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## **Website offering online photo sharing, printing services launched**

The country's first single source Website [www.ZoomIn.com](http://www.ZoomIn.com) that enables consumers around the world to store, share and print digital photos, was launched recently.

Sunny Balijepalli, chief executive officer, ZoomIn said, "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". According to available industry data, e-commerce in India is set to reach \$2.3bn by 2009.

Industry reports predict that 900,000 digital cameras will be sold in India in 2007, representing 199 percent CAGR. According to Gartner, the number of mobile users in the country will be 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 an offering like ZoomIn."

### **Link:**

<http://www.zdnetindia.com/index.php?action=articleDescription&prodid=13442&biznews=biztechNews>