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Snapfish join hands with Indiatimes

India Infoline News Service / 10:46 , Oct 09, 2009

Photo center to allow Indiatimes users to upload and share personal pictures, create personalized photo gifts instantly

Snapfish world's leading consumer online photo service by HP has joined hands with Indiatimes.com, the Internet venture of India's largest media house - The Times Group to announce an innovative web collaboration. The partnership facilitates the launch of a co-branded Photo Center, enabling over 11.1million users to print, share and store unlimited number of photographs.

With Snapfish Photo Center, Indiatimes users can choose from a wide array of products ranging from photo greeting cards, t-shirts, mugs, sporty drinking bottles, money boxes, calendars, stickers and much more, to create and order fully customized photo gifts online.

At the announcement, Times Internet Limited CEO, Rishi Khiani said, "At Indiatimes, we continuously work towards introducing innovative mechanisms and platforms to enhance the user experience on our website. With the Snapfish co-branded photo center, 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."

"Being the global leader in the online photo finishing space, Snapfish enjoys a discerning understanding of today's eConsumer shopping needs as well as preferences," stated Bala Parthasarathy, Managing Director, Europe and Asia Pacific, Snapfish, Hewlett Packard at the announcement. He also added, "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."

In US, it is estimated that online printing market will touch US\$1bn by 2011 (Currently, at US\$500mn). However, in India online photo printing market is still at a nascent stage. With an ever-increasing internet penetration, Indiatimes is poised to corner lion's share of the Indian market with the tie-up with Snapfish.

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