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# [Tie Ups Update: Dell – MTNL / Iskon – Atom / HP Snapfish – Ebay](#)

By [Rajiv Dingra](#) • September 8, 2009

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Well its a tie ups day for sure. We are seeing an increased number of tie ups be it 3G space, mobile or ecommerce. So here are the tie ups updates for today:



### **MTNL To Bundle 3G with Dell Laptops**

Dell and MTNL [entered into a partnership](#) to offer 3G on Dell's laptops and netbooks. The mtnl 3G enabled Dell laptops would be available via dell distribution channels in mumbai and delhi.

#### **How does this work?**

MTNL has embedded a 3G Ericsson module with GPS as well as a sim on Dell's laptops and netbooks and the laptop also comes bundled with a 3G data package by MTNL.

#### **3G for Laptops? Is it signs of 3G Fail For Mobile?**

Obviously its early days yet but 3G for laptops kind of gives a signal that MTNL [isn't finding enough customers on mobile](#) and hence is trying to increase the pie via this tie up. We have [blogged about this](#) before. Would love to have our readers take on this.

### **ISKON Takes donations mobile – Ties up with Atom**

The International Society for Krishna Consciousness (Iskcon) has [tied up](#) with m-payment solutions provider Atom Technologies to provide an alternative way of making donations. Atom will be providing IVR payments option for donations.

ISKON has engaged in mobile donations via their previous tie-ups with NGOs such as GiveIndia and CPAA. Mr Dewang Neralla, Director, Atom Technologies is very upbeat on donations over mobile and

feel it could overtake online donations in the future.

It would be interesting to see the actual collections via mobile as this certainly could be an option for NGO's to raise awareness and money at the same time.

## Snapfish Ties Up With Ebay India

HP Snapfish the consumer online photo service by HP which [was launched 2 years ago](#) has announced a partnership with Ebay India to launch a co-branded Photo Center. This story would enable eBay India users to print, share and store unlimited number of photographs.

This tie up works well because Ebay is a transactional site and photo printing is trying to attract users who use the site beyond the designated number of free prints that they offer on signup. Snapfish will be benefitted as Ebay India boasts of a 3 million userbase which would be exposed to their site.

There are a number of players whom we showcased here in the photo printing space in India..The following are funded as well.

| Company       | Funding              | Investor                       |
|---------------|----------------------|--------------------------------|
| Printo.com    | 6.25 Million \$      | Sequoia Capital                |
| Canvera.com   | Undisclosed          | DFJ, Footprint & Mumbai Angels |
| SnapFish      | NA                   | Backed by HP                   |
| Picsquare.com | Acquired by Infibeam | -                              |

Wonder how many of the [others](#) are still surviving though.

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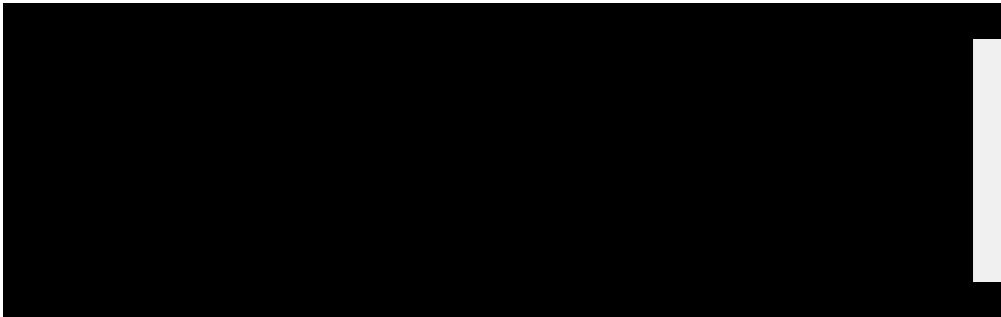
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