



HP plans entry into photo print retailing

Unveils *desi* version of its popular online photo service, Snapfish

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Hewlett-Packard (HP) on Tuesday said it is entering the Indian retail photo printing market with the launch of kiosks called HP Retail Photo Solutions.

The company also launched the Indian version of its popular online photo service, Snapfish.

HP Retail Photo Solutions will offer digital photography printing services in partnership with supermarkets and photo speciality stores. The company expects 3,000 such kiosks to be up and running across the country by 2010. Consumers can purchase photo greeting cards, posters, mugs and T-shirts from these outlets. Other major players in the segment are Fuji and Kodak.

V Narayanan, director, Retail Photo Solutions, HP, said: "The retail facilities will open up soon in several cities. We are not planning to target any particular area

or zone."

Narayanan didn't disclose the financial details and the time-frame for expansion.

The company also launched the Indian version of Snapfish (www.snapfish.co.in), its 15th globally, which allows users to order online digital camera prints besides sharing photos. Users can order online prints starting at Rs 2.95 (for 4x6 size image).

"India annually prints around 3 billion retail prints with some 70,000 photo outlets. The world over, retail film prints is expected to drop 17% on an CAGR basis during 2005-10 and retail digital printing will increase by 26%," Narayanan said.

V Krishnan, general manager, consumer sales, HP, said, "Currently not more than 15% of digital images captured in India get printed. This is because the printing solutions provided are not attractive enough. We plan to change that."