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Gujarat's Ambaji marble gets GI tag for its quality

Published On: 15-11-2025

Marble from Ambaji, Gujarat's prominent pilgrimage site and Shaktipeeth, has been awarded the Geographical Indication (GI) tag for its high-quality white stone, an official said on Friday. The Geographical Indications Registry under the Ministry of Commerce and Industry has granted the tag in the name of the Ambaji Marbles Quarry and Factory Association in Banaskantha district.

About Ambaji Marble

Ambaji white marble from the Ambaji region in Gujarat, India, has been officially awarded the Geographical Indication (GI) tag

The GI tag was granted by the Geographical Indications Registry under **the Ministry of Commerce and Industry** (or Office of the Controller General of Patents, Designs, and Trademarks)

Key Details:

Location: Mined from Ambaji in the Banaskantha district of north Gujarat.

Characteristics: It is renowned for its high quality, purity, uniform fine grains, and pristine white colour (with a whiteness range of 95.8% to 96.3%).

Historical Significance: The marble has been mined since the early medieval period and was notably used in the construction of the Dilwara Jain Temple in Mount Aband the Ambaji Temple itself.

Applicant: The registration was filed in the name of the Ambaji Marbles Quarry and Factory Association.

Benefits: The GI tag provides legal protection, prevents misuse of the name by unauthorized producers, and is expected to boost the market value and export potential of the product.

Ambaji's marble mines date back 1,200– 1,500 years, around the time the Dilwara Jain Temple in Mount Abwas constructed. The enduring beauty of the temple, he said, is proof of the marble's remarkable durability. "In comparison, even the stones of the Taj Mahal show ageing, but Ambaji marble has never lost its purity," he remarked. Known for its strength and high calcium content, the marble has also been used in temple construction in the U.S., New Zealand and England.

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