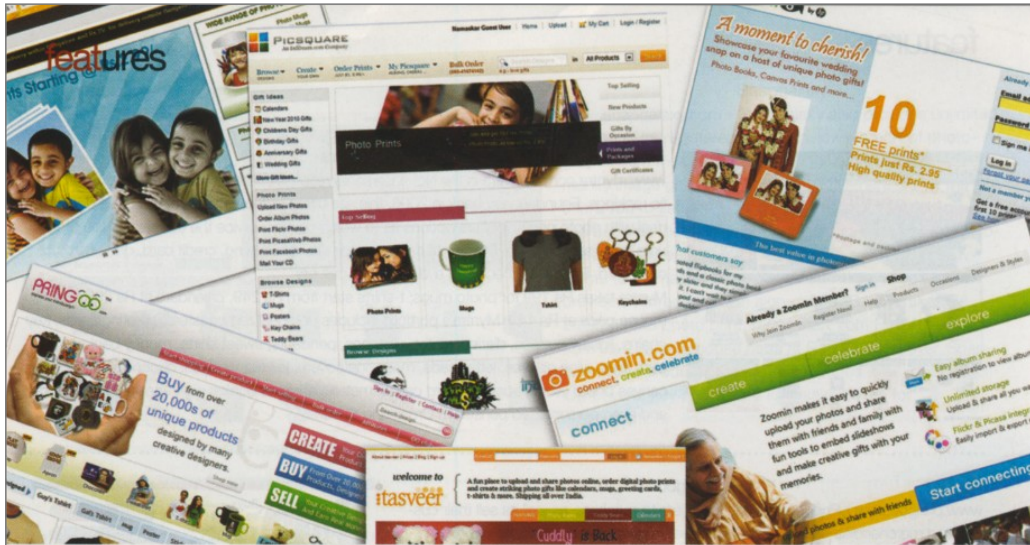


# living digital



## Photo Sharing Websites compared

Confused where to get personalized products from? LD compares the top Indian websites to see which one is the best of the lot

■ KARAN BAJAJ

Everyone likes to save his or her precious memories in photographs. Photo prints are the most common ways of sharing these photographs and more recently the trend has moved towards customized gift items such as mugs, calendars, t-shirts etc. Most people prefer to go to camera shops to get their photographs printed or to get these customized gift items. However, with growing e-commerce, various websites offering personalization and photo printing have come up. Most of these sites seem to offer the same basic services and claim to be the best. Most of these sites offer photo prints, poster prints, mugs, t-shirts, calendars as well as customized mouse pads along with various additions. LD goes through each of them to compare and find out which one is the best.



**gkvale**  
www.gkvale.com - They have the largest number of services on offer. They offer personalized products, sell photography equipment and also undertake shoots. The site also supports upload from Picasa. Charges are Rs 3.99 per print, Rs 249 for mugs, t-shirts start at Rs 350, calendars at Rs 325 & mouse pads at Rs 225. You can also order customized key chains, coasters, water bottles, magnets, cushion covers, photo books and greeting cards.

**Itasveer**

www.itasveer.com - Itasveer has its own design engine called doodlepad which is very impressive. Storage is unlimited, you get Picasa and Flickr support and 10 free prints on sign up. Payment options comprise of credit cards, Net banking and Itz cards. Itasveer charges Rs 3.49 per 4x6 print, mugs start from Rs 249, t-shirts from Rs 399, calendars at Rs 425 and mouse pads at Rs 199. Other products include photo books, piggy banks, trays, cards, teddy bears & keepsake boxes.



## living digital

### features

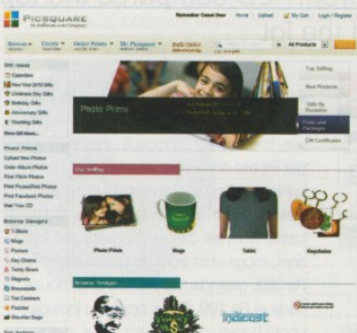


#### Myntra

[www.myntra.com](http://www.myntra.com) - Myntra is the No. 1 personalization website in India as per Alexa web traffic rankings. Founded way back in 2006, this site offers personalized products, but does not deal with photo prints. It offers options as to which courier service the user wants the products to be sent through. Payments can be made via net banking, credit card, debit card, Itz cash card, Paymate, check and even cash on delivery. Myntra takes Rs 199 for photo mugs; t-shirts start from Rs 249, calendars at Rs 299 and mouse pads at Rs 149. Myntra's portfolio includes personalized coasters, greeting cards, key chains, jigsaw puzzles, diaries, plates, watches, pendants, sweat shirts, money banks, sippers, tiles, wine glasses, letter pads, magazine covers, jewellery boxes, chocolate wrappers, canvas photo prints, business card cases, metallic address books, cigarette lighters, mirrors and even personalized pens from Cross and Shaer.

#### Pringoo

[www.pringoo.com](http://www.pringoo.com) - Pringoo enables the users to purchase as well as sell their customized merchandise online. Users just need to create the customized design and put them up in their own little selling space on the website. Like myntra, pringoo is also a customized product sale portal and does not offer photo prints. Members can take part in forum discussions and keep a check on the latest happening via the blog. Payment can be made via credit cards, demand drafts or cheques. Pringoo sells photo mugs from Rs 249 onwards, t-shirts start from Rs 399, and mouse pads at Rs 250. Other offerings include aprons, caps, chocolate wrappers, sweat shirts, teddy bears, key chains, posters, canvas prints, stickers and coasters.



#### Picsquare

[www.picsquare.com](http://www.picsquare.com) - Picsquare is the best of the lot among our comparison. The site has options for customization as well as some amazing pre-designed stuff available. It allows photos to be shared from Flickr, Picasa and even facebook. Moreover, it even offers the option for the user to mail a CD with images to be printed. You get 15 free prints on signup and payment can be made via credit cards, only ICICI debit cards, Net banking, ITZ cash card, Paymate as well as through Pay Pall. Picsquare charges Rs 2.95 per 4x6 photo print, mugs start from Rs 249, t-shirts from Rs 299, calendars at Rs 349 and mouse pads at Rs 199. Picsquare provides great many choices in customized product offerings which include key chains, photo books, photo chocolates, greeting cards, magnets, laptop skins, shoulder bags, address books, chocolate wrappers, coasters, keepsake boxes, mirrors, pillow covers, puzzles, teddy bears, tiffin boxes to water bottles.

#### Snapfish

[www.snapfish.in](http://www.snapfish.in) - Snapfish is a division of HP and claims to have 70 million members worldwide. Even they have an application named PictureMover that directly copies images from a camera or memory card to snapfish's online storage. They offer unlimited storage and during upload give an option to upload files for large print (in full size) or fast upload (resized for smaller photo prints). Photo sharing is allowed but can be viewed only by registered members. They only accept payments via credit cards and you get 10 free prints on signing up with the account. Snapfish charges Rs 2.95 per 4x6 photo print, mugs start from Rs 229, t-shirts from Rs 399, desktop calendars from Rs 399 and mouse pads at Rs 179. Other than these, Snapfish has personalized photo books, notebooks, photo stickers, canvas prints, flip books, key rings, drink bottles, money-boxes and even playing cards.



# Living Digital

### features

### Snappalaxy

[www.snappalaxy.com](http://www.snappalaxy.com) - Snappalaxy also provides unlimited storage to its registered users. It allows import of photographs from Picasa and Flickr and even has an active community image gallery. What is innovative here is that the site offers you to setup a Google ad sense account for free. If you become their Pro member, you can even sell your photographs and earn some revenue. The site requires payments to be made via credit cards or money orders and provides 10 free prints on signup. SnapGalaxy takes Rs 2.99 per 4x6 photo print; mugs start from Rs 240, t-shirts from Rs 250 and mouse pads at Rs 175. Moreover, Snapgalaxy has products like coasters, plates, tiles, puzzles, pillow covers, key chains and keepsake boxes for customization.

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### Zoomin

[www.zoomin.com](http://www.zoomin.com) - Zoomin has the most clutter-free website. They even offer a desktop upload application. The website allows users to store unlimited photographs which can be exported to sites such as Flickr and Picasa. The site also allows an invite only photo-sharing link. The site accepts payment in terms of credit card, debit card, iMint point gateway and is the only site that offers payment by cash (through mobilestore outlets). Zoomin charges Rs 4 per 4x6 photo print, mugs start at Rs 225, t-shirts at Rs 395, desktop calendars at Rs 295 and mouse pads at Rs 225. They also offer photo books, tote bags, greeting cards, canvas prints & body suits.

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### Bala Parthasarthy, Managing Director of Snapfish Asia Pacific and Latin America

**Q.** What do you think have been the factors that contribute towards the growth of personalized products in India?  
**BP:** The 'Generation Me' consumer wants every experience to be a personalized and customized affair. They want something creative and personal, and photo-finishing and gifting services help them create these.

**Q.** Snapfish has a phone application too. What does your phone app do?  
**BP:** The app is not available to everyone yet. It basically ships with the Sony Ericsson C903 and C510 CyberShot, and lets users click pictures and directly upload them on Snapfish.in. You can also users order prints for home delivery directly from the phone.

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### Mukesh Bansal, CEO, Mynta.com

**Q.** How's "personalization" growing in India?  
**MB:** The growth of personalization is because of the proliferation and growth of e-commerce in India. Users here, can try out different permutations and combinations of how they want to personalize their products. There is also the additional convenience of ordering from home round the clock thereby neutralizing the geographical factor and cutting

down of multiple layers in the supply chain.  
**Q.** What are the limitations faced by personalization sites in India?  
**MB:** The issues are mainly to do with low internet penetration, poor broadband speeds, concerns regarding security of online payments and availability of logistics partners in every corner of the country.

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