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## Huggies.co.in partners with SnapFish to provide online photo service to its users

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by Satrajit Sen

Online photo service HP [SnapFish](#) has partnered with Huggies, a disposable diaper brand, to enable users of Huggies India website to print, share and store photographs online. Under the deal, the baby care brand has launched [Huggies Photo Centre](#), powered by SnapFish, on [Huggies.co.in](#) where expecting and new mothers can upload, share and print their favourite pictures.

“Pregnant ladies and new mothers want to preserve and share the cherished moments with their friends and near ones. Today’s ladies, being tech-savvy, are uploading these pictures in their social networking sites. But, till date, nothing has been done by anybody to provide personalised photo memorabilia to this segment. This is our strategy to preserve the emotions attached to the great feeling and provide photo finishing services to them,” Bala Parthasarathy, MD, Asia Pacific, HP SnapFish, has told Alootechie.

According to Parthasarathy, SnapFish India will earn from the number of pictures uploaded and commodities ordered through the Huggies India Photo Centre. “We share our revenues through per customer acquisition and products ordered by the customers. This is a win-win deal for both the companies. Through this deal, we get more customers and Huggies provides more services to their customers,” he has said.

SnapFish had already partnered with Huggies for providing similar services in Australia and has similar tie-ups with baby care brands in US and China. In August 2008, SnapFish partnered with an online shopping company Indiaplaza.in to provide photo storage, sharing, and printing services to Indiaplaza’s users.

SnapFish, owned by US-based printer leader Hewlett Packard, entered India in October 2007 with the launch of its local site SnapFish.in. The company claims that SnapFish.in currently has around five million pictures and 300,000 users in the country.

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