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HP Snapfish extends services to MeraSnap.com

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HP Snapfish has extended its services to MeraSnap.com, an online digital photo printing and delivery portal, with around 1,00,000 customers. The initiative is part of HP's strategy for customers using online photo finishing in India. Customers of MeraSnap.com will move to the HP Snapfish portal within three months.

Bala Parthasarthy, Managing director, Asia Pacific and Latin America, Snapfish, Hewlett-Packard, said, "The initiative is 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 in the US, the UK and Australia, along with free photo editing tools and software."

Parthasarthy added, "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."

VV Kadam and Ravi Urs, Co-founders of MeraSnap, said, "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 personalised gifts to desktop calendars."



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