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Introducing ZoomIn.com - photo sharing & printing services

"We are committed to fueling the Digital Photography Revolution in India", averred Sunny Balijepalli, an Indian born American innovator and entrepreneur. Sunny and Phiroze Havaldar, a veteran of the photography industry, have united to launch www.ZoomIn.com, the country's first single source website that enables consumers around the world to store, share and print digital photos.

ZoomIn is the first world-class provider of photographic prints and merchandise to serve the Indian market. Sunny Balijepalli, Chief Executive Officer, ZoomIn, says, "ZoomIn will be primarily aimed at Internet and digital camera users in the country. The growth of the Internet population in India indicates demand for innovative online services, thereby justifying our approach to the market. We are committed to leading the online photo sharing market through innovation, intuitive design, fair prices, spectacular service, and exceptional quality." According to available industry data, e-commerce in India is set to reach \$2.3bn by 2009.

ZoomIn provides top-quality prints delivered to all major cities in India within the next business day, and the kind of sophisticated photo-sharing features users would expect of a social-networking site in the United States. Upon launch, ZoomIn.com is now the industry's premiere service catering to Non-Resident Indians in the US to send photos to friends and family in India.

According to comScore, India has the fastest growing Internet population in the world. India's digital boom is further endorsed by the fact that the country has emerged as one of the fastest growing digital product and mobile phone markets in the world. Industry reports predict that 900,000 digital cameras will be sold in India in 2007, representing 199% CAGR. According to Gartner, the number of mobile users in the country will more than double in the next five years, growing from 185 million to 462 million by 2011.

Phiroze Havaldar, co-founder of ZoomIn, says, "India is on the threshold of a digital revolution and the Internet is playing a growing role in people's lives around the globe. Digital photo printing is a booming market in India, and with over 30-40 million Internet users and a digital camera market clocking in unprecedented growth, there is tremendous potential for a world class offering like ZoomIn. We are confident that the company will raise the bar of photo sharing and merchandising services in India and become the leader in this space."

In the Indian market, ZoomIn will adopt a phased approach in acquiring new users and generating revenue. Indian expats living in the U.S. will help expose ZoomIn to the target market in India, and act as early adopters who introduce the service to friends and family.

ZoomIn has a comprehensive back-office and fulfillment set-up in India to print photos locally. This includes multiple, state of the art printing facilities and trained personnel. The company provides professional-grade color correction to photos when required, giving ZoomIn's customers the highest-quality prints available online. ZoomIn has also partnered with local shipment providers to provide low-cost overnight shipping with tracking. The company's Customer Service and software development teams will be located in Mumbai to ensure a tight feedback loop between customer needs and site development.

ZoomIn has a diverse management team with a track record of founding and leading successful and innovative startups. The co-founder and CTO of Half.com, Sunny Balijepalli, founded ZoomIn with Phiroze Havaladar, one of India's most renowned photography experts and pioneer of the "1-hour photo" concept in India, representing a new chapter in the Indian-US business collaboration era.

Commenting on the company's future plans, Sunny adds, "In addition to providing photographic prints, we plan to add a wide range of printed merchandise like photo books, greeting cards, and other innovative gift items to our product portfolio. We expect the first production expansion to be available to our customers before Diwali. Given the concentration of Internet usage, we will target top metros in India in the first phase of customer acquisition. Once we have expanded and established our brand and services in India, we may consider targeting Southeast Asia and Central and South America by 2008. "

"With millions of mobile users adding up every month, the mobile commerce (m-commerce) market is set to witness a parallel boom. We expect to offer services through this channel too in the near future", says Sunny. According to IAMAI, the m-commerce market in India is estimated around Rs. 9500 crores in 2007.

Link:

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