



**Source** : ThinkingAloud  
**Date** : November 12, 2007  
**Edition** : Online

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## **'India is on the cusp of a revolution'**

Sunny Balijepalli, CEO of Zoomin.com has some great plans on the photo sharing and printing industry for India. He shares some insights on what he thinks the industry will shape up like and Zoomin's plans as well.

### **The Risk and the Market**

There is a risk, but the opportunities are huge. Yes, being a venture, there are challenges, but there are great opportunities in the long term. India may be three to five years behind compared to where the US is in terms of digital photo printing, but that gives us time to innovate and establish our brand.

Moreover, India is on the cusp of a revolution and that makes this the right time. The volumes over the next couple of years are going to go up and we will see the hockey stick sort of curve where the trajectory shows a big upturn.

E-commerce in India today is displaying 52 percent growth year on year and that's among the highest anywhere in the world. Internet or broadband penetration is the world highest at 33 percent growth. Digital camera growth in India is at 200 percent growth with a million units last year.

While digital camera penetration even through mobile phones has risen dramatically, how many would really convert to prints one would ask. And that's where we position ourselves. Photos are going to be shared much more than they will be printed and Zoomin has a place there as well since we make sharing so much more fun, collaborative, community services and it's easier.

Community services including integration with Flickr is one of the big strengths. Our strength lies in the fact that we allow users to integrate their photos through their Flickr account. So while people can still continue to store their photos there, by collaborating that account with ours, printing their photos would be much easier. We aren't trying to compete with Flickr in any way. I think Flickr is the Gold Standard as far as digital photo sharing and social networking goes. The missing link is printing services.

### **Zoomin and what it is**

We are an online photo sharing and printing destination for India where you can share and print photos that you have captured with your digital camera or your mobile phone. It is a new concept to India and is still in its early stages, but it is an industry that has been well established and is mature in the US and the rest of the world.

Zoomin is a great complement to Flickr and other such services. We are also going to offer a very open API and web services platform which users can offer their users to print photos. So we will offer integration with services like PayPal for online payment and ordering prints. Bloggers can add this to their sites and offer services independently.

We are not just a gallery service where we allow just uploading of photos. Behind the scenes of Zoomin is a real time order tracking and print integrations mechanism like HP Indigo and printing

machines for photos in addition to a courier network that we have perfected. All these take time and investment and we are so far self-funded, but are now looking at raising more investment.

But it's not just a courier service. We will ensure that the order reaches any destination. So for areas where courier services don't work, we do use the Indian Postal Service. We have experienced people like Phiroze Havaladar who has great experience in the photography industry and we are putting all this together to bring about a world class service.

To announce this to the world, we are working on a marketing launch in a few weeks. Additionally, we will also be announcing our first white label partner and we will continue the innovation. We try to innovate in everything we do as is visible on the site.

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