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Snapfish acquires photo finishing portal

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BANGALORE: The world's biggest Web-driven photo printing service became just a little bigger. Snapfish, owned by U.S.-based printer leader Hewlett Packard, has acquired the customers of the Bangalore-based online photo finishing portal, MeraSnap.

With this acquisition, the India-based edition of Snapfish (www.snapfish.co.in) which grew to two lakh customer registrations within six months of the launch, is now 50 per cent larger: MeraSnap has about one lakh users.

Unlimited Web storage

Bala Parthasarathy, Managing Director (Asia-Pacific & Latin) of SnapFish, told *The Hindu* in a special briefing, that its offering in this country was aggressively priced to be the most competitive in the market: just Rs. 2.95 for a six inch-by-4 inch print ordered online. By providing users unlimited Web storage space for their photos, backed by 'cool tools' to improve photos, create albums and share with friends, SnapFish was riding a rising wave of Web-based photo applications, fuelled by the demand for digital cameras that was growing by a fifth every year, he added.