



FRIENDS GROUP

Group's Foray into the Agri-Plantation and Cultivation was the peer determination, clear and transparent vision of its news generation Entrepreneurs who has taken the Group plethora of diversification to another level. "MAKE IN INDIA" vision of Government of India has also enhanced their goal and boost the group to enter into the farming of PITAYA or DRAGON FRUIT with Drip Irrigation arrangement, this has taken the Farmer Family from Rajasthan more close the roots and nature.

Presently the Dragon farms are developed with a state of an art facility in the area of 20 acre with annual presumed yield of 160 mts, which is largest at the single location in India and further expansion of Dragon Farm in 10 acres.

Also plans for further expansions with forward integration into Food Processing Industry and Poly House farming to provide natural fruit and vegetable to the region and society thru out the year.

Already started marketing of "Dragon Fruit" or proudly called as "Crazy Fruit of Kutch" to the Multi brand Food Marts in Kutch and recently tied-up with Radisson Hotel Kandla to cater their demand of this rear Fruit.

“PITAYA” or “DRAGON FRUIT”

Friends “DRAGON” Farm



Discovering “DRAGON FRUIT”

Botanical name: *Hylocereus undatus*

Who knew there was a plant with a flower like an explosion of flame, which produces a beautiful but short-lived fruit with the appearance of a brilliant pink rosebud? This is the pitaya – dragon fruit – indigenous to Central America but is also grown and exported from several Southeast Asian countries, such as Thailand and Vietnam. Obtained from several cactus species, its succulent stem provides the uniquely delicious fruit with moisture in the arid climates where it grows.

Now, Kutch also being the suitable place for Dragon Fruit due to cactus feature of fruit climatic conditions region which has below average monsoon. Drip Irrigation has made is potential for the region and can become the crop of the



Some facts and figures about the “DRAGON FRUIT”

A **pitaya** or **pitahaya** is the fruit of several cactus species indigenous to the Americas. "**Pitaya**" usually refers to fruit of the genus *Stenocereus*, while "**pitahaya**" or "**dragon fruit**" refers to fruit of the genus *Hylocereus*.

Dragon Fruit Scientific Names: *Ceraus*, *Acanthocereus*, *Echinocereus*, *Hylocereus*, *Selenicereus*, *Stenocereus*, *Escontria*, *Myrthillocactus*.

Dragon Fruit



Typical Nutritional Values of “PITAYA” or “DRAGON FRUIT”

The typical nutritional values per 100gms of raw Pitaya (of which 55gms are edible) are as follows:

- Water 80-90 g
- Ascorbic acid (Vitamin C)
4–25 mg
- Ash 0.4-0.7 g
- Calcium 6–10 mg
- Calories: 35-50
- Carbohydrates 9-14 g
- Carotene (Vitamin A)
traces
- Fat 0.1-0.6 g
- Fiber 0.3-0.9 g
- Iron 0.3-0.7 mg Niacin
(Vitamin B3) 0.2-0.45 mg
- Phosphorus 16 – 36 mg
- Protein 0.15-0.5 g
- Thiamine (Vitamin B1) traces
- Riboflavin (Vitamin B2) traces



The aforementioned figures are subject to change as per cultivation conditions.

Types of available with us: “DRAGON FRUIT”

Some dragon fruits have red or yellow skin (which looks a little like a soft pineapple with spikes) and white or red flesh, but always the beginnings of overlaid leaves, similar to an artichoke, and an abundance of small, black, edible seeds. The flavor is mildly sweet, like a blend of kiwi and pear, and it has a crunchy texture.

Sweet pitayas come in three types, all with leathery, slightly leafy skin:

We have RED Skin Breed

Hylocerun undatus (Pitaya blanca or white fleshed pitaya) has red-skinned fruit with white flesh. This is the most commonly seen "dragon fruit".



Hylocereus Costaricensis (Pitaya roja or red-fleshed pitaya, also known as *Hylocereus polyrhizus*) has red-skinned fruit with red flesh

Health Benefits of “DRAGON FRUIT”

Dragon fruits have a surprising number of phytonutrients. Rich in antioxidants, they contain vitamin C (Equivalent to 10 percent of the daily value), polyunsaturated (good) fatty acids, and several B vitamins for carbohydrate metabolism, as well as carotene and protein. Dragon fruits have zero complex carbohydrates, so foods can be more easily broken down in the body, helped by vitamin B1 (thiamin) and other B vitamins.



Health Benefits of “DRAGON FRUIT”

The health benefits are realized in a number of ways

- ❖ Calcium is present for strong bones and teeth.
- ❖ Iron and phosphorus for healthy blood and tissue formation.
- ❖ Strengthened immune system.
- ❖ Faster healing of bruises and wounds.
- ❖ Prevent respiratory problems.
- ❖ The phytochemical capsaicin, used as a medication to treat heart problems, is present in the fruit itself.
- ❖ An oil in the seed operates as a mild laxative, so can treat constipation.
- ❖ The seeds of dragon fruits are high in polyunsaturated fats (omega-3 and omega-6 fatty acids) that reduce triglycerides and lower the risk of cardiovascular disorders.

Health Benefits of “DRAGON FRUIT”

- ❖ Eating dragon fruit can help the body maintain such normal function as ridding the body of toxic heavy metals and improved eyesight.
- ❖ Lycopene, responsible for the red color in dragon fruit, has been shown to be linked with a lower prostate cancer risk.
- ❖ Improves memory.
- ❖ Dragon fruit contains phytoalbumins and flavonoids that helps to lower blood glucose levels in type 2 diabetes.
- ❖ Detoxifying harmful chemicals in the colon and preventing the occurrence of colon cancer.
- ❖ Can aid in weight reduction.
- ❖ Can help against asthma and cough.

Uses of “DRAGON FRUIT”

- It's best eaten chilled, chopped into cubes and added to fruit salad or blended into a refreshing drink or smoothie.
- Dragon fruits are also made into jams, puree, sherbets, salads, fruit pizza, juice, beverages and antioxidant rich cocktails.
- Dragon fruit is generally is a nutritious fruit that is a good source of vitamins and minerals.
- There are no reported side effects in consuming dragon fruit.
- Dragon fruit is safe for consumption even by pregnant and breast feeding mothers.
- All ages can enjoy dragon fruit.
- This may become your new favorite fruit, and you don't even have to slay a dragon.



Friends “CRAZY FRUIT of KUTCH”

It could easily be called a “Crazy fruit of Kutch”, as its appearance is so improbable. Dragon fruit is low in calories yet offers numerous nutrients, including vitamin C, B vitamins, phosphorus, protein, calcium, fiber, capsaicin, and antioxidants. It's proven to lower blood sugar levels as well as blood pressure, strengthen bones and teeth, promote healthy blood and tissue formation, strengthen the immune system, heal bruises and wounds faster and prevent respiratory problems.

Like other red fruits, dragon fruit contains lycopene, which helps protect against cancer and heart disease. How can all these benefits be taken advantage of in this visually beautiful, exotic fruit?.

Coordinates “DRAGON FRUIT” Farm



Friends “DRAGON” Farm

Friends DRAGON Farm

**Revenue Survey No.
#435 and #436**

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Taluka: Gandhidham

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State: Gujarat

Pin: 370201

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