

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

FORM GI-1

A	<p>Application for the Registration of a Geographical Indication in Part A of the Register</p> <p>Section 11(1), Rule 23(2)</p> <p>Fee: Rs. 5,000</p>
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(Logo Mark without claim on colour combination)

KANNAUJ ATTAR

(Logo Mark without claim on colour combination)

**POST EXAMINATION REPORT AMENDED AND AFTER MERGER OF APPLICATION
NUMBER 157 (Word Mark) AND 158 (Logo) INTO A SINGLE APPLICATION**

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

NAMES OF THE APPLICANTS: The Attar and Perfumers Association

AND

Export Commissioner, Uttar Pradesh Government.

APPLICANTS ADDRESSES: Maya Bhawan, Moh. Holi, Kannauj-209725

AND

Export Promotion Bureau, PICUP Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow-226010.

LIST OF ASSOCIATION OF

PERSONS/PRODUCERS/ORGANIZATION/AUTHORITY: The list of the Members of the applicant, the Attar and Perfumers Association, is enclosed herewith.

TYPE OF GOODS: Class 3: Perfumery (attar) and Essential Oils

SPECIFICATION: The quality of attar chiefly depends on the following factors:

- the quality of flowers (raw material);
- the time duration between the plucking and distillation of flowers; and
- the base material.

The quality of attar depends upon its concentration level of flowers/herbs in water, higher the concentration, higher the quality.

There is an international (ISO) standard [3518:2002] for sandalwood oil (ex *Santalum album*) which stipulates a minimum free alcohols (santalol) content of

90 percent (m/m) and the same is used for accessing the quality of the sandalwood base in fragrances.

As base and blending material for the fragrances, cheaper base materials like the lower end synthetic base material like liquid paraffin and Di-Octyl Phthalate (DOP) are also used. ISO 4656:2012 can be used for testing the quality of the other base materials by determining the oil absorption number (OAN) and oil absorption number of compressed sample (COAN).

NAME OF THE GEOGRAPHICAL INDICATION [AND PARTICULARS]:

Kannauj Perfume (LOGO) without claiming the colour combination.

DESCRIPTION OF THE GOODS: Attar is a Persian/Arabic word meaning fragrance, scent or essence. [Annexure 4] When the fragrance of flowers, herbs and spices are collected by hydro-distillation on a base material, like sandalwood oil, the attar is made.

Essential oils are volatile and liquid aroma compounds from natural sources, usually plants. Essential oils are not oils in a strict sense, but like oils have characteristics of poor solubility in water. Essential oils often have an odour and are therefore used in food flavouring and perfumery. Essential oils are usually prepared by fragrance extraction techniques such as distillation (including steam distillation), cold pressing, or extraction (maceration). The distillation technique is used in Kannauj for making essential oils.

When the base material is not used essential oil is obtained after hydro-distillation. The leftover liquid or hydrosol after hydro-distillation of roses in the Deg while preparing rose oil is known as Rose Water.

Kannauj perfume industry makes fragrances (attars), essential oils, incense sticks, *dhoop sticks*, *hawan material*, *gulkand* (sweetmeat made of rose petals and sugar), Rose water and scent sprays. *Kannauj is known as perfume capital of India [Annexure 10].*

Sandalwood oil due to its chemical properties is the best base for attar. In the course of distillation original perfume of sandal becomes thin as it absorbs the fragrance of flowers. There are distillation units to extract oil from sandalwood. The sandalwood comes from the South-Western parts of India, i.e. Karnataka and Kerala.

The farmers of districts around Kannauj district like in Aligarh, Etah, Farrukhabad and Mainpuri grow flowers and supply their crops to the Kannauj attar industry. The distillation units of fragile flowers have been installed in the interiors where the flowers are grown to distil them as soon as they are pluck. The raw material (flowers) comes from different places like Rose comes from Hathras and Aligarh in Uttar Pradesh and Palanpur in Himachal Pradesh, Khus from Bharatpur (Rajasthan), Chameli comes from Chandoli in Jaunpur district, Raat Rani comes from Viaywara district (Andhra Pradesh), Kewra comes from the costal areas of Burahanpur, Ganjam in Orissa and Saffron from Jammu & Kashmir. Jafrani Ganda, Maulshri, Jasmine, Kadamb, Merigold, Henna and Gul henna are the local crops of Kannauj. Spices and herbs come from North-East States of India and Himalayan region in the North.

The attars can be classified as follows on the basis of flower (raw material used):

- Gulab (*Rosa Damascena* or Rose Edward);
- Kewra (*Pandanus Odaritismus*);
- Motia (*Jasmimum Sambac*);
- Gulhina (*Lawsonia Alba*);
- Chameli (*Jasmimum Glandiforum*);
- Kadam (*Antocephalus Cadamba*);
- Khus (*Vetiver*);
- Henna (*Lausonia Inermis*) and its various forms like Shamama, Shaman-Tul-Amber, Mus Amber and Musk Henna; and
- Mitti (Gill from the baked earth of Kannauj). **[Annexure 7]**

The following are the plants grown in Kannauj district and adjoining districts for the purpose of attar and essential oil making:

- Mentha Mint (*Mentha Arvensis*)
- Rosa Grass or Palmarosa (*Cymbopogon Martini*)
- Citronella (*Cymbopogon Winterianus*)
- Lemon Grass or Neebughas (*Cymbopogon Flexuosus*)
- Patchouli (*Pogostemon Patchouli*)
- Tulsi (*Ocimum Basilicum*)
- Rose (*Rosa Damomila*)
- German Chamomile (*Matricaria Chamomila*)
- Marigold or Genda (*Tagetes Spp.*)
- Bela or Jasmine (*Jasminum Sambae*)
- Henna or Mehendi (*Lawsonia Inermis*)

Excluding Henna rest of the attars are made from a single floral/plant material. Henna attar is a perfume compound. A great many floral and herbal materials are used some of which are oakmoss, sugandhi mantra, laurel berry, juniper berry, cypriol, Indian valerian, jattamanshi, hedychium spicatum and attars of Gulab, Kewra, Motia, Gulhina and Chameli. The superior quality Henna may contain saffron, ambergris, musk and agarwood oil. **[Annexure 7]**

Sandalwood oil is the best base for attar making. The scarcity of sandalwood has rocked its price to make it virtually unaffordable range. Alternative base materials liquid paraffin and Di-Octyl Phthalate (DOP) are used for making cheaper attars. **[Annexure 9]**

Indeed single odour attars are produced but the spectrum of attar fragrances expands to abysmal length when the blending of different flowers, herbs and spices is done to create complex unique aroma owning attars. In this course mainly as raw material Oakmoss, Sugandh Mantri, Laurel Berry, Juniper Berry, Cypriol, Indian Valerian, Jatamansi, Hedychium Spicatum, Daru Haldi, Sugandha

Bala, Sugandha Kokila, Kulanjan, Javitri, Jaiphal, Cardamom, Clove, Saffron, Ambergris and Musk herbs and spices are used. [Annexure 9]

As per Basic Chemicals, Pharmaceuticals and Cosmetics Export Promotion Council in the years 2005-06 and 2006-07 exports of the attars of all kinds in fixed oil base were Rs 6,41,50,614 and Rs 5,53,45,198 respectively to 35 countries. Similarly, exports of perfumes and perfumery compounds not containing spirit items in the years 2005-06 and 2006-07 were Rs 51,28,66,308 and Rs 66,38,70,534 respectively to 72 countries. [Annexure 11]

There are 187 perfumery and allied products units in Kannauj district. These units are generating revenue of Rs 5147.2 Lakh annually and are providing employment to 773 workers. There are 14 export oriented units earning the revenue of Rs 30 crores annually. [Annexure 12]

GEOGRAPHICAL AREA OF PRODUCTION AND MAP: Kannauj District, Uttar Pradesh. The distilleries are also spread in deep interiors close to the crops and the Kannauj town is the epicentre of the commercial and production activities.

Kannauj district lies between 27 degree 13 min 30 sec North latitude and from 79 deg 19 min to 80 degree 1 min east longitudes. [Annexure 2]

A Certified Copy of Map of Kannauj District is enclosed herewith [Annexure 6].

PROOF OF ORIGIN [HISTORICAL RECORDS]: The distillation of scents, perfumes and fragrant liquids and ointments was one area where the knowledge of chemistry was applied in India since ancient times. The fact that the very word *scent* which is of unexplained origin, according to Oxford Dictionary, is possibly derived from Sanskrit word *Sugandha*. Sandalwood oil is reported to be an export item since ages. The Greek text of the First Century A.D. *Periplus* mentions sandalwood as one of the items being imported from India. The sandalwood tree is native of India and is found in South-Western region of India. The reference to sandalwood in the *Periplus* is perhaps the earliest available western reference to

sandalwood. Sandalwood has been mentioned by Comas Indiwpleustes in the 6th century A.D. as *Tzandana* and thereafter it is frequently referred to by Arab traders. **[Annexure 5]**

There are evidences in the history and Hindus sacred books indicate the existence of perfumery tradition to over 5000 years and goes back to the Indus valley civilization. The history of attars is associated with the history of Kannauj. Kannauj has been known for natural attars from the Mughal period or even earlier when aroma bearing substances like sandal, Musk, Camphor, Saffron were used as such and the range of such materials and essential oils were enriched during the Mughal period when new plants were brought by the Mughals from the Central Asia. This was the beginning of the natural attars in India which developed and flourished in and around Kannauj and is quite strong even now. The attars of Rose and Kewra are two unique attars to India which constitute 80% of all the attars produced at Kannauj. **[Annexure 1]**

Perfumers' stamps *Gandhikanama* of 2 B.C. made of copper have been found in Koshambi **[Photograph 1]**. It establishes the fact that perfume trade goes back at least to the 2 B.C. in the Koshambi region. It is a well-established fact that Kannauj is a very historic place **[Photograph 15]** and this town saw its most glorious time during the period of Emperor Harshvardhan (606-647 A.D.) as his kingdom's capital. The replica of Golden coin of Emperor Harshvardhan in the museum of Kannauj indicates the wealth of the Emperor Harshvardhan's kingdom **[Photograph 2]**. Some of the perfume manufacturers and traders were so powerful and influential that they were allowed to mint their own coins **[Annexure 7]**. It is said that in the ancient period attar/perfume was used only by noble class. The finding of small fragrance containers (*Kuppi*) in excavations in Kannauj points towards use of perfume/attar **[Photographs 3 & 4]**.

Jalyeaya Aaswan (water distillation) technique, which is primarily used in rose attar making, has its mention in Ayurveda book *Charak Samhita* (2000 B.C.). It is

the oldest available record of rose water distillation. In 1600 A.D. the rose oil distillation was developed in Shiraz (Iran) and rose oil was called attar which is a Turkish word. [Annexure 8]

Banbhattach, the court poet of the Emperor Harshvardhan, mentions the use of *gandhika* (fragrance) in the marriage of Emperor's sister Rajshree marriage. He also mentions use of *gandhika* by the nobles using terminology *Aangrag*. There are also mention of *Ubtan* (face pack), *Patwas* (fragrance in clothing), *Yakshyakardam* (fragrance mixed with liquid) and *Agraja* (fragrance poured in lanes) in his famous work *Harshcharita*. The pictorial description of fields, environment, agriculture and land given by Bannbhattach in his writings is quite convincing in the light of rivers flown in the region of Kannauj that it would be an ideal place for cultivating the tender crops of flowers.

India has perfumery tradition that dates back to over 5,000 years to the Indus valley civilization. In excavations at Harrapa and Mohenjadaro, a water distillation still and receiver have been recovered, which bears testimony to the advances that had been made in distillation aromatic materials. The people of the ancient India were familiar with perfumed water, Kasturi (musk), Kesar (saffron), Chandan (sandalwood) and Kapoor (Camphor). During the Gupta period in the 7th century A.D., the use of perfumed cream bases, facial cosmetics, hair oils and eye shadows were common. There is mention of perfumery products in ancient Pali and Islamic texts. Kannauj is to India what Grasse is to France, but with a perfumery tradition far more ancient. [Annexure 7]

How Kannauj came to become a centre of a perfumery is not fully known, but one can surmise that during the reign of Emperor Harshvardhan (606-647 A.D.), when Hindu art and culture were at their zenith, the perfume industry took its firm footing. [Annexure 7]

Emperor Jahangir (1605-1625 A.D.) in *Tojak Jahangiri* referred to the distillation of rose water [Annexure 7]. There is a mention of invention of *rooah-e-gulab* by

queen Noorjahan in *Tojak Jahangiri*. The mention of calling of *Daroga-e-Kushboo* from Kannauj to Agra by the queen Noorjahan in some texts. In the Mughal period the use of the attar grew and the domain of the class using attar expanded.

Perhaps Kannauj was chosen by the Mughals for attar manufacturing due to its geographical location which was unique in planes of North India. Kannauj is situated on the banks of the river Ganga and with four other rivers in the neighbourhood, which makes the area perfect for the cultivation and growth of flowers and *Khus* (Vetiver). **[Annexure 7]**

In *Aain-e-Akbari* Abul Fazal mentions Emperor Akbar (1547-1605 A.D.) was exceedingly fond of perfumes and the court chamber was continuously scented with flowers and fumigated with preparations of Ambergris (incense sticks) and Aloes in gold and silver censers **[Annexure 7]**. Noorjahan showed her passion for rooah gulab, Kannauj situating on the banks of Ganga and Kali rivers became a favourite place for Jahangir to experiment for his beloved queen's passion that led to the beginning of attar industry at Kannauj. New rose flower plants (*Rosa Damascena*) were brought from Iran and other Central Asian countries and grown across the region. Kannauj slowly but steadily grew as the Perfume City of India. Presently with over 25,000 of nearly 80,000 population of the Kannauj town directly or indirectly involved with perfume/attar production and related products like incense sticks, *dhoop* sticks, Rose water and *gulkand* (sweetmeat made of rose petals and sugar). **[Annexure 3]**

The tall gates at the two entrances of the Kannauj town by a local perfumer in the year 1944 indicate the glorious past of attar industry in Kannauj **[Photographs 5 & 6]**.

In summing up the scattered history of Kannauj perfumery, just like the characteristic of perfume, a poet and former Governor to Uttar Pradesh Shri

Munshi has rightly said *if you want to visit a perfumery town, visit Kannauj. It is an art, it is a culture, and it is a heritage.*

METHOD OF PRODUCTION: There are following three methods in use for producing attar in Kannauj:

- Hydro-distillation to make attar out of flowers like rose and Kewra;
- Solvent Extractions for making attars from fragile flowers like Bela, Rajnigandha and Chameli; and
- Steam method for making attar from Khas and Nagar Motha. **[Annexure 3]**

The attars are made using the centuries old copper vessels called *Deg* (Kettle) or Still and *Bhapka* (Receiver). The *Deg & Bhapka* system is based on hydro-distillation technique. The lid of the *Deg* is called *Sarpos*. It is also made of copper having openings for connections to one or two receivers **[Photograph 7]**. The *Deg* capacity range between 10 and 160 Kilos of floral/herbal material. After filling the plant in the *Deg* with the requisite amount of water, the lid is sealed with a mixture of cotton and clay. The *Deg* is heated on wood and cow dung cakes fire **[Photograph 8]**. The temperature is controlled by putting in more wood/cow dung cakes or by removing the same. While boiling the raw material in the *Deg* there is considerable increase in pressure inside the *Deg*. To prevent the lid from blowing-off, a leaf spring called *Kamani* is used on the top of the lid **[Photograph 9]**. The *Bhapka* is copper made and generally round in shape with a long neck **[Photograph 10]**. The fragrance of flowers (raw material) is obtained by condensing vapours into the base material, which is primarily sandalwood oil. The *Deg* and *Bhapka* are connected by a *Chonga*. This is a long bamboo pipe wrapped with twine of insulation. The *Chonga* acts as a condenser. The mouth of the *Bhapka* is sealed by wrapping coarse cloth around the bamboo pipe and pushing it inside the condenser. The *Bhapka* may contain up to 5-10 Kilos of base material and is kept cool in a small water tank **[Photograph 12]**. The distillation is

managed by highly experienced and skilled workers known as *Dighaa*. The *Dighaa* knows by experience when enough vapours have been condensed inside the *Bhapka*. The water of the tank inside of which *Bhapka* placed is changed continuously to keep the *Bhapka* cool. When the desired quantity of vapours get condensed, the *Dighaa* rubs wet cloth around the body of the still for a temporary pause in distillation and the filled *Bhapka* is replaced by another *Bhapka*. The *Bhapka* is then allowed to cool. The mixture of oil and water is then separated either directly from the *Bhapka* through a hole at the bottom or pouring the mixture in an open trough. After the oil and water have been separated as two different layers, the water is removed for an opening in the bottom which goes back to the *Deg*. The base material remains in the *Bhapka*. If the desired concentration of attar is achieved, then the final attar is poured into leather bottles, known as *Kuppi*, made of buffalo leather [Photograph 13] for sedimentation and removal of moisture from the attar. If the desired concentration level is not achieved in the attar, then the attar is poured back to the *Bhapka*. The *Bhapka* is then attached to the *Deg* and the above explained process is repeated till the desired attar concentration is not achieved.

For producing essential oil, the base material is not used and the remaining method and instrumentation remain the same as explained above.

The leftover liquid (hydrosol) in *Deg* after the distillation process for rose oil making is known as Rose Water.

Very special and different attar is *Attar Mitti*. Instead of distilling plant material, like rose or jasmine flowers, half-baked clay is distilled for making attar mitti. The clay is first collected in the neighbouring villages. The little clay cakes are made, dried in sun light and then semi-baked [Photograph 14]. These semi-baked clay cakes are placed with water in the *Deg*. The rest of the process is the same above-explained hydro-distillation process for making attar. The odour of *attar mitti* is a very sweet combination of the woody and oriental note of the

sandalwood with an earthy smell. The smell of wet earth after the monsoon is what *attar mitti* fragrance reminds of.

The leftover in Deg is put in open to get dry. After drying it is used for incense sticks, Dhoop and *Hawan Samigri*.

UNIQUENESS: The uniqueness of Kannauj attar industry lies in its know-how of fragrance and fragrance blending learned in centuries long existence and reputation for producing quality Attar. Besides attars derived from single flower fragrance, a large number of attars are made by blending fragrances of different flowers, herbs and spices. The simple appearing water distillation process needs highly skilled and experienced workers. The key unique features are as follows:

- Attar making is a centuries old art evolved, developed and confined to a limited geographical area Kannauj, a historic town, located in Uttar Pradesh.
- The blending and mixing are conducted during distillation process. The blending and mixing processes are trade secret of Kannauj.
- The Deg-Bhapka instrument used in water distillation is unique in itself.
- The non-metal connector between Deg and Bhapka is also unique. The connector is made of bamboo.
- For removing the moisture from the attar buffalo leather bottles are uses.
- The consistency at which a peculiar fragrance is developed through blending reflects mastery over the attar making art.
- The knowledge of attar making has remained confined to Kannauj only due to secret processes and tricks used in attar making.

INSPECTION BODY: Inspection Body has been formed by the State Government of Uttar Pradesh.

OTHER: The Kannauj perfume (attar) industry is based in trade secrets of fragrance blending and mixing. It is a centuries old industry remained confined to

Kannauj. The climate has changed a lot during last a few centuries and thus in the changed environmental landscape the raw material procurement places have changed. Now-a-days flowers are plucked from around the country. The processing of the delicate flowers is conducted in the remote locations.

Along with the Statement of Case in Class 3 in respect of perfumes and essential oils in the names of the **Attar and Perfumers Association** whose address is Maya Bhawan, Moh. Holi, Kannauj and **Exports Commissioner, Uttar Pradesh Government** whose address is Export Promotion Bureau, PICUP Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow (Uttar Pradesh) who represent the interests 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. **[Annexure 13]**
3. All communications relating to this application may be sent to the following address in India:

Intellectual Property Lab
2/11, Vishwas Khand-2, Gomti Nagar,
Lucknow – 226010, U.P.
Email: mail@iplab.in
Telefax: +91-522-4078338

Dated this 27th day of July 2013


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Rahul Dutta, Advocate
Agent for the Applicants