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**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)

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

FORM GI-1

A

Application for the registration of a geographical indication in Part A of the Register Section 11 (1), Rule 23(2) Fee: Rs.5,000 (See entry No.1A of the First Schedule)

1. Application is hereby made by for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars :-

- Name of the Applicant : HALEEM MAKERS ASSOCIATION
- Address : 20-4-140/128, Plot No. 129, Shalibanda, Hyderabad 500 002, Andhra Pradesh, India
- List of association of persons/producers/organization/authority: To be presented at request.
- Type of goods: Meat preparation / extract
- Specification: Class 29
- Name of the geographical indication [and particulars] :- 'HYDERABAD HALEEM'
- Description of the goods: HYDERABAD HALEEM is a meat based product with wheat and ghee as other main ingredients along with spices slow cooked to obtain a pasty like end product. Some variants like Vegetable Haleem are also prepared of late.
- Geographical area of production and map : Hyderabad, India (17° 20' N, 78° 30' E)
- Proof of origin [Historical records]: The origin of Hyderabad Haleem can be traced to the days of the Asaf Jahi dynasty. More particularly during the Holy month of Ramzan which is the ninth month of the Islamic Calendar when, followers of Islam i.e., Muslims observe fast during the entire day time beginning and end it in the evenings which is Called 'Iftar' which is the meal consumed after the evening prayer 'Maghrib'. In Hyderabad region of India, it is part of the tradition to have the high calorie haleem is believed to be a perfect way to break the fast with other food stuffs. Haleem is basically a meat (mostly mutton) based stew with wheat flour as the main ingredient. Lentils, Ginger & garlic paste, turmeric and spices are added to it.

- Method of Production: Haleem literally means "patience" because it involves long hours of preparation. It is made of wheat, mutton, onions and ghee with sprinkling of spices. It is served with lemon and mint leaves with a gravy. Hyderabad Haleem is slow cooked in a bhatti (cauldron covered with mud and brick).
- Uniqueness : Careful cooking of the ingredients in slow fire for 7 – 8 hours with appropriate mix of spices, ghee and condiments, accompanied by stirring, finally yield the high calorie stew 'Hyderabad Haleem". The cooks with the traditional background from Hyderabad (deccan) region who have mastered the art from generations since the Asaf Jahi Nizam period, have the culinary skills perfected for preparing the Hyderabad Haleem
- Inspection Body: Efforts are made to include National Research Centre on Meat, Chengicherla, Uppal (Post) Hyderabad – 39, an organization coming under Indian Council of Agricultural Research (ICAR) to act as inspection body to oversee the adherence of standard of raw materials, especially meat which is a main ingredient of the product.

Along with the Statement of Case in Class 29 in respect of meat product/extract in the name(s) of Haleem Makers Association whose address is 20-4-140/128, Plot No. 129, Shalibanda, Hyderabad 500 002, Andhra Pradesh, India who claims to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use since in respect of the said goods.

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.

Fox Mandal Little, Solicitors & Advocates, "FM House" # 25, HUDA Residential Complex, Road No.02, Banjara Hills, Hyderabad 500033, India.

SIGNATURE



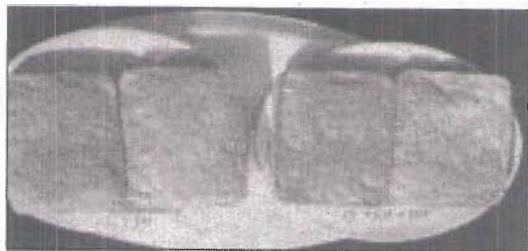
RAVI S

NAME OF THE SIGNATORY



Curry leaf powder—A promising spice ingredient for meat products

Use of curry leaf powder in formulation of meat blocks, nuggets, patties, kababs, idlis of chicken and pork, was found to be highly palatable. Flavour retention of meat products on storage was better with curry leaf powder. Chicken nuggets with curry leaf powder were rated 'very good to excellent' by



90% of the consumers, suggesting curry leaf powder as a potential low cost desirable spice ingredient for meat and meat products

Haleem—A traditional meat product

Haleem a traditional meat product of Hyderabad is particularly prepared during the holy month of Ramzan. The product was characterized and evaluated for various physico-chemical properties (70% moisture, 5–8% protein, 5–6% fat, pH 6.4 to 6.5) and sensory attributes. The product could be stored for 15 days under refrigerated ($4 \pm 1^\circ\text{C}$) storage conditions. Though, the product is mainly consumed in and around Hyderabad city, recently few commercial agencies are venturing to airlift their branded products in chilled condition to gulf countries.

in the development of processed meat products. Low cost ragi flour with balanced amino acids and rich source of calcium, iron and phosphorous was used as a binder (5% substitution of meat) for the preparation of chicken products. This unconventional binder significantly increased cooking yield, colour and other sensory attribute of chicken patties. Sweet potato flour and tapioca powder as binders increased the cooking yield and sensory attributes of restructured pork blocks.

Meat products: Methodologies for preparation of enrobed chicken nuggets and chunks from tough goat meat and pork, meat based idli and buffalo meat samosa with frozen shelf life of 2 months, were developed. The sensory quality of enrobed meat patties during storage improved by incorporating antioxidants.

Equipment: Tandoor hook hanger was developed for producing a variety of tandoor cooked meat specialties.

Yak

Dressing yield: Dressing percentage of yak meat ranged from 48.6 to 55.4% depending upon the age of the yak. Moisture, protein, fat and ash in raw yak meat were 74.82–78.15, 19.10–22.50, and 1.20–1.97 and 0.90–1.16%, respectively. Total microbial load in raw meat was $2-4 \times 10^5$ cfu/g.

Improvement of quality of fresh meat

Technology was developed to enhance the lean meat colour using low cost natural ingredients. Marination of fresh meat chunks with 1% w/w aqueous extract of arecanut powder at 4°C for 24 hr significantly improved buffalo meat colour (redness). Appearance improved without affecting other quality characteristics. Injecting buffalo meat with 5% by weight of 0.5 or 1% sodium ascorbate solution extended retail colour display life of buffalo breast meat. A 3% tetra sodium pyrophosphate and sodium bicarbonate in 2% sodium chloride solution through dipping or injection improved water holding capacity and cooking yield of broiler breast meat.

Technologies for meat processing sector

Comminuted milk products: Various binders were evaluated for development of processed meat products. Products developed with corn flour as binder showed higher yield, less frying loss and highest sensory scores when compared with wheat, flour, rice flour and maida. Cost of the corn flour is however two to three times higher than other binders. Few low cost binders were tried

Quality control and regulations

Few countries approved the use of organic acid for reducing microbial contamination of meat. Effects of 2% lactic acid, 3% acetic acid or 2% lactic acid on physico-chemical sensory and microbiological analysis were investigated and showed lower plate counts with reduced meat colour. Presumptive *E. coli* O157:H7 was recovered from goat meat even after treatment with organic acids. Combination of lactic acid with ascorbic acid showed better colour scores. The surface bio-contamination of carcass, organs, personnel, and slaughterhouse environment was evaluated by using the easy-to-handle Hi-tech flexi-plates. Pelt, abdomen, hindquarters, clothes, knives and potable water significantly contributed to bio-contamination of carcasses (meat) especially during slaughtering, skinning, evisceration. Shelf life of indigenous ready to eat meat products was evaluated. At 4°C , chicken *kolha* had a shelf life of 12 days. Shelf life of chicken fingers, chicken nuggets and frozen mutton mince at -20°C was 80, 80 and 37 days, and pH 6.54, 6.18, and 6.30 respectively. Breaded chicken burgers purchased from a local retail shop could be stored at

(Supporting document)

HYDERABAD HALEEM

GI - Application

ADDITIONAL REPRESENTATION

Method of preparation of 'HYDERABAD HALEEM'

Ingredients:

a) Basic Ingredients:

The three main ingredients for Hyderabad Haleem are Gosht (meat obtained from sheep/goats (slaughtered by Halal method), Ghee (clarified butter obtained from buffalo milk) and Gehun (wheat of sharbati variety). These three essential ingredients are added in equal quantities, (in local parlance, 'teen gaf hamwazan', which literally means, equal measures of Gosht, Gehun and Ghee) are to be used for preparation of Hyderabad Haleem.

b) Other ingredients:

Further, spices like Elaichi (Cardamom), Shajeera (Black Cummin), Hari Mirch (Green chillies), Dhaniyaa (Coriander), Adrak (ginger), Lahsun (garlic), Dalchini (Cinnamon), Kababchini (All spice), Zeera (Cummin Seeds), Kali Mirch, (black pepper), Zafran (saffron), Haldi (turmeric); dal (lentils); nuts like Badam (almonds), Pista (pistachio nuts); milk (obtained from buffaloes), Gulab-ki- Kali (Rose petals), Pyaz (Onions) are added to enhance the aroma and taste along with Basmati rice.

Method of production:

Arrangement for heating and utensils used for the production :-

The bhatti (furnace) for making Hyderabad Haleem is essentially made of an earthen work structure with usage of bricks. Since only firewood is used for heating the furnace, while making Hyderabad Haleem, adequate care is taken to ensure enough quantities of firewood is available for the entire process. The Copper vessels made for making Hyderabad Haleem are provided with a coating inside with 'Khalai' periodically during the period when Hyderabad Haleem is made.

The process of manufacture of Hyderabad Haleem:

The total process for making of Hyderabad Haleem consumes about 12 hours. Gosht (Meat or mutton) essentially obtained from lambs/goats which are slaughtered by Halal method are procured from slaughter houses and abattoirs around Hyderabad (Deccan) city with bones (except leg bones) and the ghost is cleaned. Prior to that the copper vessels are filled with pure drinking water in appropriate quantities and placed over the bhatti. The bhatti is heated with firewood and care is taken that the heating is done in temperatures approximately at 80°C. Since the special taste of the dish of Hyderabad Haleem is attributed to its slow cooking (continued heating in lesser temperatures), adequate care is taken that the heating is not excess and temperatures never go beyond the specified limit which is perfected art by the traditional cooks over the decades. To the pure water, which gets heated, Dhaniyaa (Coriander powder), Hari mirch (green chillies), Haldi powder (turmeric powder) and ginger garlic paste are added and to this mixture, the cleaned gosht (mutton) is added and heated for 5 hours. The mutton gets mixed with the ingredients and forms a homogeneous mixture.

At this stage, the wheat (sharbati variety) which is soaked in clean water the previous night is added to this boiling mixture of mutton. After allowing this to be heated under pressure (by keeping the copper vessels in closed condition) and controlled temperature for an hour, Elaichi (Cardamom), Shajeera (Black Cummin), Dalchini (Cinnamon), Kababchini (All spice), Zeera (Cummin Seeds), Kali Mirch (black pepper), Zafran, (saffron), Badam (almonds), Pista (pistachio), Gulab- ki-kali (rose petals), dal (lentils), are added. Further, buffalo milk, pure ghee and appropriate quantity of salt is added at this stage.

The above mixture is then mixed well with 'Kabgirs' (metal stirrers). After mixing well, the copper vessels are closed with lid and the mixture is allowed to boil under controlled pressure and temperature. After sufficient heating is done, the firewood used for heating the bhatti is removed and water is poured from downwards. Then, the open space in the bhatti for inserting fire wood is sealed. The mixture of Haleem is allowed as such in this

condition under pressure for 5 hours, thus the total time consumed is 11 hours. Then during the last hour (12th hour), the lid of the copper vessel is opened, and using 'ghota' (wooden stirrer) the mixture of meat and wheat is mashed well so that all the ingredients including spices are mixed together. At this stage again molten pure ghee is added to obtain Hyderabad Haleem.

Preparation of 'teera' (gravy):

Separately a 'teera' (gravy) is prepared by adding chopped onions, red chilly powder, turmeric powder, coriander powder to boiling ghee and fried till the ingredients attain a brown colour.

Achieving the end product of 'Hyderabad Haleem':

The Hyderabad Haleem, which is produced in the Copper vessels over the bhattis is poured in plates and over which the 'teera' (gravy) is added. To this fried onions, mint leaves and cut lemon pieces are topped to get the final product of Hyderabad Haleem.

Supporting documents produced:

Extract from the publication of Indian Council of Agricultural Research (ICAR)

<http://www.icar.org.in/files/ar0607/04-Livestock.pdf>

It is stated in page 39, as

"Haleem – A traditional meat product" Haleem a traditional meat product of Hyderabad is particularly prepared during the holy month of Ramzan. Though the product is mainly consumed in and around Hyderabad city, recently few commercial agencies are venturing to airlift their branded products in chilled condition to gulf countries.