

## FORM GI – 1

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

(Filed in triplicate alongwith the Statement of Case accompanied by five additional representations of the Geographical Indication)

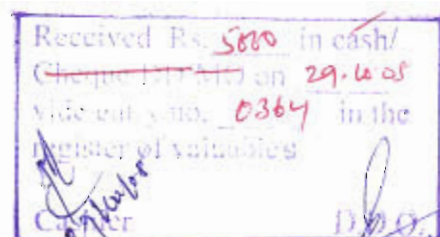
## GUNTUR SANNAM CHILLI

Section 11 (1), rule 23 (2)

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

### A & B) NAME AND ADDRESS OF APPLICANT/ASSOCIATION:

Spices Board,  
Ministry of commerce and Industry,  
Sugandha Bhavan,  
N.H.Bypass,  
PB No. 2277,  
Palari vattom, (PO),  
Kochi 682 025.



### C) TYPE OF GOODS/ CLASS:

Chillies being spices falling in class - 30

### D) SPECIFICATION:

- The Guntur Sannam chilli is generally known to trade as S4 type chilli, and is mainly used for its pungency and for the extraction and derivation of capsaicin. .
- The Guntur Sannam chilli belongs to *Capsicum Annum var longum* variety with long fruits (5 to 15 cms. in length) and diameter ranges from 0.5 to 1.5 cms, has thick skin
- It is hot and pungent with average pungency of 35,000 to 40,000 SHU.
- The chilli is red with ASTA colour of about 32.11.
- The content of Capsaicin in Guntur Sannam Chilli is about 0.226% and it is also rich in Vitamin C (185 mg/100g.) and Protein (11.98g/100g).



## E) NAME OF THE GEOGRAPHICAL INDICATION:

# GUNTUR SANNAM CHILLI

## F) DESCRIPTION OF GOODS:

The word **Sannam** in Telugu means thin or long. The very name of the chilli indicates two facts-the description of the fruit and more importantly the strong antecedents arising from Andhra Pradesh. Atleast 4 grades of Sannam chillies are known to exist. They are-

- S.S. –Sannam Special-which is light red in colour, shining, with length of 5cm and more.
- S.G.-Sannam General-which is light red in colour, shining skin, with length of 3 to 5 cms.
- S.F. – Sannam Fair-which is blackish a dull red in colour with length of 3 to 5 cms.
- N.S.- Non Specified-This is not a regular grade, and is meant to meet specific requirements of the buyers which are not covered under regular grades.

Guntur Sannam chilli has got its specific characteristics which have enabled it to earn international and national acclaim. Sannam chilli is generally known to trade as S4 type chilli, and is mainly used for its pungency and for the extraction and derivation of capsaicin. The following are the chief attributes/characteristics of Guntur Sannam chilli:

- The **Guntur Sannam chilli** belongs to *Capsicum Annum var longum* variety with long fruits (5 to 15 cms. In length) and diameter range from 0.5 to 1.5 cms.
- The chilli has thick skin,
- The chilli is hot and pungent with average pungency of 35,000 to 40,000 SHU.
- The chilli is red with ASTA colour value of about 32.11.
- The content of Capsaicin is about 0.226%.
- This chilli is rich in Vitamin C (185 mg/100g.) and Protein (11.98g/100g).



### **G) GEOGRAPHICAL AREA OF PRODUCTION AND REQUIREMENTS:**

Guntur Sannam chilli is cultivated, processed and made available mainly from Guntur district of Andhra Pradesh. It is also grown in neighbouring regions, namely in the Districts of Prakasam, Warangal and Khammam.. Guntur Sannam chilli requires a warm and humid climate for its growth and dry weather during period of maturation. The crop can be grown in altitude upto 2100m. Black soils with pH 6 to 7 which retain moisture for longer periods are suitable for rainfed crop whereas well drained chalka soils, deltaic soils and sandy loamy soils are good under irrigated conditions. Other details pertaining to geographical requirements are enclosed in ***Annexure-A***.

### **H). PROOF OF ORIGIN:**

Sannam chilli belongs to the variety *Capsicum annum*. It is well known as a commercial crop used as a condiment, culinary supplement or as a vegetable. Among the spices consumed per head in India, dried chillies contribute a major share.

Chilli was known to Indians about 400 years ago. Globally, India stands first in the production of chilli and in India, Andhra Pradesh leads in its production. Andhra Pradesh alone commands 46% of the chilli production in India. The very fact that ethymologically, the word Guntur Sannam chilli has its origin in Telugu only confirms its Andhra Pradesh origin. The word Sannam stands for thin or long in Telugu.

Foreseeing the potential for chilli production in this region, the Govt. of Andhra Pradesh started a Regional Research Station at LAM near Guntur three decades ago which works on research aspects of chilli as well. Guntur has been associated with chillies for long decades and hence the prefix Guntur for the name of this chilli is justified.

At present, chilli has become one of the most important cash crops and thousands of people directly depend on the cultivation of this spice for their livelihood.

## I). METHOD OF PRODUCTION:

### PRE HARVESTING TECHNIQUES

Guntur Sannam chilli has specific requirements in its means of production for attaining an ideal /optimum level of production. The crops are highly disease prone and need special care and attention to ensure healthy pest free yield. The various processes involved in **Pre harvesting phase** of the Guntur Sannam chilli are elaborated in **Annexure-B**.

### POST HARVEST STAGES

#### Harvesting and storage

The time and stage of harvesting of chilli is governed by the purpose for which it is grown. Harvesting season for Guntur Sannam chilli is from December to May when the pods are well ripened and partially withered in the plant itself. The ripe fruits are plucked by hand at frequent intervals in three to six pickings. After harvesting the chillies are heaped overnight either indoor or in shade away from direct sunlight for 2 to 3 days to hasten ripening of partially ripened fruits, to reduce the percentage of white chillies and to develop uniform red colour.





**Drying:** Then Sun drying practice is followed to dry the chilli for sale. The heaps of harvested chilli pods are spread on the drying yard in layers of about two –three inches thickness.

The drying floor is usually prepared by levelling the fields in each season. Farmers also use concrete platforms or tarpaulins or polythene sheets for drying to get contamination free good quality produce. Pods have to be spread out in thin layers for uniform drying with frequent stirring which is essential for preventing mold growth and discoloration. Chilli takes around 10 to 15 days for sun drying to ensure quick and uniform drying. Solar chilli driers , ploy house dryers are used for better quality free from TALU (discoloured pods) aflotixin and other contamination. Chillies are dried upto 8 to 10% moisture level.



Well dried pods after removing the extraneous matters like plant parts, etc. should be packed in clean, dry gunny bags and stored ensuring protection from dampness. Dunnage has to be provided to stack the packed bags to prevent moisture ingress from the floor. Care should be taken to stack the bags at 50 – 60 cms. away from the wall. Storing chillies for longer period may lead to deterioration. However, if cold storage

facilities are used, the product can be stored for 8 to 10 months. Insects, rodents and other animals should be effectively prevented from getting access to the premises where chillies are dried/stored.

## **J) UNIQUENESS OF GUNTUR SANNAM CHILLI:**

The Guntur Sannam chilli is generally known to trade as S4 type chilli, and is mainly used for its pungency and for the extraction and derivation of capsaicin. Guntur Sannam chilli has got some special characteristics which have enabled it to earn international and national acclaim. The following are the chief attributes/characteristics of Guntur Sannam chilli:

- belongs to *Capsicum annum var longum* variety with long fruits (5 to 15 cms. In length) and diameter range from 0.5 to 1.5 cms.
- has thick skin,
- is hot and pungent with average pungency of 35,000 to 40,000 SHU.
- the chilli is red with ASTA colour of about 32.11.
- the content of Capsaicin is about 0.226%.
- is rich in Vitamin C (185 mg/100g.) and Protein (11.98g/100g)
- The peak harvesting season is from December to May.

Guntur Sannam chilli is cultivated, processed and made available mainly in Guntur district and from neighbouring regions, namely in the Districts of Prakasam, Warangal and Khammam.. Guntur Sannam chilli requires a warm and humid climate for its growth and dry weather during period of maturation. The crop can be grown in altitude upto 2100m. However optimum altitude for this crop is about 500m. Black soils with pH 6 to 7 which retain moisture for longer periods are suitable for rainfed crop whereas well drained chalka soils, deltaic soils and sandy loamy soils are good under irrigated conditions.

The uniqueness of a Geographical Indication arises from factors which are

- (a).special climatic conditions specific only to a particular geographical region  
and
- (b). the special characteristics of the product which stand out .

The Guntur Sannam chilli has all the specific attributes that are mentioned above relating to its colour value, pungency value, length of the fruit, being of a particular genus and species, and at the same time being produced in the region surrounding Guntur, and other neighbouring districts of Khammam, Warangal and Prakasam. Therefore only those chillies which have all the above attributes , satisfy the

technical combinations as those mentioned above and are grown in and around Guntur region can be categorized as Guntur Sannam chilli. This chilli has established itself with its special characteristics which have earned much national and international acclaim.

Considering its demand, and taking into consideration the needs of the producers and in turn the consumers there is a special need to preserve and protect the identity of this brand of chilli by securing for it a Geographical Indication.



The quality and novelty that we see today in GUNTUR SANNAM CHILLI is the product quotient of the geography, competence, skill and zeal from the resources of Guntur. Guntur has become a synonym for chilli and both together represent a symbol of quality. Thus Guntur and chilli are so enmeshed together that they cannot be separated.

## **K) UTILITY VALUE**

Chilli forms an indispensable condiment in every household. Apart from imparting pungency and red colour to the dishes it is a rich source of vitamins and has medicinal properties. The pungency of chilli is due to the presence of capsaicin and the red colour due to carotenoid pigments such as capsanthin and capsorubin. As the demand for natural pigments is growing, the demand for chilli in the world market is bound to increase.

Chillies contain powerful medicinal properties. Capsaicin, an ingredient of chilli is used as a chemical ingredient in many pain balms, liniments, carminative tonics, etc. chillies act as antioxidants that fight cholesterol, diabetes, cataract, osteoarthritis and rheumatoid arthritis and they even burn calories. A chilli poultice will heal sores even in an ulcerated stomach. Right amount of chillies are good for kidneys, spleen and pancreas, wonderful for Lock-jaw. Chillies are an excellent source of

Vitamins and Minerals. Chilli fruits contain vitamins B,C and provitamins A(Carotene) in fresh stage. They contain seven times more Vitamin C than an orange. Chillies with food stimulate taste buds and thereby increase the flow of saliva which contain 'amylase',inturn helping digestion. Chillies lend a helping hand to cure Sore throats, congestion, sluggish digestion, varicose veins, ulcers, laryngitis, blood pressure, insomnia, flu and such other infections. The chilli colour is being used as a natural colorant in food stuffs in place of synthetic dyes which are harmful. It is also used for seasoning of eggs, fish and meat preparations, sauces, chutney, pickles, sausages, etc.

The fruits are picked when they turn bright red and are dried to retain the colour and reduce Microbial growth. Chilli is mainly consumed as ground spice powder in cuisine. The oil extracted from the chilli called Oleoresin is being used in food industries, confectioneries, cosmetic industry, beverage industry for toning of fresh wine, meat industry, pharmaceutical industry, poultry and cattle feed industry and as a dye in textile industry.

Chilli is much sought after for its Oleoresin content which is used abroad as a substitute for paprika Oleoresin.The Oleoresin industry currently have tie up with traders for the procurement of the chilli for oleoresin manufacture.

India contributes 50% of the world chilli production. Out of which 90% of the production is used in India whereas 10% is exported. Malaysia, Srilanka, Bangladesh, America, Europe, Nepal, Indonesia, Mexico are the nations which import chilli from India. In recent years China and Pakistan have been competing with India in the chilli trade in the world market.

## **L) INSPECTION**

Spices Board has implemented the scheme of mandatory sampling and testing since October, 2003 for chillies and chilli products exported from India for Sudan dye and aflatoxin. Samples from all over India are collected by authorized sampling agencies/Spices Board officials and sent to Quality Evaluation Laboratory at Kochi. Samples will be analysed and analytical test reports are issued within 24 hours of sample reaching the laboratory.

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**M) SPICES BOARD'S ROLE FOR PROTECTION OF GUNTUR SANNAM CHILLI GROWERS:**

Spices Board is implementing the following programmes for improving quality of the Guntur sannam chilli produced by the farmers.

- a. Integrated Pest Management
- b. Supply of HDPE/Silpauline sheets to the farmers for hygienic drying of chillies
- c. Assistance for construction of drying yards for hygienic drying of Guntur Sannam chillies
- d. Quality improvement training programmes for farmers, traders and officers of Horticulture and Agriculture Departments on pre and post harvest improvement aspects.
- e. Setting up of Spice park (common infrastructure facilities for cleaning, grading, processing, packaging etc.) for chilli in Guntur. Spice Park is a new concept to reach out spice growers in various spice growing states and empower them to improve the quality of the spice produced by them through off farm quality improvement. This will help them to avoid spoilage of their produce through contamination, improper storage etc.
- f. Establishment of regional Quality evaluation Laboratory at Guntur.

Spices Board is also undertaking the following promotional activities to boost export of spices including Guntur Sannam chilli, which in turn help the farmers to get remunerative price for their produce.

- Adoption of Hi-tech processing
- Technology and Process Upgradation in processing units
- Upgrade/establish quality facilities/procedures
- Packaging development and Bar Coding
- Sending business samples abroad
- Trade promotion tours
- Brochure printing
- Participation in international fairs/seminars

## **N) PRODUCTION:**

During 2007 January, the price of chilli in the Guntur market has doubled reaching an average of about Rs.57.50 per kg. The reason attributed for this rise is said to be the rise in demand and fall in production. Thus it is the right time to protect and promote the cultivation of chilli and in turn the cultivators. In this race, the Guntur Sannam Chilli holds the first position as it is the most unique and internationally accepted variety among the Indian produce. Hence it is our duty that we meet all the quality requirements of the importing nations and also see to it that it is indeed Guntur Sannam itself that reaches the international and domestic markets failing which it would be the nation itself with the genuine cultivators who would suffer.

District-wise Area and Production of Guntur Sannam chilli in tabular form is given in *Annexure-C*.

## **O). PACKING**

After harvest, the Guntur Sannam chillies are adequately dried, trampled upon, flattened and packed in gunny bags. Few spice processing/exporting companies have their production units in Guntur.

## **P) MAJOR MARKETING CENTRES**

Guntur, Warangal and Khammam of Andhra Pradesh are major marketing centers for Guntur Sannam Chilli

## **Q) EXPORT**

India is one of the most prominent exporters of quality chilli. Unfortunately only about 9% of the actual produce is exported as the rest is required to satisfy the domestic needs. Chillies are mainly exported to USA, Sri Lanka, Bangladesh, Malaysia, Nepal, UAE, UK, etc. Chillies are exported in different forms, as dry fruits, seeds, chilli powder, chilli crushed, oleoresin, etc. The Guntur Sannam variety is also exported in all these different forms. In 2007-2008, about 1,97,000 MT of whole chilli dried/powder was exported for a value of Rs.1061 crores. All the other forms like green chilli and extracts also contribute in the like nature to the national exchequer. Among the total exports, Guntur Sannam constitutes more than 70%.

India holds a formidable position in world spice trade with approximately 48% in volume and 44% in value. During 2007-08 India exported 444250 MT of spices worth Rs.4435.50 crores out of which chilli occupies the first position in terms of volume and second position in value. Details pertaining to Export of Guntur Sannam chilli are given in *Annexure-D*.

## **CONCLUSION:**

In the year 2007, it was observed that the price of chilli in the Guntur district had doubled reaching an average of about Rs.57.50 per kg. as according to January 2007 rates. The reason attributed for this rise is said to be the rise in demand and fall in production. Thus it is the right time to protect and promote the cultivation of chilli and in turn the cultivators. In this race Guntur, Sannam holds the first position as it is the most unique and internationally accepted variety among the Indian produce. Hence it is our duty that we meet all the quality requirements of the importing nations and also see to it that it is indeed Guntur Sannam chilli itself reaches the international and domestic markets or else it will be the nation together with the genuine cultivators who will suffer.

One important requirement to promote export is to meet the stringent requirements of importing or buying countries for which such protection is inevitable especially to a brand like Guntur Sannam chilli which is the most sought after chilli internationally. So this application is filed by the Spices Board the sole agency to classify and name the spices and measure their quality so as to promote them. The Board has set up a Laboratory in Guntur to save the cause. Besides the Board has endured huge investments in this field for quality and producer appraisal, the most recent being the setting up of solar dryers valuing about 8 crores thereby enabling the cultivators to bring out quality produce. In a broader sense, the Spices Board, through its mandate protects the interests of the cultivators also. So this application is filed to protect the national as well as producers' interests.

The applicant hereby prays to the Hon'ble Registrar of the GI Registry to kindly grant registration to GUNTUR SANNAM CHILLI in class 30 under the Geographical Indications of Goods(Registration and Protection) Act, 1999.

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

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

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

NOT APPLICABLE

Dated at Chennai on this the 22<sup>nd</sup> day of October, 2008



SIGNATURE OF APPLICANT/ AGENT

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