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Sunny and Phiroze Havaldar Introduces ZoomIn.com

ZoomIn.com is India 's first world-class website offering online photo sharing and printing services. This site has cutting-edge features such as next day delivery and incredible prices promise a never-before experience to Indian consumers.

Sunny and Phiroze Havaldar 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 provider of photographic prints and merchandise to serve the Indian market. 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.

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 numbers of mobile users in the country will more than double in the next five years, growing from 185 million to 462 million by 2011.

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.

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