



# Treasures of Tamil Nadu

GI Tag Product Catalogue

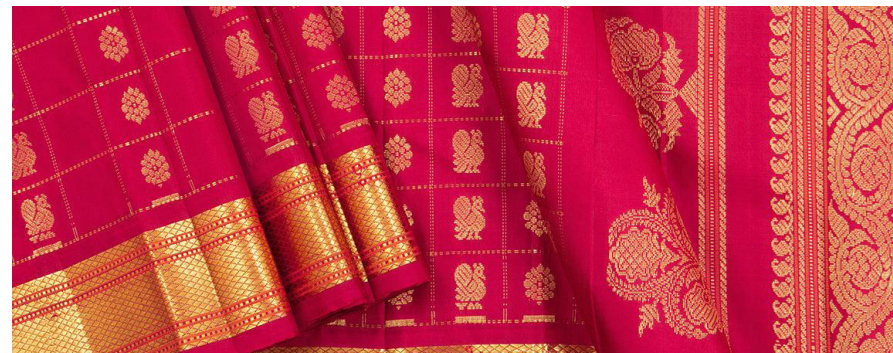


## PREFACE

Tamil Nadu is the leading state in India with the highest number of GI registrations. With a collection of 58 GI-tagged products, the state is a guardian of cultural heritage. Tamil Nadu's GI products narrate captivating tales through their utility, and we guide you through them in this booklet.

A Geographical Indication (GI) is a designation used on products with a specific geographical origin, possessing qualities or a reputation attributable to that origin. To qualify as a GI, the product must clearly identify its source. Our booklet introduces you to the essence of each GI product, identifying its source, thanks to our culture.

Explore the harmonious blend of tradition and modernity with our GI products as these products, steeped in history, integrate into the contemporary world. Join us in preserving and promoting this cultural heritage, join us in taking these historical riches to the world.



## GI Tag Product Catalogue

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GI Tag Recieved on 28.03.2008

### ALLEPPEY GREEN CARDAMOM

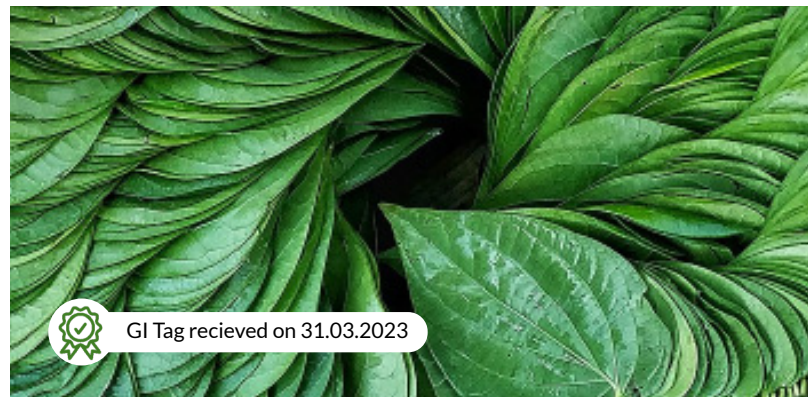
**Location: Kerala and Tamil Nadu**

Many Indian dishes require Cardamom as a spice to add warmth and depth to taste and flavour. The Alleppey green Cardamom is an exquisite variety of this spice derived from the dried capsule of *Elettaria cardamom*. The capsules are kiln-dried to perfection, resulting in a consistently green colour and a charming ribbed texture. Measuring 5 – 8mm in diameter, these mature, three-cornered capsules exude a sweet, fruity floral aroma that translates into a delightfully mellow flavour.

Cultivated in the lush stretch of the Western Ghats, it graces the districts of Tamil Nadu, such as Tirunelveli, Dindigul, Coimbatore, Nilgiri, and Theni, as well as the districts of Idukki, Palghat, Wayanad, and Trivandrum in Kerala.

The grade Alleppey Green mainly includes the cardamom of the 'Mysore' category grown in the ancient Travancore. This grade is unique in its colour, size, chemical constituents, and oil content. Cardamom oil is sweet and fruity with a floral odour due to a low amount of cineole and a higher amount of terpinyl acetate, linalool & linalyl acetate. Indeed, the Alleppey green Cardamom is a treasure that tantalises the senses and elevates culinary experiences to new heights.

If you want to elevate your culinary experiences to new heights, you should try our Alleppey green cardamom.



GI Tag recieved on 31.03.2023

### AUTHOOR VETRILAI

**Location: Authoor, Thoothukudi**

Chewing betel leaves, along with some betel nuts (Paaku) and slaked lime (Sunnambu), is common in many parts of India. These leaves are used during temple festivals, housewarmings, and weddings.

The unique character of Authoor Nattukodi betel is the petiole of the leaves which are lengthy when compared to others, the moisture level of the long petiole helps to retain the freshness of the betel leaf and increases the shelf life while packing. These leaves are available in three distinct varieties: Nattukodi, Karpoori, and Pachaikodi.

The 13th-century book "The Travels of Marco Polo" highlights the historical and cultural significance of Authoor Vetrilai leaves. The Authoor Vetrilai possesses a distinctively spicy and pungent flavour. The distinctive quality and flavour of the Authoor Vetrilai is due to the place in which it grows. Authoor village of Thoothukudi district lies in the Thamirabarani basin. These leaves are mainly developed as intercrop along with "Agathi Keerai" (a variety of spinach) to support betel vine.

If you want a digestive after a heavy lunch, have a sweet paan, a betel leaf wrapped around some sweet fruits and betel nuts.





## CUMBUM PANNEER THRATCHAI (GRAPES)

**Location: Cumbum, Theni**

In the picturesque Cumbum area, the production of muscat grapes, locally known as Panneer Thratchai, takes centre stage. These Panneer grapes are a powerhouse of vitamins, tartaric acid, and antioxidants, boasting of a superior taste and a luscious purplish-brown hue. This land's fertile soil and pristine water work their magic, enhancing the natural fruit flavours to perfection. The diverse range of grapes cultivated in the Cumbum-Theni belt is renowned for its essence, infusing the taste and aroma of rose water.

Cumbum is rightfully hailed as the green valley of South India and is affectionately called the 'Grapes City'. These grapes are not just for show – they are ideal for crafting exquisite wines, spirits, jams, canned grape juice, and raisins. With two bountiful seasons a year, the yield and returns from these grapes are nothing short of exceptional. Truly, Cumbum is a land where every grape tells a story of flavour, richness, and abundance.

If you would like to treat your friends and family to extra special delicacies, you should use the Cumbum Panneer Thratchai to make your treats rich with flavour.



## EATHAMOZHY TALL COCONUT

**Location: Kanniyakumari**

The Eathamozhy Tall Coconut, cultivated in the coastal district of Kanniyakumari in Tamil Nadu is a remarkable variety with a rich history from 2,000 to 3,000 years before. This coconut is celebrated for its sturdy stem, impressive crown, and notably large nuts encased in a thick, fibre-rich shell, yielding abundant copra and oil. The coconut tree is multiplicative and suitable for setting up a plantation. This increases the farmers' production.

Thriving in a climate with consistently moderate temperatures and minimal variation, coupled with nutrient-rich, near-neutral pH soil, this cultivar demonstrates exceptional genetic potential in its geographical area. The geographical location is typical of a coastal climate with rainfall almost yearly. The Eathamozhy Tall Coconut is a testament to natural marvel and abundant yield, embodying the unique beauty and rich heritage of South India's coastal regions.

If you enjoy the flavour of coconuts, try cooking in coconut oil or adding coconut milk to your curries.



## ERODE MANJAL (TURMERIC)

### Location: Erode

Turmeric is an essential yellow-coloured spice used in various cuisines, especially in South Indian dishes, as well as in Ayurvedic medicine and cosmetics. 'Erode Manjal' is one of the world's most sought-after turmeric varieties, grown in the Erode district of Tamil Nadu. This can be traced back to the Vedic period and the Sangam era of ancient Tamils.

With a slender shape and long fingers, 'Erode Manjal' stands out for its high concentration of curcumin, a powerful antioxidant. It contains about 3.9% of this beneficial compound, which gives it a bright yellow colour and a strong flavour unmatched by any other turmeric. It is harvested by farmers with high skill and experience, and requires boiling, polishing, and colouring.

It is the preferred choice of commercial curry powder manufacturers in India and abroad as it enhances the taste and smell of the dish. It has many health benefits, such as anti-inflammatory, antioxidant, antibacterial, antifungal, and anticancer properties. It also helps improve digestion, immunity, skin health, and blood circulation.

If you want to enhance the aroma and flavour of your dish, you should try our 'Erode Manjal'. Scan the QR code to purchase this.



## KANNIYAKUMARI CLOVE

### Location: Kanniyakumari

Widely embraced in local cuisine, particularly in confectionery and traditional medicine, the Kanniyakumari Clove is a spice with a treasure trove of flavour and wellness.

The Kanniyakumari Clove, a unique variety found exclusively in Kanniyakumari, is a small, reddish-brown bud derived from the evergreen tree *Syzygium Aromaticum*. This majestic tree, reaching up to 15 metres, bears clusters of fragrant flowers that transform into cloves upon drying. Hand-harvested and sun-dried for several days, these cloves boasts of a distinctively sweet and milder flavour than common cloves, with a delightful aroma reminiscent of citrus and cinnamon.

Beyond its delectable taste, this clove offers many health benefits, including anti-inflammatory, antibacterial, antifungal, and antioxidant properties that aid in infection prevention, immunity enhancement, pain relief, digestion improvement, and free radical combat.

If you want to freshen your breath and uplift your mood, pop a Kanniyakumari Clove in your mouth.





## KANNIYAKUMARI MATTI BANANA

### Location: Kannyakumari

The Kannyakumari Matti banana, a rare and unique variety exclusive to the Kannyakumari district, is a small-sized wonder with greenish-yellow skin and a lusciously creamy pulp. Its special appearance, resembling the mouth of a crocodile at the tip, has earned it the endearing moniker of “crocodile finger banana.” This delightful fruit offers a lovely blend of sweet and sour flavours, tinged with hints of lemon and cardamom, setting it apart from the ordinary bananas found elsewhere in the country.

Packed with essential nutrients such as potassium, vitamin C, fibre, and antioxidants, the Kannyakumari Matti Banana is a healthy snack, low in calories and fat. Whether enjoyed raw, cooked, fried, or incorporated into delectable desserts, this rare variety promises a delightful culinary experience.

Grown exclusively in the hills of South Travancore near Nagercoil, Kannyakumari, the Kannyakumari Matti Banana boasts of bunches weighing 12 to 19 kg, each with 9 to 10 hands containing long fingers.

If you have an interest in banana varieties, try The “Semmati” (red-coloured matti), “Then Matti” (honey matti), and “Malai Matti” (hill matti) which are captivating varieties of the esteemed Matti banana.



## KODAIKANAL MALAI POONDU

### Location: Kodaikanal, Dindigul

Kodaikanal Malai Poondus grow only in the cool and misty hills of Kodaikanal, a scenic town in Tamil Nadu, as the word Malai Poondus suggests (hill garlic in Tamil). Garlic is a root vegetable used more like a spice thanks to its distinctive smoky and pungent taste that will tantalise your taste buds. The existence of this variety is recorded in the copper plate inscriptions of 1342 AD. It is usually white or pale yellow, and each bulb weighs 20-30 gm on average.

It has enhanced medicinal properties of about 10 times more potent compared to other garlic varieties. It is packed with a powerful antioxidant and antimicrobial agent that helps cleanse blood digestion and promote hair growth. It has an extended storage life period of 8 to 11 months at room temperature without the cloves getting shrivelled and sprouted. The climatic conditions and soil make this garlic peculiar, with abundant medicinal properties and a longer shelf life.

If you are looking for a natural remedy to boost your health and immunity, try Kodaikanal Malai Poondus. Scan the QR code to purchase this.



## MADURAI MALLI

### **Location: Madurai**

The Madurai Malli is a jasmine flower variety that grows in Madurai. Its origin dates from 200 BC to 300 AD in Tamil Sangam literature. It is the symbol of cultural heritage and tradition in Tamil Nadu. It has a deep fragrance, thick petals, lengthy petiole, and a longer shelf life due to the delayed opening of its buds.

It is famous for its aroma, used to make perfumes, oils, garlands, etc.

It is cultivated in the districts around Madurai, where the specific agro-climatic conditions contribute to its strong fragrance and longer shelf life. Madurai Malli differs from other jasmine flowers (Malligai) in the way its petal colours change from harvest to use.

If you are looking for flowers that will spread a sweet fragrance through your home, buy some Madurai Malli strung on a thread and leave it near the entrance of your house.



## MALABAR PEPPER

### **Location: Karnataka, Kerala and Tamil Nadu**

The Malabar Pepper is known for its sharp, hot, and piquant flavour, making it a quintessential warming spice. This highly aromatic spice boasts of a distinctive, fruity bouquet and is celebrated for its perfect fusion of flavour and aroma. Together with Tellicherry Pepper, it dominates the country's black pepper production and exports.

The berries undergo a meticulous drying process, transforming the fruit into thin, wrinkled black peppercorns, ready to elevate every culinary creation. The Malabar pepper stands as a testament to the artistry of nature, enriching dishes with its unparalleled depth of flavour and aroma.

If you look for that extra aroma and flavour in your cooking, try the Malabar pepper.





GI Tag recieved on 08.12.2008

## NILGIRI ORTHODOX TEA

### Location: Nilgiri

The “Nilgiri (Orthodox)” tea is celebrated for its bright, brisk liquor and mellow, light, and clean flavours. The vintage speciality teas, carefully produced from December to February, are a testament to the unique combination of plant genes, soil chemistry, elevation, temperature, rainfall, and humidity in the Nilgiri hills. The flavour index (FI) is a critical factor in evaluating the exceptional quality of this tea. The tea leaves are complex, thick, and leathery, with a matte surface reflecting the growing condition of the region.

The climatic conditions, characterised by cold, and misty weather, produce desirable volatiles or chemical components that create the tea’s captivating aroma. The tea from this region is known for its delicate fragrance and high quality, with bright and mellow liquor that beautifully complements the addition of milk. A sip of Nilgiri (Orthodox) tea is truly an unparalleled experience.

If you want to feel the sip of this unparalleled experience, you should try our Nilgiri (Orthodox) tea.



GI Tag recieved on 22.02.2023

## RAMANATHAPURAM MUNDU CHILLI

### Location: Ramanathapuram

Mundu Chilli, also known as Ramnad 59 Red Mundu Chilli, is a round-shaped chilli grown in Tamil Nadu’s Ramanathapuram district. It’s integral to South Indian cuisine and serves as a natural food colourant. With a glossy, thick skin, it has a distinct flavour, with more heat than a Jalapeno but less heat than a Cayenne, making it a prized ingredient in various dishes.

What sets it apart is its resilience to harsh conditions like salinity and drought, thus thriving as a rainfed crop. Its heat level ranges from 10,000 to 30,000 Scoville Heat Units (Jalapeno has 5,000, and Cayenne has up to 50,000 Scoville Heat Units) and has The American Spice Trade Association (ASTA) Colour of 40 - a standard to check the quality of spices. Cultivated during the northeast monsoon, it’s sown from October to November and harvested from January to April to May. This chilli enhances flavours and showcases the region’s agricultural innovation.

If you want a hot spice, scan the QR code.



## SHOLAVANDAN VETRILAI

**Location: Sholavandan, Madurai**

Sholavandan Vetrilai is a leaf used to make paan, a traditional mouth freshener eaten after a meal. Sholavandan is a town in Madurai district of Tamil Nadu, India. It is known for cultivating betel vine (vetrilai in Tamil), a leafy plant that provides the Sholavandan Vetrilai. Sholavandan Vetrilai has a unique taste and aroma and is considered auspicious for ceremonies and rituals. It has a long and rich history, dating back to the ancient times of the Pandya kings. It is mentioned in the famous Tamil literary piece, 'Maduraikanchi', and in many stone inscriptions.

It has a low pungency and a pleasant taste and aroma, which makes it ideal for chewing as paan. It also has medicinal properties, such as improving digestion, preventing infections, curing headaches, and enhancing mood. It is also a symbol of prosperity and culture, as it was once donated to temples and palaces by the region's farmers.

If you want to experience the taste and charm of the Sholavandan Vetrilai, the pride of Madurai, scan the QR Code to buy this.



## SIRUMALAI HILL BANANA

**Location: Sirumalai Hills, Dindigul**

The Sirumalai Hill Banana is a unique variety of banana with a pleasant aroma and delightful taste that grows in the Sirumalai hills in the Dindigul district of Tamil Nadu. This is grown as a shade tree for coffee plants, cultivated under rainfed conditions in perennial ecosystems. It has a thick peel, and a weak pedicel attachment. The skin can easily slip away from the pulp even in fully ripened condition.

The sugar-acid ratio of this banana is 17:1, which reflects the relative contents of sugars and acids, indicating the excellent flavour. It also has a higher shelf life of up to 10 days under ambient temperature and is available throughout the year. Unlike the other variety, the pulp will not get spoiled even when the fruit skin turns black under over-ripe conditions because of the less moisture content.

If you want to enjoy the 'Sirumalai Hill Banana' delicacy, scan the QR code to purchase it.





## VELLORE SPINY BRINJAL

### **Location: Vellore**

The Vellore Spiny Brinjal, locally known as “Elavambadi Mullu Kathirikai” in Tamil, is a rare indigenous breed of brinjal or eggplant cultivated in the villages of Vellore district, Tamil Nadu. What distinguishes this brinjal is its unique colour and thorns/spines on every part of the plant, including the leaf stem, leaves, and veins.

Characterised by a glossy violet shade with pink hues, white stripes, and a green tinge at the end, the Vellore Spiny Brinjal stands out distinctly among brinjal varieties across India. The entire plant being covered in thorns requires specialised training for effective harvesting, a skill passed down through generations. This exclusive brinjal variety has a unique flavour and is consumed in Vellore, Tiruvannamalai, Chennai, and Bengaluru.

If you want a versatile brinjal, try the Vellore Spiny Brinjal, which can be baked, barbecued, fried, roasted, steamed, or even pickled, adding to its culinary appeal.



## VIRUPAKSHI HILL BANANA

### **Location: Palani Hills, Dindigul**

Virupakshi Hill Banana is a unique and exclusive variety of banana that grows only in the Palani Hills of Dindigul, where it is locally known as ‘Virupakshi’. A banana with a distinct sweet taste and medicinal value thrives in laterite soil abundant in organic matter. The renowned Panchamirtham in Palani Temple is prepared with Virupakshi banana, whose pulp is the main ingredient. The Virupakshi pulp has a natural preservative property, and this ‘Panchamirtham’ can last more than a year.

It is cultivated in a rain-fed and perennial ecosystem. It has a long shelf life of up to 10 days at room temperature. It can also be given to babies due to its high vitamin content and other health benefits. The pulp has less moisture content, even under over-ripe conditions. Thus, the pulp will not spoil when the fruit’s skin turns black.

If you want to try an esoteric variety of banana grown only in one region, try the Virupakshi Hill Banana.



### KOVILPATTI KADALAI MITTAI

**Location:** Kovilpatti, Thoothukudi

Kovilpatti Kadalai Mittai is a traditional South Indian sweet. It has its roots in temple festivals and village fairs, where it was first crafted with palm jaggery and groundnuts in the Kovilpatti village of Thoothukudi District. In the 1940s, Thiru. Ponnambala Nadar elevated its taste and durability by substituting palm jaggery with sugarcane jaggery.

The unique flavour of Kovilpatti Kadalai Mittai is derived from the use of peanuts bound together with glistening jaggery syrup and adorned with strands of grated coconut dyed in vibrant hues of pink, green and yellow. This mixture is then hand-pressed onto sheets, cooled, and cut into rectangular pieces.

Preparing the Kadalai Mittai involves sand-roasting groundnuts, sieving, and a unique cooking apparatus known as 'Veragu Aduppu' which imparts a special character to Kovilpatti Kadalai Mittai.

If you want something sweet and crunchy to snack on, the Kovilpatti Kadalai Mittai is for you.



### MANAPPARAI MURUKKU

**Location:** Manapparai, Tiruchirappalli

Manapparai Murukku is a crispy, deep-fried, savoury snack celebrated for its unique flavour. It originates from the cottage industries of Manapparai in the Tiruchirappalli district of Tamil Nadu. The name 'Murukku' is derived from the Tamil word for "twisted," reflecting its distinctive shape.

Tracing its roots to an early 20th-century refreshment stall at the Manapparai railway station, this savoury treat is believed to have derived its distinct taste from the local groundwater. Crafted from a precise blend of rice flour, sesame seeds, ajwain (Omam) seeds, cumin seeds, and asafoetida powder, the Manapparai Murukku delivers an unparalleled taste experience.

Notably, these murukkus undergo a unique preparation method involving double frying to achieve a golden hue, setting them apart from other variations of the Murukku.

If you want a savoury snack with a loud crunch and snappy taste, grab a Manapparai Murukku.





GI Tag recieved on 31.03.2023

## MARTHANDAM HONEY

**Location: Marthandam, Kanniyakumari**

Marthandam honey is a pure and natural honey from Marthandam in Kanniyakumari district. The honey is produced by stingless bees that gather nectar from the diverse flora of the Kanniyakumari forests, such as rubber trees, teak trees, and medicinal plants.

The honey has a distinctive flavour, smell, and colour, reflecting the region's richness. Marthandam honey is rich in antioxidants, vitamins, and minerals that can improve your health and immunity. It can also help you with various skin issues, cold, cough, and other ailments. This honey has been used for centuries in Ayurvedic and Unani medicine systems. It is carefully filtered and stored in glass jars to maintain its quality. Marthandam honey is a delicious sweetener that can add taste to your food and desserts.

If you want to experience the sweetness of nature, scan the QR code to buy this!



GI Tag Recieved on 31.03.2023

## OOTY VARKEY

**Location: Ooty, Nilgiri**

Ooty Varkey is a scrumptious and mouth-watering sweet and savoury delicacy from the heavenly hill station of Ooty in Tamil Nadu, India. Ooty Varkey has a rich and fascinating history that goes back to the British colonial era when it was brought by the bakers from Kerala who settled in Ooty. It is a crispy, flaky pastry made with wheat flour, sugar, butter, and eggs and baked in a clay oven.

It is usually eaten with tea or coffee and has a unique taste and texture that melts in your mouth. It is a perfect companion for hot tea or coffee, especially when the weather is chilly. One of the fantastic features of the Varkey is its long-lasting freshness and flavour. You can enjoy this delicious snack for up to 20 days without worrying about losing quality or taste.

If you want to try our sweet and crunchy snack with your hot beverages, scan the QR code to purchase this.



GI Tag recieved on 14.08.2019

## PALANI PANCHAMIRTHAM

**Location: Palani Hills, Dindigul**

Palani Panchamirtham, an esteemed 'Abishega Prasadam' or religious food, originates from the revered Arulmigu Dhandayuthapani Swamy temple in the Palani Hills, Dindigul district. Combining banana, jaggery sugar, ghee, honey, and cardamom, enhanced by dates and diamond sugar candies, gives the Prasadam its distinct flavour and identity.

Its origins can be traced to the combination of natural ingredients first presented as Prasadam to Lord Dhandayuthapani Swamy. The significance of Palani Panchamirtham lies in its unique composition and meticulous preparation. Notably, not a single drop of water is added during its preparation.

Protected by geographical indication, Palani Panchamirtham is exclusively associated with Palani, emphasising its cultural and religious importance. This sacred offering holds a special place in the hearts of devotees, symbolising tradition and spirituality.

If you want this sweet offering from Lord Dhandayuthapani Swamy, scan the QR code.



GI Tag recieved on 31.03.2023

## SALEM SAGO (JAVVARISI)

**Location: Salem**

Salem Sago, also known as Javvarisi in Tamil, is a pearl-white granule made from raw tapioca. It has a starch like taste to it and is used in the preparation of various dishes across India. Salem district in Tamil Nadu serves as India's primary hub for sago production, initially on a cottage-scale basis. The district uses almost 35,000 hectares of land to cultivate tapioca and yields the highest worldwide.

The production process involves meticulous steps, starting with peeling, washing, pulping, settling, drying, and extracting starch from tapioca roots, resulting in high-quality Sago. Its uniqueness lies in the specific variety of tapioca cultivated in Salem, thus contributing to the region's economic development.

Sago is healthy, easy to digest, and doesn't cause irritation. It is rich in resistant starch (7.5%), which helps lower the glycemic index. Sago is used in various industries such as food, paper, construction, textile, cosmetics, pharmaceuticals, mining, and alcohol.

If you want to have gluten-free food, you must try a snack made from Sago.





## SRIVILLIPUTHUR PALKOVA

**Location: Srivilliputhur, Virudhunagar**

Srivilliputhur Palkova, a revered sweet from Virudhunagar district, is a blend of cow milk and sugar, free from preservatives. The origin of the Srivilliputhur Palkova can be traced back to the 1940s. Freshly churned milk from nearby farms is simmered over firewood stoves fuelled by cashew nut shells or Tamarind wood for over an hour. As the milk solidifies, sugar is incorporated, resulting in a semi-solid, light yellow to brown treat.

The distinctive flavour of Srivilliputhur Palkova is derived from the high-quality milk produced in the area, particularly from cows nurtured in and around Srivilliputhur. The taste of this sweet can be attributed to the region's red loam and black soil that provides nutrients for the crops that feed the cattle with necessary nourishment.

Srivilliputhur Palkova, made exclusively with natural ingredients and devoid of artificial additives, boasts of a distinctive taste attributed to the premium-quality milk of the region. The traditional method employs tools like dried Tamarind wood in mud stoves, providing consistent heat and a smoky essence. The uniqueness of Srivilliputhur Palkova extends beyond its preparation to the seamless integration of natural sweetness, local climate, and traditional techniques, making it a culinary gem.

If you want a tasty milk sweet that melts in your mouth, try the Srivilliputhur Palkova.



## UDANGUDI PANANGARUPATTI

**Location: Thoothukudi**

Udangudi Panangarupatti, or Udangudi palm jaggery, is a unique product derived by tapping sap from palmyra trees in the Tuticorin district of the Southern coast of Tamil Nadu. The region's red-dune sand, with lower moisture content, yields a more viscous sap.

Distinguishing itself from other areas, Udangudi employs seashells dissolved in water as a liming agent instead of industrial lime for sap collection pots, imparting a distinctive salty aftertaste to the jaggery. The preparation of Udangudi Panangarupatti adheres strictly to traditional methods, eschewing chemical additives. Furthermore, the packaging involves a unique approach, utilising intricately knitted palm leaf bags covered with palm leaf boxes.

Udangudi Panangarupatti is a testament to the region's steadfast commitment to preserving time-honoured techniques, offering consumers an authentic, chemical-free natural sweetener.

If you want an alternative to chemically processed sugar, try the Udangudi Panangarupatti.



### ARUMBAVUR WOOD CARVINGS

**Location:** Arumbavur, Perambalur

Arumbavur region in the Perambalur district is known for its wood carving tradition, drawing inspiration from mythology and religious deities.

The art form traces its origin to artisans from Madurai who settled in Arumbavur around 250 years ago and crafted temple cars, decorative figurines, house utility products and carpentry works.

In contrast to other wood carving art forms that utilise timber from Red Sanders, Ebony, etc., the Arumbavur wood carvings employ timber from Mango, Rose Wood, Mavilangam (Caper tree), Vaagai (Siris) and Aththi (Cluster Fig) exclusively. While numerous art forms have adopted industrial methods and machinery into their practices, Arumbavur wood carving solely relies on traditional instruments like chisel, chalk, saw, sandpaper, etc., which are locally made.

Artisans from Arumbavur have crafted more than 400 temple cars (chariots for processions) for various temples from all over Tamil Nadu and other states of India.

Being carved out of a single block of wood and given that a single error could damage the entire artwork, the wood carvings for Arumbavur embody the craftsmanship and finesse of artisans of the region.

If you wish to decorate your home with wall claddings reminiscent of ancient temples, look at some Arumbavur wood carvings.



### CHETTINAD KOTTAN BASKET

**Location:** Chettinad, Sivaganga

The Chettinad Kottan is a hand-woven basket crafted from palm leaves and stems. Renowned for its intricate patterns and unique colours, the weaving of Kottan baskets originated as a hobby craft among women in the Chettinad region.

Traditionally, Kottans were employed for packaging and as containers for gifts and offerings during festivals, weddings, and sacred family rituals. What sets the Chettinad Kottan apart from other palm leaf baskets is its characteristic square or rectangular base, woven using the weaver's feet to secure the wrap. Depending on the base shape, the basket's round or oval rim is meticulously finished with cotton thread in diverse patterns.

This craftsmanship gained international recognition with UNESCO's Seal of Excellence in 2004, 2006, 2008, and 2009, underscoring its unique cultural significance and skilful execution. The art of making Kottan baskets has recently transcended its original purpose, expanding to include various products such as bags, trays, and handbags.

The Chettinad Kottan is deeply ingrained in the cultural heritage of the Chettinad region, thus reflecting a harmonious blend of tradition and innovation.

If you want to present something in a unique gift box, try using the Chettinad Kottan basket.





## DINDIGUL LOCKS

### Location: Dindigul

Dindigul has a rich history in lockmaking, which is documented in the 1906 District Manual by Francis, a British East India Company official. Over a century old, this industry spans five villages in the district, distinguished by its unique craftsmanship compared to hubs like Aligarh and Das Nagar. Craftsmen pass down the methodology through generations via apprenticeship.

These handmade locks, renowned for their superior quality and durability, are individually crafted, ensuring each is distinct in design and system. The meticulous design of shackles and levers features a high degree of non-interchangeability of keys. Assembled entirely manually, each lock comes with a unique key.

Synonymous with quality, Dindigul Locks has earned the city the moniker 'Lock City.' Despite machine-made alternatives, government bodies, including prisons, godowns, hospitals, and temples, prefer these locks for their unmatched reliability.

If you want to securely lock something and ensure peace of mind, use a Dindigul Lock.



## JADERI NAMAKATTI

### Location: Jaderi, Tiruvannamalai

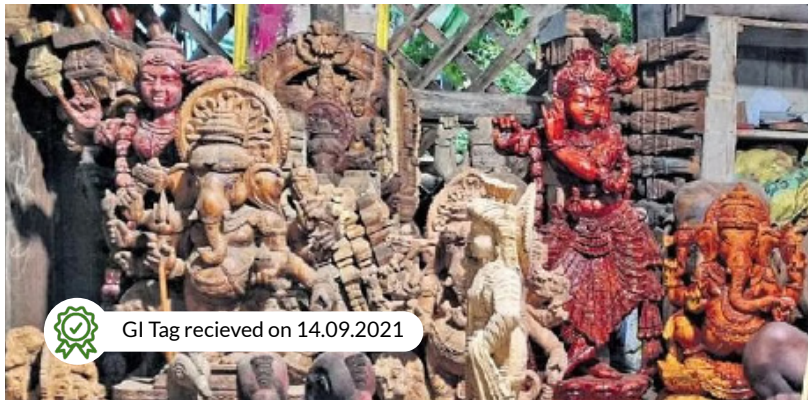
One of the practices observed by followers of the Hindu faith is the application of distinctive marks on the forehead. Specifically, the Jaderi Namakattis play a crucial role in this tradition, serving as a finger-length white clay stick employed for applying the 'U' shaped Tirunaamam – a sacred symbol on the forehead revered by worshippers of Lord Vishnu.

This unique craft is exclusive to the Jaderi village in the Tiruvannamalai district, where skilled artisans utilise natural hydrosilicate clay deposits prevalent in the region. The resulting sticks exhibit a smooth texture and a distinct white hue, embodying a crafting tradition spanning over 300 years.

The meticulous process of creating Jaderi Namakattis involves the skilled selection, crushing, filtering, and sun-drying of the clay to shape these sacred implements. What sets these sticks apart is the natural ingredients sourced from the region and the unique chemical-free and handmade production processes employed by the local artisans.

The enduring legacy of Jaderi Namakattis, integral to local religious rituals, serves as a testament to the cultural richness of the village and the unwavering commitment to preserving this esteemed craft.

If you would like to witness the visual depiction of an ancient faith, behold the application of the Jaderi Namakattis.



GI Tag recieved on 14.09.2021

## KALLAKURICHI WOOD CARVINGS

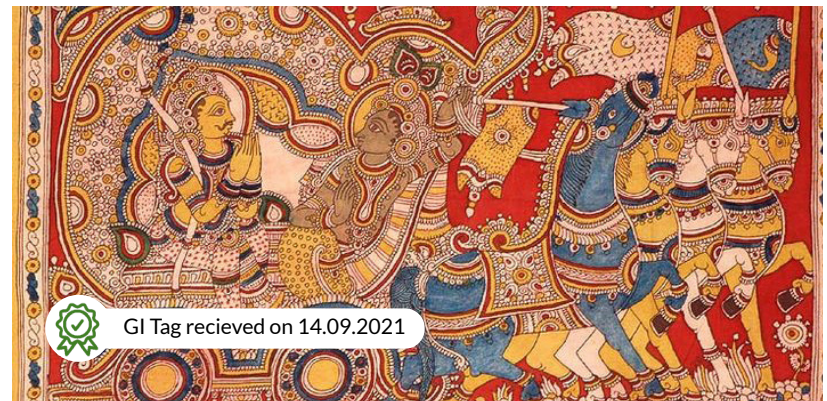
**Location: Kallakurichi**

Kallakurichi Wood Carvings are a distinctive form of craftsmanship, where skilled artisans specialise in carving various items, including idols of deities, mythical figurines, animals, birds, dolls, temple chariots, door designs, and furniture. This involves the meticulous application of ornamentation and designs rooted in traditional styles.

The geographical setting of Kallakurichi significantly contributes to the flourishing of this art, benefiting from the local abundance of wood such as country wood, Vaagai wood, Maavulinga, Atthi, Illupai, mango tree wood, rosewood, and teak. The transmission of knowledge and skill occurs seamlessly through generations, with wood carvers in Kallakurichi adhering to the standards outlined in ancient Shilpa Shastras, authoritative treatises on image-making.

Inspiration for the designs of the figurines and motifs often stems from the architectural intricacies of temples. It is noteworthy that the wood Carving process is entirely manual, showcasing the remarkable talent and expertise of Kallakurichi's wood carvers.

If you want some meticulously crafted figurines, Kallakurichi Wood Carvings are for you.



GI Tag recieved on 14.09.2021

## KARUPPUR KALAMKARI PAINTINGS

**Location: Karuppur, Thanjavur**

Karuppur Kalamkari paintings from the Thanjavur district represent a distinguished form of traditional dye-painted figurative and patterned cloth. Historically, these artworks adorned palaces and temples, garnering notable patronage from the Nayak and Maratha Serfoji dynasties that ruled Thanjavur during the 16th and 17th centuries.

An essential facet of Karuppur Kalamkari lies in its use of natural colours derived from plant roots, barks, leaves, and stems. The artistry of painting with natural 'kalams' or brushes reflects a high level of craftsmanship. Traditionally, the palette was limited to black, red, and yellow. However, a contemporary evolution has seen the inclusion of 'pale blue,' contributing to the distinctive character of Karuppur Kalamkari paintings.

What sets Karuppur Kalamkari apart from other Srikalahasti and Machilipatnam Kalamkari traditions is its deep integration with the rich heritage of Thanjavur. This connection is particularly evident in the motifs, drawing parallels with the Kumbakonam applique.

Karuppur Kalamkari is a testament to India's artistic tapestry, showcasing a profound historical legacy and a distinctive creative approach.

If you want some intricate artwork to adorn the walls of your home, consider purchasing some Karuppur Kalamkari paintings.





GI Tag recieved on 14.11.2017

## MAHABALIPURAM STONE SCULPTURE

**Location: Mahabalipuram, Chengalpattu**

Artisans in Mahabalipuram meticulously carve out statues representing various subjects, including Gods, Goddesses, characters from Tamil literature, and animals. Sculpted predominantly in pure granite, these sculptures encapsulate the essence of ancient Pallava art and architecture. Notable characteristics include oval faces for female figures and elongated faces for males, marked by a protruding forehead, sharp nose, hanging ears, long eyes, and an enigmatic smile. The sculptors adhere rigorously to the prescribed poses outlined in ancient Shilpa Shastras.

Stone carvings in Mahabalipuram stand as a venerable testament to the artistic traditions of the Pallava dynasty, when the town gained eminence as a port (around 700 AD).

The process seamlessly integrates traditional tools, such as hammers and chisels, with contemporary techniques. This convergence of tradition and innovation is a poignant showcase of the brilliance and ingenuity inherent in Mamallapuram's sculptural heritage.

Notably, the Mahabalipuram stone sculpture has earned a distinguished place on the UNESCO World Heritage list, further underscoring its significance in the global cultural landscape.

If you want to witness the art of sculpting firsthand, head to Mamallapuram.



GI Tag recieved on 31.03.2023

## MANAMADURAI POTTERY

**Location: Manamadurai, Sivaganga**

The village of Manamadurai in the Sivaganga district is celebrated for its enduring pottery-making tradition, handed down over generations. This craft involves the meticulous combination of mud and clay in precise proportions and controlled heating, resulting in a diverse array of items such as water pots, firewood ovens, and decorative red clay pottery.

The skilled artisans of Manamadurai contribute their expertise with deft fingers, ensuring each pot achieves perfect balance on the ground. The base materials are sourced from the region's naturally occurring black and red soil, enriched by the Vaigai River. Following a meticulous process, the rich clay is dried for two days, and impurities like mud meticulously removed through sieving. The clay is then mixed with water and strengthened before being baked at high-temperature. Finally, the finished pots are carefully dried in the sun.

This time-honoured pottery-making tradition not only showcases the artistry of skilled artisans but also underscores the socio-economic significance by providing employment opportunities for both men and women in the rural areas of Manamadurai.

If you want to get your hands dirty while learning to make the perfect pot, head to Manamadurai.



## MYLADI STONE CARVINGS

**Location: Myladi, Kanniyakumari**

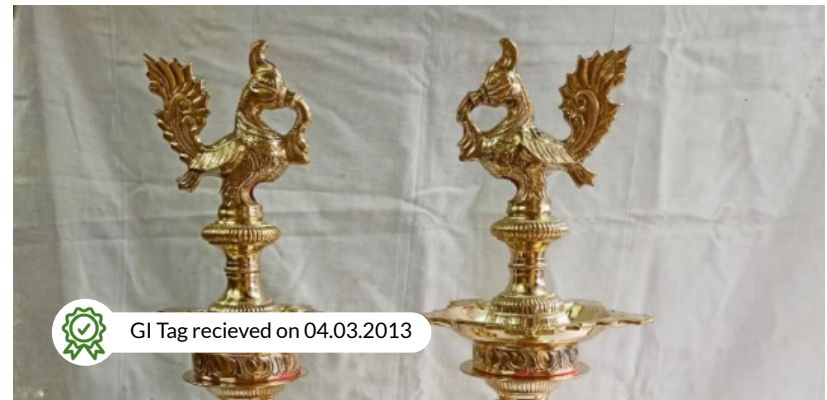
Myladi stone sculptors, hailing from the southernmost district of Kanniyakumari, have achieved global acclaim for their master craftsmanship. Myladi has been the focal point of Krishna Sila art for six centuries, integral to temple architecture. The region's renowned sculptors, initially drawn to work at the iconic Suchindram temple, eventually established a permanent settlement in Myladi.

A distinguishing feature of Myladi stone carvings is the utilisation of a single granite stone for each figurine. The art flourishes due to the availability of high-quality red and black granite stones in the area.

Reflecting the influence of its historical connection with the Travancore state, the idols crafted in Myladi resemble the Kerala style of sculptures. Notably, significant patronage for Myladi stone sculptures originates from Kerala's temples, with the idols crafted in strict adherence to the specifications outlined in ancient Shilpa Shastras.

Beyond temple worship sculptures, the 133ft Thiruvalluvar statue at the confluence of three seas in Kanniyakumari stands as a testament to the exceptional craftsmanship of Myladi's stone carvers.

If you want to explore some decorative pillars and stone recreations of the Gods and Goddesses of south India, you should look at the Myladi Stone Carvings.



## NACHIARKOIL KUTHUVILAKKU (LAMP)

**Location: Thanjavur**

Nachiarkoil Kuthuvilakku i.e., ornamental brass lamps, represent a distinguished tradition of the Thanjavur district in Tamil Nadu. The craft's historical roots can be traced back to 1857 when a community of skilled artisans migrated to Nachiarkoil and established their craftsmanship there.

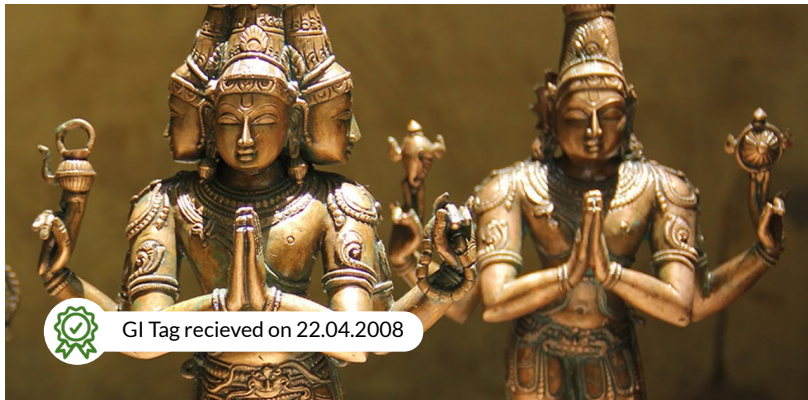
Comprising four essential components, the Nachiarkoil Kuthuvilakku is characterised by its base (Keezh Bagam), stem (Kandam), oil container (Thanguli), and apex (Prabhai). The central pillar often concludes with a finely crafted bird or Prabhai, frequently depicting a Hamsa or Swan. A distinct feature is the lamp's resemblance to branching trees, with each branch culminating in a small tray or bowl designed to hold oil and wicks.

The geographical advantage of the region, situated along the banks of the Cauvery River, plays a pivotal role in the lamp-making process. The availability of soil varieties suitable for moulding and casting contributes to the lamp's exquisite form.

Beyond their functional role in illuminating religious and ceremonial occasions, Nachiarkoil lamps serve as luminous beacons of the rich cultural heritage of Nachiarkoil.

If you want a traditional lamp to light up the entrance of your home, we suggest you get a Nachiarkoil Kuthuvilakku.





## SWAMIMALAI BRONZE ICONS

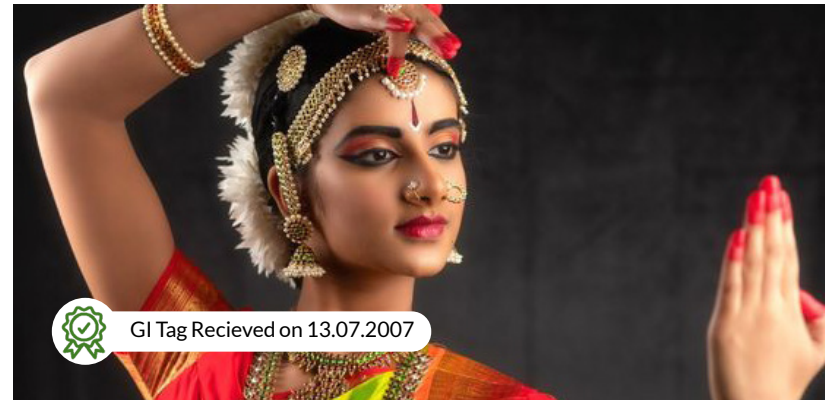
**Location: Swamimalai, Thanjavur**

The bronze icons crafted in Swamimalai, situated in the Thanjavur district of Tamil Nadu, stand as a testament to the intricate artistry involved in the creation of bronze idols and statues. This venerable craft traces its origins back to the illustrious history of the Cholas, from 850 AD to 1279 AD.

Master artisans, inheritors of a skillset passed down through generations, follow the time-honoured procedures outlined in the Shilpa Shastras—an authoritative body of texts governing idol-making. The meticulous process involves melting copper, brass, and lead for bronze idols. Panchaloha idols incorporate gold and silver, showcasing traditional craftsmanship and material refinement.

Swamimalai's geographical setting near the Cauvery River plays a pivotal role in this craft, with riverbank alluvial soil providing a unique property for crafting resilient wax models. The finished bronze idols are distinguished by robust construction, intricate finishing, and steadfast adherence to the Chola style. This enduring tradition pays homage to the historical legacy of the Cholas and reflects Swamimalai's artisans' unwavering commitment to excellence in craftsmanship and the preservation of cultural heritage.

If you want to witness Gods and Goddesses coming to life in metal in the distinct Chola style, head to Swamimalai.



## TEMPLE JEWELLERY OF NAGERCOIL

**Location: Nagercoil, Kanniyakumari**

The art of crafting temple jewellery thrives in Vadassery, in Tamil Nadu's Kanniyakumari district. The meticulously crafted repertoire now extends to ornate headgear, specialised ornaments for temple deities, and jewellery tailored for Bharatanatyam dancers.

Skilled artisans attribute the origins of this revered craft to the early 17th century when the Chieftains of Ramanathapuram journeyed to Nagercoil. They acquired a set of diamond-studded gold ornaments destined for presentation in the temples of Chettinad. Over time, gold ceded its prominence to silver, and authentic diamonds were replaced by the allure of synthetic stones.

The craft of Nagercoil temple jewellery distinguishes itself with a distinctive technique and process, skillfully recreating the timeless allure of antique jewels from Tamil Nadu.

Explore the Temple Jewellery of Nagercoil if you want jewellery that pays homage to a rich cultural heritage, echoing the grace and splendour of a bygone era.



GI Tag recieved on 31.03.2023

## THAIKKAL RATTAN CRAFT (CANE SWING)

**Location: Thaikkal and Thulasenthirapuram, Mayiladuthurai**

Rattan Craft includes furniture, mats, household items, and fishing equipment made with bamboo and cane. Thaikkal Rattan craft tradition is exemplified in Thaikkal and Thulasenthirapuram villages in the Mayiladuthurai district. While rattan articles are crafted in various regions, the artisanal expertise displayed in Thaikkal sets it apart. The presence of superior-quality rattan along the Kollidam River is a vital resource for artisans in these villages, ensuring the production of strong and high-quality products.

Beyond their durability, rattan articles' natural properties facilitate effective heat absorption during the summer, providing a cooling effect. Conversely, these articles retain warmth in winter, showcasing their versatility for year-round use.

This tradition contributes to the preservation of cultural heritage, while also aligning with modern sustainability goals.

Utilising local resources, particularly the superior-quality rattan along the Kollidam River, supports employment generation within the community.

If you want to see bamboo woven into beautiful household items, head to Thaikkal and Thulasenthirapuram.



GI Tag Recieved on 24.09.2007

## THANJAVUR ART PLATE

**Location: Thanjavur**

Thanjavur Art Plates are predominantly crafted from silver, affixed onto brass or copper plates, and take various forms such as wall clocks, mementoes, and wall hangings.

The plates exemplify the pinnacle of craftsmanship, blending the intricacies of engraving and embossing with the rich tapestry of Tamil culture and Hindu mythology.

The patronage of King Serfoji, the Maratha ruler of Thanjavur, distinguished this craft as an exclusive hallmark of the region. Thanjavur is the sole bastion where the venerable tradition of creating these art plates is meticulously upheld.

Creating a Thanjavur art plate is a meticulous process, commencing with cutting brass sheets. The craft then advances to the intricacy of wax designs, followed by the casting of lead moulds, culminating in exquisite encrustation with delicate copper or silver foil layers.

The legacy of Thanjavur art plates is a testament to the convergence of artistic prowess, cultural heritage, and historical patronage, captivating the admiration of connoisseurs and enthusiasts worldwide.

If you're looking for meticulously carved memorabilia for your guests, consider purchasing a Thanjavur Art Plate.





## THANJAVUR DOLL

### Location: Thanjavur

Thanjavur dolls are a distinctive form of bobblehead or roly-poly toys, exclusively crafted in the historic region of Thanjavur. Originating in the 19th century, during the reign of King Serfoji, these dolls are remarkable for their ability to maintain a flawless equilibrium against the force of gravity, standing upright on their spherical bases without any external support.

Elevated to a cultural icon in Tamil Nadu, Thanjavur dolls are meticulously fashioned from a blend of clay, wood pulp, and plaster of Paris. The artisans adorn these dolls with vibrant traditional jewellery and attire embellished with intricate embroidery and beadwork. The dolls exhibit diverse hairstyles and headdresses, each representing characters drawn from mythology, literature, and historical rulers.

Thanjavur dolls not only serve as captivating playthings but also stand as symbolic embodiments of cultural heritage, reflecting the artistic finesse and cultural richness of the Thanjavur region.

If you want to gift a piece of history as a toy to your future generation, consider purchasing the Thanjavur dolls.



## THANJAVUR NETTI WORKS

### Location: Thanjavur

Thanjavur Netti Works, also recognised as Thanjavur Pith work, stands as a craft tradition that involves the meticulous creation of artefacts utilising the pith derived from the hydrophytic plants *Aeschynomene Aspera* or *Aeschynomene Indica*. The notable crafts from Thanjavur Netti Works are miniatures of the Thanjavur Brihadeeswara Temple, Hindu idols, garlands, and decorative showpieces. The artists who work with these artefacts, work with precision and finesse.

Found in Thanjavur's lakes and river beds, this hydrophytic plant yields a material with a quality resembling marble and ivory, although its inherent brittleness necessitates preservation in a glass enclosure.

According to the Thanjavur Gazette, the origins of Netti Works trace back to the Maratha period, when pith garlands gained prominence in the community's religious practices, especially during Pongal celebrations. The skills essential for this craft are passed through generations, with artisans traditionally apprenticing under the guidance of master artisans, thus preventing dilution of the craft.

The legacy of this traditional craft highlights the cultural richness of Thanjavur.

If you're looking for intricate miniatures of monumental art pieces, consider the Thanjavur Netti Works.



## THANJAVUR PAINTINGS

### **Location: Thanjavur**

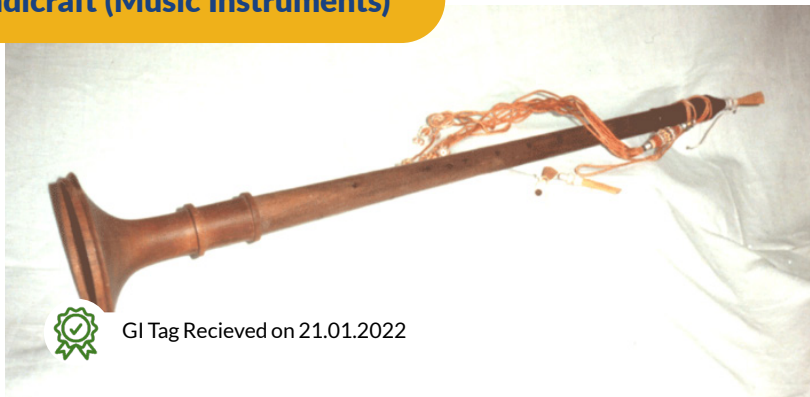
Originating in the 17th century during the Maratha rule, Thanjavur paintings stand as a distinguished art form originating from the cultural epicentre of Thanjavur in Tamil Nadu, India. Primarily centred around divine Hindu deities and occasionally featuring royal figures, these paintings have persevered through the centuries, maintaining their distinct methods and visual allure.

The meticulous crafting of Thanjavur paintings involves artisans applying chalk powder or zinc oxide mixed with adhesive onto a cloth stretched over wood. This canvas becomes the foundation for relief (embossed) work. The distinguishing feature of these paintings is the gesso work, a form of 3D design that creates elevated zones on the surface over which gold foil is placed. This is sometimes accentuated by embedding precious stones and mirrors.

Whether showcased on walls, glass, ivory, or as miniatures, Thanjavur paintings stand as a testament to the region's artistic ingenuity and cultural richness, drawing admiration from connoisseurs worldwide.

If you are looking for intricate paintings with a touch of grandeur to adorn spaces around you, we suggest you purchase Thanjavur Paintings.





### NARASINGHAPETTAI NAGASWARAM

**Location: Narasinghapettai, Thanjavur**

Originating from Narasinghapettai near Kumbakonam, the Nagaswaram is a classical woodwind instrument with profound cultural significance. Crafted from Aacha wood, meticulously sourced from the Cauvery River valleys, this instrument features a conical body with a flaring bell, producing a captivating tone. The selection of wood for crafting the Nagaswaram requires adherence to stringent criteria, necessitating the use of 200-year-old Aacha wood that passes the moisture content test.

The Nagaswaram boasts of intricate craftsmanship, encompassing a large flaring bell, seven finger holes, and additional control holes. Its reeds are meticulously fashioned from naanal leaves, while the blow tip is derived from Korukku Thatta grass. Renowned for its integral role in Hindu rituals, this woodwind instrument carries a venerable history dating back to the 13th century, symbolising a profound connection with musical divinity.

The Nagaswaram finds expression in various settings, including rituals, festivals, and folk events. Narasinghapettai, this venerable instrument's birthplace, is a testament to Tamil Nadu's enduring musical legacy.

For an opportunity to observe the intricate craftsmanship involved in handcrafting a Nagaswaram, a visit to Narasinghapettai is worth considering.



### THANJAVUR VEENAI

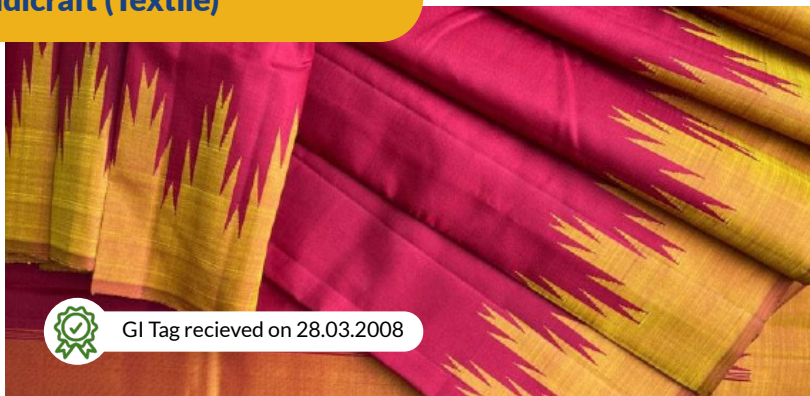
**Location: Thanjavur**

The Thanjavur Veenai, a venerable South Indian musical instrument, holds a significant position as one of its oldest and most revered instruments. It is available in two distinct types: the 'Ekantha Veenai,' intricately carved from a single wood block, and the 'Saada Veenai,' comprising of three sections with joints. The instrument is distinguished by its embellishments, featuring hand-painted, carved, and chiselled designs depicting deities, motifs of flowers, and birds. Notably, the Thanjavur Veenai incorporates 24 fixed frets, allowing for the rendition of all ragas.

Crafted from a specific variety of matured Jackwood trees unique to the Thanjavur region, the making of the Thanjavur Veenai is an art passed through generations. This tradition manifests in the meticulous craftsmanship, particularly in the functional resonator's uniform thickness, setting the Thanjavur Veenai unique among musical instruments.

As a testament to the region's rich cultural heritage, the Thanjavur Veenai resonates through time, embodying the enduring legacy of traditional craftsmanship in South Indian classical music.

To experience the creation of Veenai, an enduring symbol of Indian classical music, a visit to Thanjavur is a must.



GI Tag recieved on 28.03.2008

### ARANI SILK

**Location: Arani, Tiruvannamalai**

These sarees come in three main varieties: Dobby, Korvai, and Self-Border, each showcasing the distinct artistry and expertise of Arani's weavers. What distinguishes Arani Silk sarees are their unique features. For instance, the Dobby variety has intricate designs, double side borders, specialised weaving techniques, twisted yarn, and elaborate zari work. The Arani Dobby saree exhibits a plain body with the distinguished 'Arani' Seer adorning the Pallu. Notably, the 'Korvai' variety presents single-sided sarees with a separate border, laden with intricate Jari designs and weighing up to 600 grams.

Arani Silk, renowned for its exquisite craftsmanship, originates in the quaint town of Arani, nestled along the banks of the Kamandala Naaga River in Tamil Nadu.

If you want to purchase some opulent yet lightweight sarees, head to Arani and purchase some Arani silk sarees.



GI Tag Recieved on 05.07.2005

### BHAVANI JAMAKKALAM

**Location: Bhavani, Erode**

Bhavani Jamakkalam is a traditional hand-woven carpet known for its unique design and weaving technique. It is traditionally crafted by skilled weavers in Bhavani, Tamil Nadu. The multicoloured cross-bar effect on both sides of the carpet is achieved through intricate weaving, utilising longer weft yarns than the loom's width, creating a textured appearance.

The history of Bhavani Jamakkalam stems from the innovative response of the Jangamars community weavers in Bhavani to the competitions from British textiles. This innovation led to the production of these distinct carpets, replacing traditional fabric weaving with the creation of Jamakkalam.

These carpets, known for their durability and distinct designs, are primarily used as floor coverings or decorative pieces. Only grey-coloured yarn is used in the warp of the Bhavani Jamakkalam. Their intricate patterns and skilled craftsmanship make them sought-after cultural artefacts, embodying the rich weaving heritage of the region.

If you want to rest your feet on a unique carpet with a rich history, get yourself a Bhavani Jamakkalam.





## CHEDIBUTTA SAREES

**Location:** Veeravanallur, Tirunelveli

The Chedibutta Saree is a traditional handloom saree from Veeravanallur, Tirunelveli district, known for its iconic plant (chedi) and flower (butta) Chedibutta design. This saree's historical roots trace back to the Vijayanagara Empire, with the Saurashtra community settling in Tamil Nadu.

Chedibutta saree is woven by skilled weavers of the Saurashtra community using art silk for the body and cotton for the design. Each saree incorporates 13 Chedibutta designs, eight in the body and five on the Pallu. Unlike machines, the Chedibutta design uses brightly coloured cotton threads with specific technical specifications, including various yarns such as 75D Art Silk, 60S Weft Cotton, and more.

The Chedibutta saree continues to captivate modern tastes, inspiring designers and attracting renowned personalities.

If you're looking for a saree with a soft texture that is comfortable, adaptable to different weather conditions, and resistant to wrinkles, the Chedibutta saree is the perfect choice.



## KANCHEEPURAM SILK

**Location:** Kancheepuram

Woven in Kancheepuram, the town's silk sarees boast exquisite craftsmanship and designs. Crafted from pure silk and embellished with gold or silver zari work, these sarees signify opulence and elegance. Kancheepuram sarees have their borders woven separately and later interwoven with the saree itself, ensuring incredible durability. The zari work involves interweaving golden lace with silk thread, often made of silver wire, red silk, and gold.

Kancheepuram's water quality for processing raw silk imparts a remarkable lustre to the fabric, contributing to the town's silk-weaving industry.

The Kancheepuram silk saree is renowned for its opulent characteristics, including its substantial weight, vibrant hues, and intricately woven zari borders and elegant Pallus, ensuring unquestionable durability. The heavyweight is attributed to two types of warp, the Jari warp of four-ply with 4200 threads of 18 yards and the Jodupuri warp of two-ply with 4200 lines of 19 yards, with 18 twists per inch.

If you want a luxurious silk saree with a bright lustre, Kancheepuram sarees are for you.



## KANDANGI SAREE

**Location: Karaikudi, Sivaganga**

The Kandangi Saree is woven in the Karaikudi region of Tamil Nadu and traces its origins back to the 17<sup>th</sup> century during the reign of the Sethupathy kings. Kandangi sarees reflect the rich history and cultural heritage of the region.

Initially crafted from silk (Pattu Kandangi in Tamil), it is now predominantly woven in coarse cotton, which typically measures between 5.10 and 5.60 metres and boasts a width of 47 - 49 inches. The sarees are unique for their thick material and vibrant geometric pattern of stripes or checks, and the broad borders incorporate a traditional temple-inspired design, reflecting the expertise of Karaikudi weavers. The weavers meticulously dye the cotton yarn before embarking on the intricate process of creating a Kandangi saree. One of the hallmark features is the mup-pagham (triple) colour design, adding a unique touch to each creation.

Do you want sarees that become cherished heirlooms passed down through generations? The Kandangi saree is for you.



## KOVAI KORA COTTON SAREES

**Location: Coimbatore**

The exquisite Kovai Kora Cotton sarees are a testament to Coimbatore's weaving heritage. Blending cotton and silk yarns with masterful craftsmanship, these sarees are significant in textile history. The weather here facilitates warp preparation without severing the yarns.

The manufacturing process of Kovai Kora Cotton involves a minimal workforce of three individuals, and ensures exceptional dye quality by utilising water from the Siruvani and Bhavani rivers, originating in the Western Ghats.

Crafted from a fusion of superior cotton yarn and traditional silk, these sarees showcase vibrant border designs occasionally adorned with shimmering zari. Skilled artisans intricately weave designs on handlooms, employing a blend of coloured cotton and silk threads.

Do you want to see how Kovai Kora Cotton sarees are made? As this tie and dye technique is a guarded secret in the community, it may be difficult to.





## MADURAI SUNGUDI

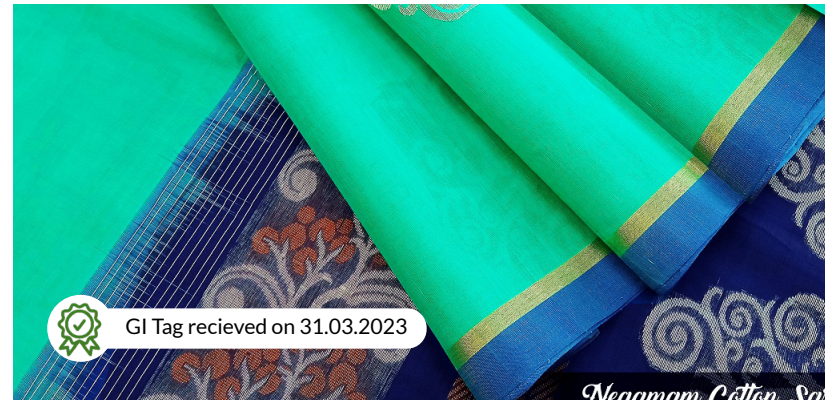
### **Location: Madurai**

These sarees are primarily produced in Chinnalapatti and Anuppanadi in Tamil Nadu, where artisans have perfected the Sungudi art over generations. The region's natural resources, including water from the Vaigai River and the local soil, play a crucial role in the dyeing process, ensuring that Sungudi sarees are of the highest quality.

Sungudi sarees are meticulously crafted through a labour-intensive tie-and-dye technique called 'Sungudi.' This intricate process involves tying small, distinct patterns on the fabric and then dyeing it to create beautiful, repetitive designs.

The artistic mastery of Sungudi craftsmen is evident in the vibrant colours and striking geometric patterns, often inspired by nature.

If you want a lightweight cotton saree with some cool colours and designs, try the Madurai Sungudi Saree.



## NEGAMAM COTTON SAREE

### **Location: Negamam, Coimbatore**

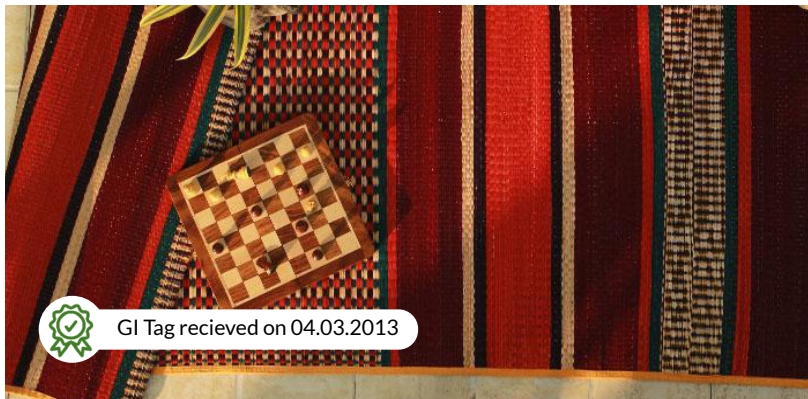
The Negamam Cotton Saree, also known as the village cotton saree, is a revered handloom creation produced by skilled weavers from Negamam, situated in Tamil Nadu's Coimbatore district. Renowned for its robustness, length, and vibrant multicoloured threadwork, this traditional saree stands out for its handloom craftsmanship.

Woven using pit looms integrated with dobby and jacquard attachments for the border and pallu, the saree's distinctive thickness averages between 86 to 90 picks per inch (PPI). Characterised by a plain-coloured body complemented by a contrasting border and Pallu (Mundhanai), the rich threadwork design enhances its allure.

Negamam Cotton Sarees measure 7.3 to 8.2 metres, including a running blouse attachment, surpassing the standard saree length of 5.5 metres. Crafted using 80s count cotton yarn for warp and weft, these sarees symbolise durability and artistry.

Originating from Negamam village, surrounded by the Western Ghats, the fabric's unique attributes - its thickness, durability, and softness - are attributed to the moist southwest monsoon winds between June and September.

Do you want a longer-than-usual saree with a running blouse attachment? Try the Negamam Cotton Saree.



## PATTAMADAI PAI (MAT)

**Location: Pattamadai, Tirunelveli**

Pattamadai Pai, or Mat, hails from the scenic village of Pattamadai in Tamil Nadu, nestled alongside the Tamiraparani River. These mats are prized for their intricate craftsmanship, with counts ranging from 80 to 140 warp threads every nine inches, indicating their fine quality.

Crafted using Korai grass for the weft and cotton or silk threads for the warp, Pattamadai Mats showcase a remarkable fusion of materials in various colours and designs that highlight the artisans' creativity.

What distinguishes these mats is the traditional method of harvesting fully grown Korai grass, soaking it in the river, and intricately splitting it into fine strands. Expert craftsmen invest weeks in handweaving, following a labour-intensive process involving drying, washing, splitting, and dyeing the grass. The result is a supple and lustrous mat, often referred to as a 'Pattu Pai' or silk mat, embodying the artistry and heritage of Pattamadai. These mats are a testament to the region's rich tradition and skilled craftsmanship.

Do you want an elegant silk mat to grace the floor of your home? Try the Pattamadai Pai.



## SALEM FABRIC

**Location: Salem**

Salem, renowned for its distinctive fabrics, showcases a unique feature known as "Doubled Warp Yarn," setting its textiles apart in weaving. The speciality lies in the used warp yarn, specifically employing doubled yarn dyed before weaving.

The doubled warp yarn, dyed before weaving, ensures meticulous lengthwise designs during the warp preparation, resulting in fine-textured, high-quality fabrics ideal for crafting premium garments. To refine the yarn and enhance dye absorption, a bleaching process is employed to remove the natural grey shade and impurities, followed by boiling to further refine the yarn's quality.

Salem's fabrics boast a superior finish due to the detailed processes undertaken, ensuring that the doubled yarn and its dyeing process contribute to this region's distinctive characteristics and exceptional quality of textiles.

If you want a particular fabric used to make premium garments, consider the Salem Fabric.





GI Tag Recieved on 28.03.2008

## SALEM SILK (SALEM VENPATTU)

### Location: Salem

Salem's renowned silk dhotis (a traditional wrap-around for men) exemplify exquisite craftsmanship, cherished for their remarkable sheen, pure white hue, and distinctive border designs. While rooted in traditional weaving techniques, Salem weavers adapt to evolving consumer tastes, ensuring the enduring popularity of these dhotis. This foresight secures a steady demand, especially for special occasions like weddings, where wearing Salem silk Dhotis is a cherished tradition.

Featuring borders ranging from 2 to 6 inches adorned with popular designs like Nagasattai, Kammal, Honeycomb, and these silk textiles also include Angavastrams and shirt materials. Crafted by the Saurashtra weaving community residing in Salem and its surrounding areas, these textiles maintain a legacy dating back generations.

Utilising fly shuttle and throw shuttle looms, Salem weavers produce these Dhotis with a texture akin to Lungies (another type of traditional wrap-around), demanding specialised skills and patience due to the intricate designs and tight fabric structure. Raw materials like silk thread, Zari, and dyed Nimili thread contribute to their quality. To ensure purity, stringent tests following 'Silk Mark' standards of the Central Silk Board (such as a flame test and microscopic examination), are used to verify authenticity, offering consumers assurance of genuine Salem Silk, distinguished by its distinct burn smell and residue, akin to burnt hair.

Wear the Salem Silk dhotis if you want a silk dhoti steeped in prestige and tradition.



GI Tag recieved on 11.03.2019

## THIRUBUVANAM SILK SAREES

### Location: Thirubuvanam, Kumbakonam

Thirubuvanam, a town near Kumbakonam in Tamil Nadu, is well-known for making beautiful Thirubuvanam Silk Sarees. These silk sarees are known for their high quality and unique features.

Thirubuvanam Silk Sarees are made from mulberry silk and used for warp and weft, resulting in a uniform and lustrous finish. The border and pallu designs are decorated with fine Zari, showing patterns inspired by temples, flowers, peacock eyes, rudraksha beads, and birds. The weaving process could take up to 15 days for a saree with elaborate brocades and motifs.

The colours range from bright parrot green to deep coffee brown. The end pieces, called pallus, are woven separately, and seamlessly joined with the rest. These sarees come in different designs, including ones for weddings, with solid or contrasting borders and detailed patterns.

If you want a saree that dates back to the time of the Cholas and is incredibly beautiful, the Thirubuvanam Silk Saree is for you.





## TODA EMBROIDERY

### **Location: Nilgiri**

Toda Embroidery, also known as Pukhoor, is a unique art form with a strong cultural bond with the Toda community in the Nilgiri hills. The embroidered cloth is used to make shawls, locally called poothkuli, cloth bags and even face masks. The distinctive feature of Toda Embroidery is that it relies on thread counts instead of patterns or drawings.

Toda women create geometric designs with precision using only their skills, without any tools like rulers. They draw inspiration from nature, daily life, and mythological stories. Red and black threads are primarily used on a white or off-white base. The colours hold special meaning, such as white for innocence and purity, red for adolescence and youth, and black for maturity. When reversed, the side is as beautiful as the front, with no hanging threads or knots, which makes the Poothkuli unique. It is worn by brides, grooms, and even the departed, to symbolise cultural continuity.

If you want a vibrant and unique-looking facemask, bag or shawl, try those made with Toda Embroidery.



### COIMBATORE WET GRINDER

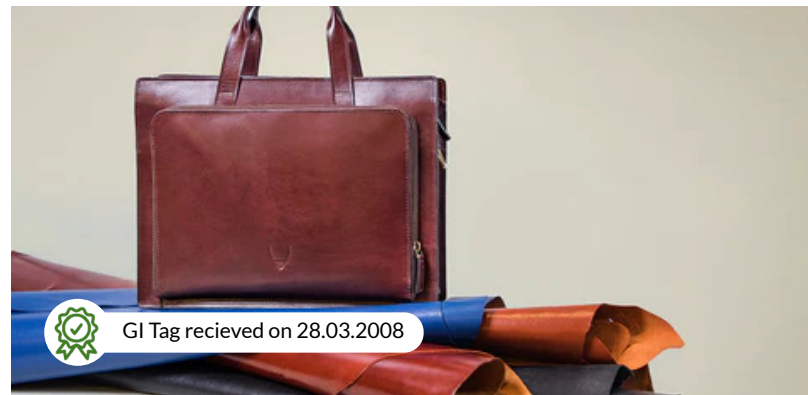
**Location: Coimbatore**

The wet grinder, an essential appliance for preparing the batter for dosas and idlis, is crucial in Tamil Nadu's daily culinary practices. In 1955, Mr. Sabapathy of Coimbatore pioneered the mechanical wet grinder, leaving a mark on India's culinary landscape. Over the years, this innovation has evolved into diverse models, including table-top and tiltable variants, showcasing Coimbatore's entrepreneurial spirit.

The distinguishing feature of these wet grinders lies in the semi-granite stones sourced from the hills in the Coimbatore and Erode districts. These stones, incorporating small quantities of mica and silica, contribute to the unique quality of the grinders. A skilled labour force in the cluster, numbering in the thousands, underscores the city's capacity for sustained production and craftsmanship.

Coimbatore has become the hub of the wet grinder industry, providing livelihoods to over 2,000 families through manufacturing. This regional specialisation has elevated the district's economic landscape and played a pivotal role in making idli and dosa everyday staples in Tamil Nadu.

To enjoy soft idlis and crispy dosas, the Coimbatore wet grinder is an essential addition to your kitchen.



### EAST INDIA LEATHER

**Location: Dindigul and Tiruchirappalli**

East India Leather's distinctive warm pale golden tone renders it versatile for applications such as garments, shoes, furniture, and leather goods.

The genesis of East India Leather's tanning method lies in established Indian tanneries adopting European vegetable tanning for the British East Company in the 19th century. A Frenchman, Charles De Susa's introduction of Myrobalan (*Terminalia Chebula* - Kadukkai in Tamil) in leather tanning, specifically to counter colour darkening in avaram bark-tanned leather, birthed the enduring East India tanning technology.

Post the 1857 revolt, logistical challenges prompted the British East India Company to establish additional tanneries in Dindigul and Tiruchirappalli, meeting leather demands in Europe and Japan. The unique tanning process of East India Leather encompasses nuanced visual changes under sunlight examination and the quality of water used.

Crafted eco-friendly, East India Leather boasts of an unmistakable sound, unique feel, particular fragrance, and adequate water perspiration capabilities. In essence, East India Leather embodies a rich history and combines innovation, sustainability, and versatility in leather craftsmanship.

If you are looking for classy leather goods with old-world charm, try some East India Leather products.

