

भारत सरकार /Government of India  
वाणिज्य और उद्योग मंत्रालय /Ministry of Commerce & Industry  
(उद्योग संवर्धन और आंतरिक व्यापार विभाग)/  
(Department for Promotion of Industry & Internal Trade)  
पेटेंट्स, ट्रेड मार्क, भौगोलिक संकेत और सेमी-कंडक्टर अनुभाग / Patents, Trade Mark,  
Geographical Indication and Semi-Conductor Section

\*\*\*\*\*

वाणिज्य भवन, नई दिल्ली-110001  
Vanijya Bhawan, New Delhi – 110001  
Dated: 18<sup>th</sup> November, 2025

**PUBLIC NOTICE**  
**FOR INVITING COMMENTS AND SUGGESTIONS ON**  
**“Guidelines for use of Geographical Indication (GI) Logo – reg.”**

The Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India, is in the process of developing comprehensive guidelines for the use of the Geographical Indication (GI) Logo. The draft guidelines are attached with this notice.

2. General public and concerned stakeholders are hereby invited to submit their comments and suggestions regarding formation of said Guidelines. These comments and suggestion may be sent to the email addresses [ipr4-dipp@nic.in](mailto:ipr4-dipp@nic.in) and [ak.gupta38@nic.in](mailto:ak.gupta38@nic.in). The deadline for submitting comments and suggestions is 18.12.2025.



(अरुण कुमार गुप्ता /Arun Kumar Gupta)

अवर सचिव, भारत सरकार

Under Secretary to the Govt. of India

दूरभाष/Tel.: 011 2303 8969

ईमेल आईडी/Email: [ak.gupta38@nic.in](mailto:ak.gupta38@nic.in)

अवर सचिव/Under Secretary

उद्योग संवर्धन और आंतरिक व्यापार विभाग/Dept. for PI & IT

वाणिज्य एवं उद्योग मंत्रालय/Ministry of Commerce & Industry

वाणिज्य भवन, नई दिल्ली

Vanijya Bhawan, New Delhi



DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



अद्भुत भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India

Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

# **Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo**

**OCTOBER 2025**

**Government of India  
Ministry of Commerce and Industry  
Department for Promotion Industry and Internal Trade**

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### Table of Contents

<b>DRAFT GUIDELINES FOR THE USE OF GEOGRAPHICAL INDICATION (GI) AND GEOGRAPHICAL INDICATION LOGO.....</b>	<b>3</b>
1.    REGULATIONS.....	3
1.1      THE GEOGRAPHICAL INDICATION (REGISTERED NAME) AND GEOGRAPHICAL INDICATION LOGO.....	3
1.1.1 Permissible Use of Geographical Indication (Registered Name) and Geographical Indication logo.....	4
1.1.2 Restrictions on the Use of Geographic Indication (Registered Name) and Geographical Indication Logo & Exceptions.....	4
1.2.    THE GI LOGO.....	8
1.2.1 Specifications of the GI Logo.....	9
1.2.2 Display Location of the GI Logo.....	10
1.2.3 Optional Indication of GI Registration Number.....	11
1.2.4 Regulation on the Usage of the GI Logo.....	11
2.    EXCEPTIONS.....	11
3.    DISCLAIMER.....	12
<b>ANNEXURE I.....</b>	<b>13</b>
<b>Check list for use of GI name and Logo.....</b>	<b>13</b>

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### **DRAFT GUIDELINES FOR THE USE OF GEOGRAPHICAL INDICATION (GI) AND GEOGRAPHICAL INDICATION LOGO**

The registration and protection of Geographical Indications is based on *sui-generis* legislation, the Geographical Indications of Goods (Registration and Protection) Act, 1999 (referred to as GI Act herein). As per this Act, Geographical Indications refers to an indication which identifies goods as agricultural, natural, or manufactured goods (including handicrafts, food items) as originating, or manufactured in a definite geographical territory, where a given quality, reputation, or other characteristic of such goods is essentially attributable to its geographical origin; in case of manufactured goods, one of the activities of either production or processing or preparation takes place in such territory, region, or locality.

This guideline is intended to strengthen the Geographical Indication (GI) ecosystem in India. The guideline aims to provide clear regulatory and procedural directions for the proper use, protection, and promotion of registered GI goods. These guidelines aim at supporting genuine producers/artisans and enhancing consumer trust - both within India and internationally. These guidelines are for producers, artisans, distributors, retailers, and any of those who are involved in using geographical indications on goods under the GI system.

### **1. REGULATIONS**

#### **1.1 THE GEOGRAPHICAL INDICATION (REGISTERED NAME) AND GEOGRAPHICAL INDICATION LOGO**

In simple words, “[a] Geographical Indication is an indication that includes registered name or any sign which identifies goods that come from a particular place and have special qualities or reputation because of that geographical location.”

This guideline explains when GI (registered name) and GI Logo are allowed and not allowed to be used. Only the following are allowed to use GI (registered name) and GI Logo on their goods:

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

- **Authorized User(s) (AUs)** is the person(s) who is registered with the Geographical Indications Registry and is authorized to use the registered Geographical Indication (registered name) and Geographical Indication Logo on the specified goods.
- Any person who has **assent of the authorized user(s)** or **procures the goods directly or indirectly from the authorized user(s)** of such goods including dealers, packagers, any intermediaries in the supply chain of such goods as below:
  - **Dealer(s)**: A person who deals or trades in such goods including retailers, wholesalers, distributors, and exporters;
  - **Packager(s)**: A person who is involved in packaging of such goods;
  - **Intermediaries**: Any middlemen involved between producer and end user.

### 1.1.1 Permissible Use of Geographical Indication (Registered Name) and Geographical Indication logo

GI (Registered Name) and GI Logo shall only be used by the registered Authorized User(s) (AUs) or any person who has assent of the authorized user(s) or is procuring the goods directly or indirectly from the authorized user(s) as defined above. The GI (Registered Name) and GI Logo must be applied to goods that originate from the geographical region specified during registration and must maintain the methods, quality, and reputation as defined.

For example, 'Darjeeling Tea' can only be used on tea produced by producers located in the Darjeeling region who follow approved production, plucking, and processing methods as specified during registration and as approved by the Registry at the time of acceptance of the application and published as part of the final application in the GI journal and are registered as Authorized User(s) or any person who has assent of the authorized user(s) or is procuring the goods directly or indirectly from the authorized user(s) as defined above.

Kolhapuri Chappal can only be used on chappals crafted by the artisans registered as Authorized User(s) who follow approved production and processing methods, and meet the specifications (unique characteristics) as specified during registration and as approved by the Registry at the time of acceptance of the application and published in the journal or any person who has assent of the authorized user(s) or is procuring the goods directly or indirectly from the authorized user(s) as defined above.

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### 1.1.2 Restrictions on the Use of Geographic Indication (Registered Name) and Geographical Indication Logo & Exceptions

Unauthorized or misleading use of GI (Registered Name) or GI Logo is prohibited, especially when such usage could deceive consumers or dilute the reputation of GI registered goods. Use of a GI (Registered Name) and GI Logo is **not permitted** if:

- The user is not an **Authorized User (AU)**.
- The goods do **not originate** from the defined geographical area.
- The goods do **not conform** to production or manufacturing practices outlined during registration.
- The goods do **not conform** to product specifications and quality standards outlined during registration.
- Any person who does not have assent of the Authorized user or is **not procuring** the goods from the **Authorized User(s)** of the goods directly or indirectly including dealer(s), packager(s), or any intermediaries in the supply chain.

**Example 1:** A company selling silk sarees from Punjab and passing off the same as Kancheepuram without being an Authorized User or not following weaving practices as specified during registration, is violating the Act.

**Example 2:** A non-Alphonso mango labeled as 'Alphonso' is illicit if the mango does not originate from designated geographical area or fails to meet the specification and quality standards set under the GI registration.

The restrictions cover all forms of commercial use and promotion, including:

- **Goods packaging and labelling:** Including but not limited to tags, wrappers, stickers, or branded boxes.
- **Online platforms:** Including but not limited to meta-tags, digital ads, e-commerce listings, social media posts.
- **Physical advertising:** Including but not limited to billboards, posters, point-of-sale materials.
- **Commercial documents:** Including but not limited to invoices, bills of lading, certificates of origin.

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### 1.1.2.1 Scope of Regulation

The scope of regulation on the use of GI (Registered Name) and GI Logo applies to:

- (i) Specific goods registered under a particular classification; and,
- (ii) <sup>1</sup>Products manufactured or processed using those registered goods as raw materials or ingredients.

The term “classification” refers to the categorization of goods under the Geographical Indications of Goods (Registration and Protection) Act, 1999 as amended from time-to-time and adopted by the Geographical Indications Registry, Government of India.

**Example 3:** GI (Registered Name) “Alphonso” under Class 31 (Fruits – Agricultural Products)

It is prohibited to affix the name “Alphonso” or any similar indication to non-registered mangoes, apples, pears, or similar fruits, as they fall within the same classification (Class 31). This restriction ensures the exclusivity of GI (Registered Name) usage only on mangoes from the designated geographical region and prevents misleading branding of products within the same class. The GI Logo must also not be used on such non-certified products.



**Example 5:** If a processed product (e.g., juice, jam, pickle) uses a registered GI product as its primary raw material, then the GI (Registered Name) can be mentioned on the label.

If the product **uses non-GI raw materials** (e.g., regular mangoes) but labels it with the GI (Registered Name) like **“Aphonso Mango Juice”**, this is considered **unauthorized use** under:

**Section 22(1)** – Prohibits false or misleading use of a GI on goods not originating from the registered region.

Moreover, if the product uses registered GI product (e.g. Alphonso Mango) even as its primary raw material, the GI Logo cannot be applied on such products.

<sup>1</sup> The GI logo shall not be used on products containing non-registered GI ingredients.

or

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### **1.1.2.2 Expressions/Indications identical or similar to GI (Registered Name) are subject to Regulation**

The use of the expressions or indications identical or similar to the GI (Registered Name) are restricted by the Geographical Indication of Goods (Registration and Protection) Act, 1999.

Expressions/indications whose appearance and pronunciation are confusing in a way that the consumers assumes that the products to which said expressions/indications are affixed have the same characteristics as the registered GI products are prohibited.

The following use of expression/indication is considered as identical or similar:

- when affixing the indication to products that do not satisfy the GI product standards
- Indication describing the production place of the genuine GI product (e.g., “Nashik Valley Wine” for non-Nashik Valley Wine).
- Terms/expressions like “style”, “type”, “method”, “kind”, “inspired by”.
- Translations or transliterations
- Indications with similar appearance or pronunciation including misspellings or phonetic tweaks intended to evoke a registered GI.

### **1.1.2.3 Exceptions**

The use of GI (Registered Name) does not apply in the following cases:

- Indicating a registered Trade Mark for which the application for Trade mark registration was filed, or the rights have been acquired through use in good faith prior to the registration under the GI of the Act.
- When indicating one's own name, famous pseudonym, professional name, pen name or famous abbreviation thereof without any wrongful intent.
- Indicating a generic term contained as a part of the registered GI.
- Certain non-commercial uses are allowed, including:
  - **Academic and educational use:** In textbooks, seminars, research reports.
  - **Journalistic and media use:** News coverage or documentaries on GI practices.

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

- **Cultural and historical references:** Museum exhibits or cultural records.

**Example 6:** A university publishing a study on “Pochampally Ikat weaving techniques” with visual references is exempt.

**In any case (restricted or exceptional), the GI Logo is not allowed to be used.**

### 1.2. THE GI LOGO

The GI Logo is a standardized emblem designed to signify authenticity, origin, and cultural value of GI registered goods from India.



The GI Logo comprises a circular monogram bearing the letters “GI” in a stylized form, enclosed within a saffron, white, and green tricolor tag, representing the Indian national flag. The I in logo resembles a pin that logos the geographical location, indicating that each GI has specific characteristics which are attributable to its place of origin. Accompanying the logo is the official tagline: *Hindi language - अतुल्य भारत की अमूल्य निधि and English language - Invaluable Treasures of Incredible India*,” underscoring the uniqueness and heritage of each good associated with a specific geographical origin.

This design not only distinguishes GI goods from generic commodities but also helps in easy identification/recognition by consumers, international branding, and protection against counterfeit goods. The use of the GI Logo is restricted, and it must not be altered, stylized, or

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

used deceptively. The GI Logo are integral components of good packaging, labelling, and promotional content and must be displayed in accordance with these guidelines.

### 1.2.1 Specifications of the GI Logo

The specifications of the GI Logo including design, color scheme, size etc. are defined as below. No one is allowed to use any other design as the GI Logo. This design format can be downloaded from DPIIT's or GI Registry website. ([LINK TO BE INSERTED](#))

#### 1.2.1.1 Design



This is the standard design for the GI Logo in full color. As a rule, this design standard should be used when using the GI Logo.

There is no upper limit on the size of the GI Logo. The Logo must be large enough to be easily identified by consumers without requiring magnification or additional effort. It must maintain clarity in print, especially when reproduced across various media such as cartons, labels, wrappers, brochures, or digital banners. For small-sized packaging or for directly affixing on the products, the Logo may be scaled down but must retain its original design ratio, color format, and tagline visibility. Any distortion, cropping, pixelation, or unauthorised resizing that compromises the visual identity or interpretability of the Logo is strictly prohibited. The minimum size in print or digital applications cannot fall below 15 mm and 42.5 PX.

#### ➤ Color

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

The colors of the individual components of the GI Logo are defined as follows.

	C 0 M 075 Y 100 K 0
	C 100 M 060 Y 0 K 0
	C 085 M 015 Y 100 K 065
	C 0 M 0 Y 0 K 100

It is also prohibited to add any kind of arrangements to the GI Logo such as not limited to change of the layout, change of the fonts and font style, change of the color scheme, change of the proportion of the components, translation of the words in the Logo, in particular:

- Do not frame the Logo
- Do not stretch or compress
- Do not de-emphasize any part of the Logo

### 1.2.2 Display Location of the GI Logo

The GI Logo must be displayed prominently on all packaging, labeling, and promotional materials related to registered GI goods. The Logo is a visual certification of authenticity and geographical origin, and its correct placement ensures visibility and consumer trust.

The GI Logo must be placed on the product packaging, where the customer would encounter it during use, along with other standardisation logos. Ensure that the GI Logo is placed such that it will not be distorted during the use of the packaging.

### 1.2.3 Optional Indication of GI Registration Number

Where a producer or seller opts to display its Geographical Indication (GI) Registration Number on the packaging, it must be printed directly below or adjacent to the GI Logo, without altering the design layout. The format typically follows the structure: "GI Reg. No. XXX-IN/YYYY", where "XXX" is the serial number and "YYYY" is the year of registration. For instance, a good like *Kullu Shawl* might carry the Logo: GI Reg. No. 019-IN/2005. This number serves as a unique identifier assigned during registration and ensures traceability, transparency, and legal accountability. Optionally, registered Authorized User number may be displayed along with GI Registration Number.

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### 1.2.4 Regulation on the Usage of the GI Logo

The GI Logo shall:

- only be used in relation of registered Indian GI Products
- not be used for any other product which is not registered as a GI.
- not be used for foreign GIs.
- not be used separately, unless used for educational, publicity or promotional content.
- not be used on processed products using Registered GI goods as raw materials or ingredients.

### 2. EXCEPTIONS

The following use cases and scenarios are exempt from the above regulations regarding use of GI name and logo:

- Central Government Ministries/ Departments , Departments of State Governments/ UT Administration and Indian Embassies/ Missions abroad for use in official programmes/events being organised by them or with their support (financial or otherwise) and any educational/ publicity and promotional material being disseminated through or by them.
- Use of GI Name and Logo is allowed for all non-commercial & promotional purposes including publication in articles, blogs, etc. through newspapers, magazines, internet, etc., events, programmes being broadcast on electronic media or other modes of communication.

### 3. DISCLAIMER

The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry **shall be the custodian of the GI Logo.**

- DPIIT reserves the right to change the design and layout of GI Logo.
- DPIIT will be within its rights to seek any additional detail in respect of the use of GI Logo from any user.



DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

- DPIIT shall at no time be responsible for the authenticity or quality of the goods on which they are used, or for any information shared or distributed on any media.
- DPIIT holds no financial obligation for usage of the GI Logo.
- DPIIT shall not be held liable for any claims, if any, arising out of any unauthorized use and/or violations of GI Logo.
- No fee/ charges shall be levied for the use of GI Logo.



DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### ANNEXURE I

#### **Check list for use of GI name and Logo**

Checklist for Authorized User(s) or any person who has assent of the authorized user(s) or is procuring the goods directly or indirectly from the authorized user(s) as defined above allowed to use GI (Registered Name) and GI Logo as per the guideline, to be complied with **prior to use or market release of the GI goods.**

S. No.	Compliance Parameter	Details / Notes
1.	Goods matches characteristics listed in GI registration	Check material, process, region, and method of production
2.	Producer is a <b>Registered Authorized User</b> under GI Act, 1999	AU ID Verified from GI Registry
3.	If Registration Number of GI is mentioned on the product packaging	Number format: e.g., GI Reg. No. 019-IN/2005
4.	GI Logo is displayed accurately (no distortions, size/color compliant)	Refer to GI Logo specifications color, size, font etc.
5.	GI Tagline “अतुल्य भारत की अमूल्य निधि” and “Invaluable Treasures of Incredible India” is displayed with the logo	Correct placement and font standards followed
6.	No misleading terms (e.g., “type”, “style”, “inspired by”) used on packaging	Avoid phrases like “Kancheepuram-style” or “Darjeeling blend”
7.	Packaging may indicate place of origin	In such cases may make a mention of the region/city/state where good have originated.

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### ANNEXURE II

## Frequently Asked Questions (FAQs) on Guidelines for Use of GI Logo

### **1. What is a Geographical Indication (GI)?**

A Geographical Indication (GI) is a form of intellectual property in relation to goods, means an indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be..

### **2. Who can use a GI in India?**

Only the following are allowed to use a GI (Registered Name) and GI Logo on their goods:

- **Authorized User(s) (AUs)** as defined under Section 2(b) and registered under Section 17 of the GI Act. Accordingly, AU is the person(s) who is registered with the Geographical Indications Registry and is authorized to use the registered Geographical Indication on the specified goods.
- Any person who has **assent of the authorized user(s)** or **procures the goods directly or indirectly from the authorized user(s)** of such goods including dealers, packagers, carriers, any intermediaries in the supply chain of such goods as below:
  - **Dealer(s)**: A person who deals or trades in such goods including retailers, wholesalers, distributors, and exporters;
  - **Packager(s)**: A person who is involved in packaging of such goods;
  - **Carriers**: A person who is involved in transportation of such goods;
  - **Intermediaries**: Any middlemen involved between producer and end user.

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

### 3. Under what conditions can a GI and GI Logo be used?

The use of a GI and GI Logo is permitted only when several conditions are fulfilled.

- The goods must originate within the geographical territory identified in the registration. Any deviation from the defined area disqualifies the goods from using the GI and GI Logo.
- The production, processing, or preparation of the goods must follow the methods, practices, and quality parameters documented at the time of registration.
- The producer must be listed as an Authorized User (AU) with the GI Registry and must maintain an active and valid registration. This certification ensures traceability and accountability
- Comply with guidelines on proper usage of GI (Registered Name) and GI Logo.

These measures collectively safeguard the authenticity and integrity of GI goods.

### 4. What is the scope of prohibited GI and GI Logo usage?

Prohibited use of a GI extends across all commercial and promotional platforms. This includes labels, wrappers, and packaging materials, as well as digital platforms like e-commerce listings, social media advertisements, and meta-tags. Additionally, misleading use in printed or outdoor advertising, trade documentation such as invoices or export certificates, and any other materials intended for commercial advantage fall under the scope of restriction. Unauthorized usage in any of these areas undermines the sanctity of the GI system and attracts civil and criminal liability.

### 5. Are there any exceptions to GI usage rules?

Yes, the GI guidelines make specific exceptions for non-commercial uses. These include academic, journalistic, or cultural uses where the GI is referenced for educational, historical, or awareness purposes. For instance, a university publishing a research paper on Pochampally Ikat or a news channel airing a documentary on Mysore Sandalwood can refer to GIs without violating the law. However, any commercial exploitation or misrepresentation within such references is not exempted and could amount to infringement under the law.

### 6. What is the official GI Logo ?

## Draft Guidelines for the Use of Geographical Indications and Geographical Indications Logo

The GI Logo is a government-approved logo that symbolizes the geographical authenticity and cultural heritage of a registered GI good. It features the stylized letters “GI” in a circular emblem, accompanied by a tricolor ribbon representing the Indian national identity. The GI Logo is always used with the official tagline: *Hindi language – “अनुल्य भारत की अमूल्य निधि” and English language – “Invaluable Treasures of Incredible India.”* This combination of symbol and slogan helps consumers identify certified GI goods and reinforces the trust and prestige associated with such goods. The GI Logo is legally protected and must be used as per guidelines issued by DPIIT.

### 7. Where and how should the GI Logo be displayed?

The GI Logo must be prominently displayed on the front-facing portion of the good’s packaging or label. It should be clearly visible to consumers at the point of sale, and must not be placed on hidden, obscured, or non-prominent sections such as the bottom of a box or inside folds of the wrapper. The Logo must appear along with the Tagline, the GI Registration Number, and optionally AU Registration number along with other details, if any, to maintain uniformity and traceability. On digital platforms or promotional brochures, the Logo should be shown on the first visible panel or header, maintaining legibility and visual integrity.

### 8. Is there any Check list to verify compliance with these guidelines?

Yes. A check list is attached with the draft guidelines as a means for producers and sellers to verify conformity with GI registration guidelines prior to use. This checklist includes items such as origin confirmation, authorized user certification, GI Logo accuracy and packaging format.

### 9. Can the GI Logo be resized or stylized?

No, the GI Logo must be reproduced strictly as per the official design specifications issued by DPIIT. While resizing is permitted to fit various packaging formats, the aspect ratio, color scheme, and textual integrity of the logo must not be altered. Pixelation, distortion, stretching, or cropping of the GI Logo is strictly prohibited. The Logo must remain clear, legible, and consistent across all forms of print and digital media.

XX-----End of Document-----XX