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Indiatimes launches Photo Centre powered by HP SnapFish

09 October, 2009

Indiatimes.com, in association with HP SnapFish, has launched a co-branded Photo Centre that will enable over 11 million Indiatimes users to print, share and store unlimited number of photographs. The service will also allow Indiatimes users to create and order customized photo gifts such as greeting cards, calendars, t-shirts, mugs and drinking bottles.

Rishi Khiani, CEO, Times Internet, has said, "With the SnapFish co-branded photo centre, we aim to provide a fantastic platform to Indiatimes users to create personalized products as well as store and share unlimited number of personal pictures effortlessly online."

Bala Parthasarathy, managing director, Europe and Asia Pacific, SnapFish, Hewlett Packard, has said, "We always look for avenues to diversify our consumer base. Web-alliances with premier websites like Indiatimes, allow us to extend our product and service offerings to wider audiences."

The online printing market in US is expected to grow from the current \$500 million to \$1 billion by 2011. However, in India the online photo printing market is still at a nascent stage. With its tie-up with HP SnapFish, Indiatimes hopes to corner a significant share of the emerging Indian online photo printing market.

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by [Call center Outsourcing](#) on 10 October, 2009

this is a good offering by indiatimes. have used it and is really handy.

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BrandSide of the Story!



" Launching a campaign online is a very effective way of communicating to a select target group. The internet also gives us a platform to engage the customers and an opportunity for Kaya to have a two-way dialogue with them. "

- Suvodeep Das
Head of Marketing, Kaya Skin Clinic

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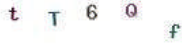
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