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## Digital & Technology

### ZoomIn launches photo sharing site for India and NRIs

ZoomIn, a photo sharing and printing service website, has been launched by technology entrepreneur Sunny Balijepalli for consumers in India as well as non-resident Indians (NRIs). Based in Mumbai, the site will offer photo printing and delivery services in India and the US. This service, Balijepalli expects, will set the website apart from other players in India like Picsquare, Merasnap and itasveer. "Customers will come to our site for the quality of prints and the online experience," says Balijepalli.

Sunny Balijepalli



ZoomIn customers in the US can have their photographs delivered to India and vice versa. The delivery service is also available within India and the company has tied up with courier companies for the purpose.

However, Clint Schmidt, CMO, ZoomIn, said that the emphasis would be on the Indian market: "We have some of the best photo sharing features on the site, which is what sets us apart from the others." Apart from sharing online albums through e-mail, customers can also embed a slide show of the album on their web page or blog. Schmidt added that while the slide show widget is available in a single size now, customers will be able to create custom slide shows in the future. The next step for ZoomIn will be to provide premium gifts (such as T-shirts and mugs) bearing prints of photographs.



The company, co-founded by Balijepalli and photography expert Phiroze Havaladar, will launch a promotional campaign on September 20. Customers registering on that day will receive 100 free 4x6 prints while supplies last. Apart from this promotion, says Schmidt, the company will launch a mass media campaign. This could include online video advertising and podcasts.

As many websites and social media sites offer photo sharing services, ZoomIn will offer its photo printing service as a white label solution. In other words, ZoomIn will set up the photo sharing and printing features for websites that want to offer these services.

**Link:**

<http://www.agencyfaqs.com/main1.html>