

# ASIAN Photography

## HP launches Snapfish in India with prints at Rs. 2.95 only

Marking its entry into the retail photo printing market with the launch of the HP Retail Photo Solutions, Hewlett-Packard (HP) in October this year announced its strategies to revolutionise the digital photography market in India. The event also included the announcement of the online photo service- Snapfish.

Through this announcement, HP aims to get closer to realise its vision for creating an all-digital photography marketplace. HP hopes this revolution will take digital photography to the next level. V. Krishnan, GM- Consumer Sales, Imaging & Printing Group (IPG), HP India Sales Pvt. Ltd. said, "By establishing a footprint of 3000 Retail Photo outlets with HP Retail Photo Solutions by 2010 and photo delivery through Snapfish across India we hope to change the dynamics of the Photo printing market. We are positive that consumers will enjoy the new photo printing experience intro-



duced by HP."

According to V. Narayanan, Director Retail Photo Solutions, IPG, Hewlett Packard APJ, the announcement of Retail Photo Solutions in

India, HP hope to provide a profitable business proposition for the retailers by driving down costs and offering customers more choice, flexibility, better quality and price.



From (Left to Right)- V. Krishnan, GM - Consumer Sales, Imaging & Printing Group, HP India, Mandira Bedi, V. Narayanan, Director - Retail Photo Solutions, HP A PJ & Bala Parthasarthy, VP-Online Imaging, Imaging and Printing Group, HP A PJ at the launch of HP's Retail Photo Solutions and Snapfish in Mumbai on Tuesday.

Snapfish also swam its way to the Indian waters with a vision to advance the preservation, enjoyment and sharing of people's valuable memories. Snapfish aims to provide a complete solution for digital consumers from capture to manage, create, share and print. It offers free online photo sharing, unlimited online photo storage and professionally developed digital camera prints for Rs 2.95 only (4x6 size).

Speaking on the launch of Snapfish in India, Bala Parthasarthy, VP, Online Imaging, IPG, HP APJ said, "Snapfish has gained popularity globally and we expect

to do the same in India. It will change the way consumers 'click-print-share' photos in India."