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10 Years of Online Photo Printing

Snapfish, the pioneer of online printing turns 10. But has the trend caught up in India?

[Mehak Chawla](#)

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So [Snapfish](#), one of the biggest brand backed names in online photo printing celebrates its 10th birthday today. However, its still less than 3 years old in India. And though there were a lot many domain players before it entered, it took a name like [HP](#) to turn online photo printing, into some sort of a sizeable market.

Given the energy and investment that HP has made, it is clear that HP is taking [online photo printing](#) seriously.

What is less visible is the seriousness the consumer is according to virtual memories. With more and more Indians beginning to get comfortable with online transactions, online photo printing is seeing a variety of action.

One of the most prominent trends that has emerged is that of variety. Almost all the online

printing sites are offering their consumers a basket of products, some of them really innovative ones like the canvas print, collages, sketch pictures etc. The other important factor has become the price points. Not only are the sites offering a range of pricing, they are also striving hard to gain the competitive edge.

Almost all sites start from close to rs.2 for a standard print (postcard size on glossy paper) and move up the ladder, depending on the specifications. Customization and innovation is the flavor of these sites as they compete in the urban and niche market. PicSquare, for instance, will offer you customized albums, key-chains, cups , calenders and almost anything that you might want with your special moments pasted on it. Zoomin also has recently added the canvas offering to their basket and though it comes with a big price tag (can go upto rs.2000), it sure seems tempting.

Going back to the roots, the trend of online printing gained limelight perhaps with Snapfish, since someone as big as HP entered into the domain. Then came Indian ventures like MeraSnap (acquired by Snapfish in May 2008), and now there are about a dozen names in this arena. The most prominent ones include ZoomIn, PicSquare and Itsaveer. Although these sites boast of impressive numbers (registered users), and many of them are new kids on the block, what really gets it going for them is the delivery time, quality and the price points that they are offering.

These ventures are trying to gain the edge based on their branding and marketing, but delivery remains a critical area. For instance, prints from PicSquare take approx 4-6 business days to reach, ZoomIn is slightly faster. ZoomIn also allows its users to cut and obliterate the unwanted bit in pictures, a feature that is missing in other sites.



However, there is still a need of a little hand-holding for the online printing industry. The economics of it are still under the hammer and it is far from being as profitable as it is in the West.

But thanks to convincing price points, online photo printing is seeing a lot of users who like to capture every little moment and keep it in print too! Another thing to note is that as far as online printing goes, in India is it broadly restricted to pictures alone. [JustPrint](#) (a part of Overnite express) is perhaps the first venture that offers a range of printing services, from presentations to business cards.

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