

# THE ECONOMIC TIMES

## **HP arm buys MeraSnap.com**

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**ADDING NOS.**

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Among the prominent players in the online photo service business in India are Picsquare and ZoomIn. Snapfish, which launched its India operations about eight months ago, has built up a customer base of two lakh. Globally, Snapfish is present in 23 countries, with over 50 million customers.

MeraSnap was started in October 2005 as one of India's earliest online digital photo print-

ing and delivery portals. It has a significant client base among NRIs. The growth in photo services market is being driven mainly by the expanding use of digital cameras and internet broadband. Mobile phone handsets with cameras have also become an important revenue stream.

Parthasarthy said Snapfish would be able to maintain current growth rates in India over the next two years. According to Gartner estimates, the India market for digital camera was worth \$110 million in 2006 and is expected to grow by 20-22% through 2011. The number of mobile users in India is expected to rise from about 260 million now to 500 million in 2011.