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ZoomIn.com Preserves Your Memories!

India gets its very own photo-sharing website ZoomIn.com.

Saturday, October 06, 2007: Sunny Balijepalli, co-founder and chief technology officer, Half.com, and Phiroze Havaladar, a photography expert and pioneer of the '1-hour photo' concept in India, have jointly launched ZoomIn.com -- a single source website that enables consumers around the world to store, share and print digital photos. ZoomIn.com enables non-resident Indians in the US to send photos to friends and family in India.

Commenting on the company's future plans, Balijepalli added, "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."

The website offers fast fulfillment -- top-quality prints delivered to all major cities in India within the next business day itself and 7-10 day delivery to the US; low prices -- price per print range from Rs 4 to Rs 40 for 4x6 prints to 8x10 prints respectively; free storage -- uploading entire digital photo archive and downloading any time; and slick sharing -- share your photos through a widget in your blog and with invite-only and public security settings to control how you share your albums.

ZoomIn has a back-office and fulfillment set-up in India to print photos locally. It 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.

"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," added Phiroze Havaladar.

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