



Moradabad's Brassware Industry

The construction of the **Ram Temple in Ayodhya, Uttar Pradesh** has sparked a revival in **Moradabad's brassware industry**, as a surge in demand for religious idols, particularly those of Lord Ram.

- Moradabad was established in 1600 by Murad, the son of the **Mughal Emperor Shahjahan**, as a result, the city came to be known as Moradabad.
- Moradabad is **renowned for brass work** and has carved a niche for itself in the handicraft industry throughout the world.
 - The brassware is exported to countries like the US, Britain, Canada, Germany, the Middle East and Asia. Therefore **Moradabad is also called "Brass City" or Peetal Nagri**.
 - **Brass, an alloy of copper and zinc**, holds historical and enduring significance due to its remarkable **hardness and workability**.
- In the 1980s, the industry diversified with the introduction of **various metal wares such as brass, iron, and aluminium**. This expansion brought new technologies like **Electroplating, lacquering, and powder coating** to Moradabad's art industry.
- Moradabad Metal Craft (Word Mark) has a **[geographical indication \(GI\) tag](#)**.

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