

Banaras Zardozi



a. GI Registration Number: 620

<https://search.ipindia.gov.in/GIRPublic/Application/Details/620>

b. Location : Varanasi

c. No. of GI Authorised Users: 151

d. Product Description:

Zari or thread of gold is woven into fabrics usually silk or velvet to create intricate patterns. The thread is also used as a raw material for Zardozi embroidery, which is one of the oldest and most beautiful embroidery styles of Varanasi. It is used extensively in clothing and lavish decorations. The Zardozi artisans make intricate bespoke book covers, military badges, flags, robes of leaders and attires donned by Murtis. Heavy Zardozi curtain known as Pichhoi can be few meters in size and often used as backdrops of idols in temples and thrones.