

BrandReporter

MARKETING

HP SNAPFISH

Digital Rules

HP Snapfish, the World's leading consumer online photo service has got into a strategic alliance with Indiaplaza.in, to fuel its vision of creating an all-digital photography landscape in India. Currently, Snapfish has the largest array of products in the online photo finishing space in India. This alliance facilitates the launch of a co-branded Photo Center, enabling over one million existing customers of Indiaplaza.in, to print, share and store unlimited number of photographs. Customers can also choose from an extensive range of personalized products by HP Snapfish.

Ben Nelson, general manager, Snapfish, Hewlett Packard, said at the launch of the tie-up, "HP Snapfish, with a presence in 21 countries and an existing global customer base of 50 million, is targeting the Indian market as one of the key growth drivers. Coming close on the heels of the customer acquisition of MeraSnap by HP Snapfish earlier this year, the HP Snapfish-Indiaplaza tie-up will further grow our market leadership in India."

According to a recent Nielsen Global Online Survey on Internet shopping habits, 78 per cent of the Indian respondents accessing the internet, have purchased goods online and close to 55 per cent respondents have made at least one online purchase in the past one month.

"The online shopping phenomenon is poised to pick up strongly in India, with the

growing Internet penetration, rising spending power, busy lifestyles and the enormity of options available. This tie-up will enable many new customers from the Indiaplaza.in fold to enjoy a world-class online photo service and a unique shopping experience at HP Snapfish, allowing them to create and buy personalised products instantly," says Bala Parthasarthy, managing director, Asia Pacific and Latin America, Snapfish - Hewlett Packard.

The rise in the use of image-capturing devices has translated into huge opportunities for the photo printing market in India, largely fuelled by the growth in sales of digital and mobile cameras in the country. According to Gartner, the market size of digital camera in India was \$110 million in 2006 and is expected to grow 20-22 per cent CAGR through 2011. The number of mobile users in India will be more than double in the next five years, growing from 185 million to 462 million in 2011.

K Vaitheeswaran, co-founder and chief executive officer, Indiaplaza.in, explains, "As the pioneer and clear leader in the Indian online shopping industry, we are constantly engaged in bringing world class brands and services to the growing base of Indian online shoppers. We are confident that Indiaplaza.in customers will love the convenience of uploading and storing photos online and also using the images to create a whole set of personalised products."



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