

Business Standard

HP enters retail photo printing

Mumbai: Hewlett-Packard on Tuesday announced its entry into the retail photo printing market with the launch of HP Retail Photo Solutions. The company also announced the launch of HP Snapfish, its consumer online photo service customised for the Indian market (www.snapfish.co.in) that offers free online photo sharing, unlimited online photo storage and professionally developed digital camera prints for Rs 2.95 only (4x6 size). The retail photo initiative has planned 3,000 outlets by 2010.

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