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SnapFish acquires MeraSnap to increase its customer-base by 50%

25 May, 2008

by Asfaq Tapia

SnapFish, owned by US-based printer leader Hewlett Packard, has acquired the customers of Bangalore-based online photo prints ordering service **MeraSnap**. The value of the deal has not been disclosed.

According to SnapFish, the acquisition has helped the company increase the number of its customers from two lakh to three lakh in India. Before the acquisition, MeraSnap had about one lakh customers who have been migrated to SnapFish.

Bala Parthasarthy, managing director, Asia Pacific and Latin America, SnapFish, has told AlooTechie, "The digital camera market, which was estimated at \$110 million last year (2007), is going to grow by 20 per cent this year (2008). That along with the explosive growth in camera equipped phones and internet users will make India a valuable market for us."

On being asked why SnapFish decided to acquire MeraSnap and not some other company in the space, Bala Parthasarthy said, "MeraSnap fit the ROI (return on investment) analysis and had the required user-base, while the other players are far too small."

SnapFish India now plans to invest in the mobile platform and make it easier for users to upload photographs straight from the phone and order prints, according to Bala Parthasarthy.

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