

Advertised under Rule 41 (1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal 185 dated November 29, 2023

**G.I. APPLICATION NUMBER – 1000**

Application Date: 26-10-2022

Application is made by Mahanagar Udyog Vyapar Samiti at C.24/48, Piplani Katara, Kabir Choura, District: Varanasi - 221 001, Uttar Pradesh, India for Registration in Part A of the Register of **Banaras Thandai** under Application No. 1000 in respect of Milk based product falling in Class – 29 is hereby advertised as accepted under Sub-section (1) of Section 13 of Geographical Indications of Goods (Registration and Protection) Act, 1999.

- A) Name of the Applicant** : Mahanagar Udyog Vyapar Samiti
- B) Address** : Mahanagar Udyog Vyapar Samiti,  
C.24/48, Piplani Katara, Kabir Choura,  
District: Varanasi - 221 001,  
Uttar Pradesh, India.

**Facilitated by:**

1. NABARD, Uttar Pradesh
2. Department of Dairy and Food,  
Government of Uttar Pradesh,

- C) Name of the Geographical Indication:**

**BANARAS THANDAI**



- D) Types of Goods** : **Class 29** – Milk based product

- E) Specification:**

Banaras Thandai is a dairy-based drink mainly made by blending milk with a nutritious mix of nuts, seeds, and spices. Banarasi Thandai is a unique affair altogether. On any given evening at heart of the city like Gaudaulia, Chowk, Lahurabir, and Pakka Mahal (old lane of Varanasi) the many traditional Banaras Thandai shop attracts large crowds. People flock in large numbers to feast on this delicious cooler, made using an assortment of dry fruits, fruit juices and milk. For connoisseurs there is many traditional and reputed Thandai, available at small Thandai shop but selling huge quantity of Thandai drink in a day and are much popular.

Thandai is a popular and refreshing Banarsi drink prepared on the regular basis, each and every day available to drink in the hundreds of Thandai shops in the Varanasi, but it is much popular at the time of festivals like Holi and Mahashivratri.

Banaras Thandai, the quintessential summer drink of Banaras makes its appearance on the auspicious occasion of Holi and Mahashivratri, but it is surprising to know that all 365 days in a year Thandai is available on the traditional old thandai shops in Benaras and even in the child winter season, visitors enjoy the Thandai in the evening and sometime is the ice also. This drink was first introduced by the innovative producers of this holy city centuries ago with a tradition of offering to Bhagvan Shree Kashi Vishwanath on the occasion of Mahashivratri, Rangbhari Ekadasi and Holi.

At the time of procession in Shiv Barat on the evening of Mahashivratri festival, various local societies and association are offering the Thandai to the pilgrimage and thousands of people who are moving in the procession of Shiva Barat, distributing Thandai free of cost as a tradition and culture of Varanasi.

The Thandai prepared by producers families on important occasions was made from floral extracts of gulab (rose), ruh bela (Arabian jasmine), gudhul (hibiscus) and local flowers and mixed with dried fruits, melon seeds, watermelon seeds, fennel seeds and lotus seeds and spices like saffron and cardamom and ground to a fine paste. It was then diluted and added to fruit juices.

As Banaras is famous for its excellent quality milk and milk products, Thandai took on a new avatar and became a milk-based drink with loads of malai and dried fruits. The original Thandai of floral extracts is still available in certain shops in Old Banaras.

- The creamy kesaria Thandai is prepared by soaking a certain measure of fennel seeds, poppy seeds, cashew nuts, almonds, peppercorns (both black and white), dried rose petals, melon seeds, cardamom and a couple of strands of saffron threads for at least 2 to 5 hours. This entire mixture is then ground to a smooth paste using a grinding stone or mortar and pestle. A little sugar is added as the mixture becomes finer in texture.
- This thick paste is mixed with a little chilled milk or water and transferred into a bottle and refrigerated.
- A little chilled milk is added followed by a dollop of malai and another measure of chilled milk.
- A specific measure of this freshly prepared concentrate is poured. The contents are thoroughly mixed and shaken well and served in kulhad or glass tumbler.
- The immensely popular bhaang wali Thandai is made using a fine paste of marijuana leaves. A generous spoon of this marijuana paste is added to the Thandai, strained, shaken well and served in a kulhad or glass tumbler. The bhaang wali Thandai sells like hot cakes during Maha Shivaratri and Holi.
- Besides the floral extract Thandai, kesaria Thandai and bhaang wali Thandai, there are fruity, ginger and other flavored Thandai available in old Banaras.
- At Varanasi many type of fruit based Thandai is available which is strong presence and traditional technique, unique taste like Pinapple Thandai, Apple Thandai, Guvava Thandai, Orange Thandai, Chilli Thandai and much more.

#### **Banarasi Thandai - Ingredients for serves to 15 Person**

<ul style="list-style-type: none"> <li>• Fennel seeds 2 tbsp</li> <li>• Black pepper 10-15 nos</li> <li>• Green cardamom 8-10 nos</li> <li>• Black cardamom 5 nos</li> <li>• Saffron Strings 10-12 nos</li> <li>• Almonds 1 1/2 cups</li> </ul>	<ul style="list-style-type: none"> <li>• Cashwes 1 1/2 cups</li> <li>• Pistachio 1 1/2 cups</li> <li>• Melon seeds 3-4 tbsp</li> <li>• Poppy seeds 3-4 tbsp</li> <li>• Rose petals 1 cups</li> <li>• Water 1 cups &amp; Sugar 1-1/2 cups</li> </ul>
---	---

## F) Description:

People all across India and the world celebrate Holi with vibrant colors and lots of sumptuous food! Holi celebration is incomplete without festive treats such as gujiya, malpua, dahi vadas, and especially Thandai, it is the quintessential Holi drink.

Banarasi Thandai making going on since centuries in the prominent area of Varanasi like Gaudaulia, Chowk, Lahurabir, and Pakka Mahal (old lane of Varanasi), Assi, Lanka, Shivpur, Orderly Bazar, Maidagin, Visheshwarganj and Ramnagar. Nowadays it is also available in the surrounding area of Varanasi as the new colonies are developing.

But in the rural area of Varanasi, Mirzapur, Thandai is much popular drink on the occasion of festivals as well as at the time of marriage ceremony is much popular and still going on and treated as a royal traditional drink. Many people are using Thandai without milk or very less amount of milk in the traditional Thandai.

In the City of Varanasi, people will find maximum milk Thandai with the Kesar and Malai on the reputed shop in the Kulhar (earthen pot).

Thandai is derived from the word 'thand' or 'thanda' which translates to cold in Hindi. It is also known as sardai or shardai. The mix of ingredients that go into the making of this Thandai drink is believed to have a cooling effect on the body, and ergo the name 'Thandai', It is popular in the states of Uttar Pradesh.

Banaras Special Thandai is the essence of a Thandai and follows an easy process. This raw Thandai mixture uses ingredients that are easily available to us. This Thandai mixture uses some dry fruits like almonds, cashew nuts etc. Some basic ingredients that help to add a flavour to this powder are cardamom, dry rose petals, fennel seeds and poppy seeds. This is a very quick and instant recipe as it doesn't take much of time.

Thandai can rightly be called as the traditional Banarasi drink which is much popular like Banarasi Paan, Banaras Saree and Banarasi Chatt.

It is prepared with a clever mix of nuts like almonds and pistachios along with khus-khus, cardamom, pepper, saffron and fennel seeds (saunf). All these ingredients, when mixed with milk (and water), can work as a powerful energiser. The summer heat can make you dehydrated, which in turn makes you feel tired and exhausted. Drinking Thandai during summer will re-energise you and will also uplift your mood. This aromatic beverage is creamy, soothing, and tastes slightly nutty and sweet, with a hint of spice from the black pepper.

Thandai masala (combination of many natural ingredients) can be made in two ways;

1. By soaking the ingredients for a couple of hours and then grinding it to a smooth paste. Soaking is the more traditional approach.
2. By blending all the ingredients to make a dry powder.
3. Soak all ingredients except milk and bhang leaves in about a cup of water or to submerge them all well. A minimum 2 hours of soaking will be good.
4. Blend in the Mixi or food processor to make a smooth paste. Add the sugar too while blending the mixture.
5. Empty in a jar with lid as this is the concentrate to be refrigerated. If making fresh Thandai for immediate use, dilute with chilled milk, blend again if you want it frothy and serve. Otherwise, take 2-3 tbsp of the concentrate, dilute with chilled milk to make a glass of Thandai and serve.

6. To the same concentrate mix of Thandai, add bhang leaves as required and blend again. The regular Thandai is also called kesaria Thandai due to the use of saffron in it.
7. If the kesaria Thandai doesn't look enough yellow (kesari), don't worry. The blended saffron threads keep releasing color into the concentrate mix and make it quite yellow the next day, see how it releases color after just 5 minutes of blending. Adjust sweetening as per taste.
8. Keeping the originality of Banarasi thandi is hint of Kali mirch, saunf, watermelon seeds, a number of thandai makers of the city have started making different flavours of the liquid. "There are flavour like pista, kesar, badam. In fact, on customers demand, there are flavours of adrak (ginger) and ajwain as well to keep the customers healthy during winters,
9. Bhang waali Thandai has a very aromatic flavor of bhang, something relished by those who love it.
10. The Kesaria Thandai has a prominent flavor of saffron, fennel and a mild hint of peppercorns. Richly nutty of course.
11. The amazing thing is, these hot peppercorns are cooling in nature when ground with water and taken with cold milk. The other ingredients are all cooling in nature as well.
12. Acidity and bloating are two conditions which many people experience during summer. Digestion boosting properties of Thandai play an important role in terms of preventing these conditions.
13. Thandai can restore mucus lining and provide the gut with good bacteria, thus improving gut health.
14. Health benefits of Thandai for acidity, bloating and much more.

**Varieties of Thandai is made at Varanasi according to the need, demand and liking of the consumers as such:-**

<ul style="list-style-type: none"> <li>• Santara Thandai</li> <li>• Amrud Thandai</li> <li>• Angoor Thandai</li> <li>• Aam Thandai</li> <li>• Tarbuj Thandai</li> <li>• Makoi Thandai</li> <li>• Sev Thandai</li> <li>• Anar Thandai</li> <li>• Jamun Thandai</li> <li>• Chikoo Thandai</li> <li>• Falsa Thandai</li> </ul>	<ul style="list-style-type: none"> <li>• Kharbuj Thandai</li> <li>• Kela Thandai</li> <li>• Badam Thandai</li> <li>• Khas Thandai</li> <li>• Chandan Thandai</li> <li>• Magahi Paan Thandai</li> <li>• Bela Phool Thandai</li> <li>• Malai Thandai</li> <li>• Doodh Thandai</li> <li>• Matka Thandai</li> <li>• Kesaria Thandai</li> </ul>
---	--

**G) Geographical area of Production and Map as shown in page no:**

The Geographical Area of production of Banaras Thandai is Varanasi and Mirzapur district of Uttar Pradesh, India.

**Varanasi** District is situated **25°.20' N latitude & 83°.00'E longitudes.**

**Mirzapur** District is situated **25°.15'N latitude and 82°.58'E longitude.**

**H) Proof of Origin (Historical records):**

Varanasi fairs high on the production of milk and curd and thus a profound use of these items can be found in most of the city's preparations. Banarasi Thandai is famous across India for its refreshing taste and celebratory spirit. Made from seasonal fruit puree, Thandai is served in a kulhad topped with Rabri and flavoured with rose essence, ice- cream, dry fruits and nuts. Condiments like fennel seeds, magaztari seeds, pepper, vetiver seeds, cardamom and saffron

make the flavours truly rich and refreshing. People add some quantity of Bhang in Thandai on festive occasions like Holi.

Ganga river water was said to be pure which contained medicinal properties that helped the humankind in cultural Mahashivarathri is one of the big festivals celebrated in Varanasi. Pilgrims rushing to Varanasi on this auspicious day to witness the ritual homage given to Lord Shiva. Apart from the temples, ghats and Ganga River; Varanasi city has got beautiful culture and atmosphere with people around earning with the tradition of Paan Shops, Cycle Rickshaw, Traditional Puruas (kullad) cup Chai and Food Stalls, Chaat Bhandars, Banaras Sweet Shops, Lassi and Thandai Bars and very famous Banaras Silk Saree Shops. There are also some servicing small stall centers roadsides like massage parlour center and parlour for men. People of Varanasi like loud music and they are fast bike riders. Children and teenagers of the city like flying the kites. It is city concealed with maze of narrow ancient Gullies (Lanes, Streets), old buildings, and new transformations like small continental food shops and stalls of clothes, spices and many more. Since it is said that Lord Shiva has resided in Varanasi we get to see his Vahan (Vehicle) that is sacred Bulls and Cows all over the city wandering, littering and resting.

**Varanasi:** A glass of 'thandai', the creamy concoction of several dry fruits, seasonal fruits, milk and essence also known as the staple drink of Benaras, was the highly in-demand 'local soft drink' on the occasion of Mahashivratri festival in the city on Monday. From a lone tourist busy in exploring the mysteries of the ancient city, outstation devotees to a local gourmet, their day in the city is never complete without having a kulhad full of aromatic liquid that offers instant energy and sets the mood.

**Banaras Thandai** is a renowned product of Uttar Pradesh. Gazetteers, Govt. document, Research papers of Ph. D scholars and electronic and print media has prominently mentioned about this product.

#### **Reference: Banaras Thandai**

**1. Characterization of market samples of milk beverage: Thandai** Rekha Chawla, S Sivakumar, Santosh Kumar Mishra and Manpinder Kaur - Thandai is easily digestible, highly refreshing, thirst quenching, appetizing and nutritionally far superior to many synthetic and aerated drinks. Besides fulfilling satiety value, the ingredients used in preparation of this beverage have also been medicinally proven. Being a traditional Indian drink. Thandai is a one of the hitherto undocumented regional specific traditional dairy based beverage of India with negligible information accessible about the product composition or its characteristics. It is a drink prepared with a mixture of almonds, fennel seeds (obtained from *Foeniculum vulgare*), khus khus (white poppy seeds obtained from *Papaver somniferum*), pepper, cardamom, saffron, milk and sugar and is served chilled, with some other optional ingredients. Also, Madaan et al. (1984) recommended the use of cucurbit seeds for Thandai preparation. Additionally, this famous dry nut cum milkbased beverage is traditionally prepared as an offering to Lord Shiva during the festival called Mahashivaratri in India and is often mixed with 'bhang' (edible form of *Cannabis sativa*, also known as Hemp plant) to make an intoxicating drink. Thandai is quite popular in North-India, especially in hot season. This thirst-quencher beverage is tasty, cooling and highly refreshing.

#### **I) Method of Production:**

Thandai is a refreshing milk beverage specifically served during Holi festivities. Even consumed during the summers in across India, Thandai makes you feel cooler and serves as an instant energizer in the scorching summer heat. The ingredients present in the Thandai even have a few health benefits. Thandai during whole year in Varanasi are available not only on the shop even the house of old Banaras and from the Basant Panchami festival it has regularly started.

### Raw Material for Banaras Thandai:

1. **Fennel Seeds:** Known for antioxidants, anti-flatulence, and cooling properties. Read more about antioxidant rich foods.
2. **Pepper corn:** It is considered the king of spices. It has medicinal properties that prevent the formation of intestinal gas, stimulate the production of hydrochloric acid in the stomach which helps in digestion. Peppercorn also promotes sweating and urination for removing waste from our body.
3. **Watermelon seeds:** Watermelon seeds are a good source of energy, protein, and iron. Watermelon seeds also contain lycopene which is good for male infertility.
4. **Rose petals:** Rose petals are rich in vitamin C,D,K and E and other organic acids like malic acid, citric acid and pectin which help in building a strong immune system, strengthening the digestive system and detoxifying the urinary tract and kidneys.
5. **Almonds:** Almonds are loaded with healthy fats. They are also rich in Vitamin E. They are good for the brain and heart as they have cholesterol regulating effects.
6. **Milk:** Milk is known as the best source of calcium and protein for vegetarians. It is also a rich source of micro nutrients like zinc, phosphorus, and iron. Cold milk is known to be an antacid and has cooling effects on the body.
7. **Poppy seeds:** Poppy seeds contain minerals like iodine, manganese, zinc, magnesium and copper. They also contain thiamine and riboflavin as well as B vitamins. The presence of linoleic acid in poppy seeds protects the body from heart attacks and other heart disorders.
8. **Pumpkin Seeds:** High in Omega 3 fatty acids and the heart-healing mineral-magnesium, this is also Nature's natural relaxant.
9. **Saffron:** Saffron has many therapeutic applications in many traditional medicines as antiseptic, antidepressant, antioxidant, digestive, anti-convulsant.

### Making Process:

- Soak all the ingredients together in water for 3 hours except for saffron, rose petals and sugar.
- Peel off the skin from almonds and the cardamoms.
- Now grind all the soaked ingredients together and make a fine paste.
- Take a wok and add water and sugar till it dissolves completely.
- Now add the grinded mixture in the sugar syrup and mix well avoiding lumps and cook for 10 minutes.
- Let it cool and then add saffron and rose water.
- Mix well

### J) Uniqueness:

Thandai is a popular and refreshing Banarsi drink prepared on the regular basis, each and every day available to drink in the hundreds of Thandai shops in the Varanasi, but it is much popular at the time of festivals like Holi and Mahashivratri.

Banaras Thandai is a dairy-based drink mainly made by blending milk with a nutritious mix of nuts, seeds, and spices.

This delicious Thandai recipe with homemade Thandai masala from scratch. Banaras Thandai, the quintessential summer drink of Banaras makes its appearance on the auspicious occasion of Holi and Mahashivratri, but it is surprising to know that all 365 days in a year Thandai is available on the traditional old Thandai shops in Banaras and even in the child winter season, visitors enjoy the Thandai in the evening and sometime is the ice also.

This drink was first introduced by the innovative producers of this holy city centuries ago with a tradition of offering to Bhagvan Shree Kashi Vishwanath on the occasion of Mahashivratri, Rangbhari Ekadasi and Holi.

1. Thandai is sweet and an instant thirst quencher. Due to the presence of fennel and watermelon seeds and rose water, Thandai is a coolant like no other. But the health benefits of the drink go far beyond its cooling properties.
2. Besides these, saffron in Thandai has anti-depressant and anti-oxidative properties that lead to an overall improvement in health and well-being.
3. The amazing thing is, these hot peppercorns are cooling in nature when ground with water and taken with cold milk. The other ingredients are all cooling in nature as well.
4. Acidity and bloating are two conditions which many people experience during summer. Digestion boosting properties of Thandai play an important role in terms of preventing these conditions.
5. Thandai can restore mucus lining and provide the gut with good bacteria, thus improving gut health.
6. Health benefits of Thandai for acidity, bloating and much more.
7. Banarasi Thandai has passed through many developmental phase as per the need, demand, requirement, taste, texture, aroma, ingredient and environment of the Banaras, Banarasi and the visitors.
8. The creamy kesaria Thandai is prepared by soaking a certain measure of fennel seeds, poppy seeds, cashew nuts, almonds, peppercorns.

**K) Inspection Body:**

1. One Representative from Department of Food & Dairy, Govt. of Uttar Pradesh.
2. One Representative from District Administration.
3. One Representative from DDM-NABARD, Varanasi
4. One Representative from Manufacturer, Traders and Exporters of GI Product.
5. Two Representatives of related old and reputed Producers in this concern product.
6. Two representatives from Applicant and Facilitating organisation.

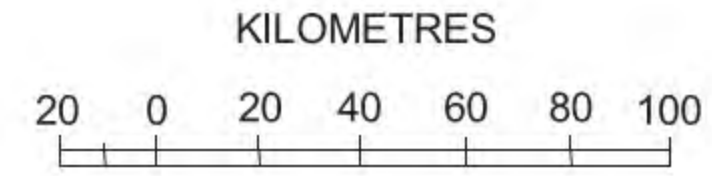
**L) Others:**

Nearly 500 Banaras Thandai shops are running in and around Varanasi on the regular basis and the turnover is nearly is nearly Rs. 25 – 30 Crore annually of the Banaras Thandai drink.

# GEOGRAPHICAL AREA OF PRODUCTION OF BANARAS THANDAI



**UTTAR PRADESH**  
ADMINISTRATIVE DIVISIONS 2011



- JPN - JYOTIBA PHULE NAGAR
- GBN - GAUTAM BUDDHA NAGAR
- KRN - KANSHIRAM NAGAR
- AMB - AMBEDKAR NAGAR
- SID - SIDDHARTH NAGAR
- SKN - SANT KABIR NAGAR
- KUS - KUSHINAGAR
- SRNB - SANT RAVIDAS NAGAR (BHADOHI)

**BOUNDARIES:**

- INTERNATIONAL..... ————
- STATE..... ————
- DISTRICT..... ————
- TAHSIL..... ————

Varanasi District is situated 25°.20' N latitude & 83°.00'E longitudes.

Mirzapur District is situated 25°.15'N latitude and 82°.58'E longitude.

**HEADQUARTERS:**

- STATE.....★
- DISTRICT.....⊙
- TAHSIL.....•

- |                     |                         |
|---------------------|-------------------------|
| 1 - Chandausi       | 12 - Chauri Chaura      |
| 2 - Garhmukteshwar  | 13 - Tamkuhi Raj        |
| 3 - Sikandra Rao    | 14 - Bhatpar Rani       |
| 4 - Bakshi Ka Talab | 15 - Nizamabad          |
| 5 - Chakamagar      | 16 - Ghosi              |
| 6 - Ramsanehighat   | 17 - Madhuban           |
| 7 - Sirauli Gauspur | 18 - (Maunath Bhanjan)  |
| 8 - Sohawal         | 19 - Muhammadabad Gohna |
| 9 - Domariyaganj    | 20 - Belthara Road      |
| 10 - Shohratgarh    | 21 - Sikanderpur        |
| 11 - Campierganj    | 22 - Mohammadabad       |

Where the district name differs from its headquarters name, the latter is given within brackets.