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Prickly Pear fruit nectar HB+ to elevate fight against anemia in India

The healthy dietary gap has been widening in rural and urban India, along with the gap of skills and technology. Raj Shah, the founder of Hb+, hence launched #RedRevolution, a mission to make India anemia-free while empowering rural women.

By **Pooja Yadav** | April 16, 2021



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HB+ is a 100 per cent pulp of Prickly Pear fruit processed with patented technology. Prickly Pear fruit is a superfood fruit of the cactus plant called “Nagphani” in Ayurveda, “Nopal” by Mexicans, “Barbary Fig’’ or "Indian Fig” by Italians. Hb+ can be found on Amazon as well as on the official website of Prickly Pear.

Prickly Pear Fruit Nectar is made in an ISO, HACCP, and GMP compliant production unit, entirely processed without the direct contact of anyone. It is a superfood with 33 per cent DV of Iron, 21 per cent DV of Calcium, a powerhouse of Antioxidants and the essential building block of our body, Amino acids.

What makes it more unique is that it contains zero sugar, no color, no flavor, and no harmful preservatives. Its natural sweetness comes from the Stevia extract which is 100 per cent safe for diabetes.

The brand has made up to 60 lakhs of investment with over 2 crores of turnover. Prickly Pear Fruit Nectar was launched in 2019 from the house of Hb+, and the product has seen growth of 5 times higher since last financial year.

According to a report by the World Health Organization, 50 per cent of pregnant women in India are anemic due to iron deficiency. In the fast-paced lives of metro cities, we are achieving all our targets except for our health goals.

“It’s strong iron and calcium content is a boon for pregnant women or anybody suffering from anemia,’’ said Raj Shah, Founder of Hb+.

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