

Source : Hindustan Times (HT Cafe)
Date : 4th October, 2009
Edition : Mumbai
Journalist : Naomi Canton

Website launches first photo studio in Mumbai

Naomi Canton

naomi.canton@hindustantimes.com

An online photo sharing, printing and custom gift company has opened its first offline store in Mumbai.

Zoomin.com has opened up on Bhulabhai Desai Road, opposite the American Consulate.

The 300ft square store enables people to print digital pictures as well convert them into personalised gifts such as desktop calendar, mugs and mouse pads. The website also allows photo sharing and storage.

Sunny Baliyepalli, Founder and CEO, Zoomin.com, says,



WHEN AND WHERE

The shop is at 1 Mistry Park, 77, Bhulabhai Desai Road, Opposite American Consulate.

Open from 10 am to 8 pm

“This launch is in line with our strategy to extend a two-year-old successful zoomin.com proposition to an offline format. This will enable us to get closer to the homes of our consumers.”

He adds he hopes it will enable the less tech-savvy family members to be creative with their family photo albums.

For the upcoming festive season, the store has plans which they will announce on Monday.

