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- ▶ Partner News
- ▶ Networking News
- ▶ Peripherals
- ▶ Storage
- ▶ Server
- ▶ Pc
- ▶ Mobile
- ▶ Mother Board
- ▶ CPU - Memory
- ▶ Software

### **HP Snapfish Snaps Up Customers Of Merasnap.Com** **May 26, 2008**

To realize its vision of creating an all digital photography landscape, HP Snapfish - world's leading consumer online photo service - which was recently launched in India, has extended its services to around 1,00,000 customers of MeraSnap.com who will migrate to the HP Snapfish portal within the next three months. MeraSnap.com is one of the first online digital photo printing and delivery portal in India .

"The initiative is a part of HP's strategy to penetrate amongst customers using online photo finishing in India . We are confident that these customers will enjoy unlimited options that Snapfish will bring to them including free online photo sharing, affordable photo prints, unlimited online photo storage, world-wide network of printing including USA, UK and Australia along with free photo editing tools and software." said Mr. Bala Parthasarthy, Managing Director, Asia Pacific and Latin America, Snapfish, Hewlett-Packard.

"Snapfish has received tremendous response from the Indian consumer. It is gradually transforming the way consumers 'click-print-share' photos in India . This development is another stepping stone towards this transformation," he added.

According to VV Kadam and Ravi Urs, co-founders, MeraSnap, "We are proud to be associated with HP Snapfish, the worldwide market leaders in the online photography space. With HP's credibility backing Snapfish, our customers can be assured that their photographs are safe with the online portal for years to come. Moreover, our customers will get the opportunity to explore the enhanced services that Snapfish has to offer- ranging from personalized gifts to desktop calendars.

### **Market Opportunity In India**

The rise in the use of image – capturing devices translates into huge opportunities for photo printing market in India , largely fuelled by the growth in digital and mobile cameras in the country. According to Gartner, the market size of digital camera in India was \$110 million in 2006 and is expected to grow 20-22% CAGR through 2011. The number of mobile users in India will be more than double in the next five years, growing from 185 million to 462 million in 2011.

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