



Source : Business India
Date : November 18, 2007
Edition : Print

Store, share and print

www.zoom.in is the newest addition to the growing tribe of online photo services, providing customers with an unlimited digital photo storage capacity, simple-to-use tools for uploading and sharing photos, and competitive prices for printing professional-quality prints. Since the footprint of the site is global, users can upload the pictures at one location and get it printed at another, enabling family and friends to share their photo memories globally. Established by Sunny Balijepalli, an India-born American innovator and



entrepreneur, and Phiroze Havaladar, a veteran of the photography industry, the facility provides delivery of top-quality prints to all major cities across India within the next business day. For this, the

company has set up a back-office and fulfilment centre in Mumbai to print out the photos locally. It also provides professional-grade colour correction as and when required, ensuring the quality of the prints. Apart from providing customers the opportunity to store, share and print photos, the site plans to expand its universe of offering through a wide

selection of personalised photo products and gifts, including photo books, calendars, mouse pads, mugs, and much more. The site is sure to ride the digital boom in India which has emerged among the fastest-growing digital product markets in the world, with an estimated nine lakh digital cameras being sold domestically in 2007 alone. Right product at the right time! ♦