

GI Agent Name : KOCHHAR & CO
Suite No.305, Delta Wing,
Third Floor, Raheja Towers,
177 Anna Salai, Chennai - 600002
Tamil Nadu, India

**Brief Description of :
Goods**

Palani Panchamirtham is an abishega Prasadam, which is served in a semi solid state, sweet in taste and is one of the main offerings in the Abisegam of Lord Dhandayuthapani Swamy, the presiding deity of Arulmigu Dhandayuthapani Swamy Temple situated in Palani Hills, Palani Town in Dindigul District of Tamil Nadu State


Savitha Kesav Jagadeesan
Kochhar & Co.
Attorney for the Applicant